

# OpenVoiceNews Australia

Transparent. Unbiased. Yours.

## WiseTech Embraces AI to Streamline Operations, Reduce Workforce

July 23, 2025

– Categories: Finance



Australian logistics technology company WiseTech Global has announced a strategic move to enhance operational efficiency by leveraging artificial intelligence (AI), a decision that will include a reduction in certain job roles. The company, known for its flagship software CargoWise, is seeking to sharpen its competitive edge in global supply chain solutions by automating redundant processes and redirecting focus towards high-value innovation and customer experience.

In a statement released this week, WiseTech Global confirmed that a targeted number of roles will be made redundant as part of an internal restructure. The company emphasized that the job reductions are not driven by cost-cutting pressure, but rather by a long-term efficiency strategy aimed at future-proofing the business. Chief Executive Officer Richard White stated, “As we integrate smarter technologies into our systems, it’s only logical to evolve our workforce and ensure we are aligned with where the industry is heading.” He reaffirmed that the majority of the company’s employees will not be affected and that retraining and redeployment efforts will be offered wherever possible.

WiseTech’s move reflects a growing trend among leading firms in the tech and logistics space, where AI is being used not only for predictive analytics but also for process automation, customer support, and fraud detection. The company has invested heavily in machine learning and AI capabilities over recent years, and this latest announcement underlines its commitment to remaining at the forefront of the digital logistics revolution. While some critics have expressed concern over job losses, business analysts argue that such strategic adjustments are necessary to maintain global competitiveness in a rapidly evolving market.



This development also signals a wider reality for Australian businesses: adapt or fall behind. WiseTech’s proactive stance is a reminder that the future of work is changing, and companies that embrace innovation are better placed to deliver long-term value to shareholders. In a global economic climate that demands agility and technological adaptation, WiseTech appears determined to lead rather than follow. As AI becomes more central to business operations across sectors, WiseTech’s decision may well be viewed not as a loss, but as a bold step toward a more resilient and intelligent future.