

EPG AURA Enhances Operational Logistics with an AI-Native Intelligence Layer

Real-Time Perception, Analysis, and Orchestration

Northlake, Texas (February 10, 2026) [Ehrhardt Partner Group \(EPG\)](#) a global leader in unified supply chain execution and warehouse management technology, today announced an expansion of its EPG ONE Suite with new capabilities within EPG AURA, its AI-native intelligence layer. This expansion introduces three AI-driven capabilities designed to help supply chain and logistics teams see operations more clearly, respond faster to disruption, and turn real-time data into confident operational decisions.

Operating above existing execution systems, EPG AURA continuously captures physical processes, live data streams, and contextual intelligence across the supply chain. Operational logistics software is enhanced by a cognitive layer that systematically connects captured data into decision-ready intelligence. Insights and recommendations are delivered directly within familiar workflows, without the need for new user interfaces or standalone applications. This creates a new foundation for adaptive, situation-based supply chain execution in live operations.

[EPG AURA](#) is designed as a modular, AI-native environment that provides customers with an accessible entry point to practical AI capabilities. "AURA is not just another software product but an environment that creates new freedom for our customers," says Peter Bollinger, CEO of EPG. "It allows them to use existing solutions more intelligently while also creating entirely new applications. This openness and intuitive interaction were a core ambition for us in developing AURA."

EPG AURA Key Value Drivers

- Faster, better decisions based on real-time operational context
- Increased warehouse and transportation efficiency without replacing existing systems
- Reduced reliance on deep system expertise through intuitive, context-driven guidance
- Improved on-time performance and operational resilience
- Scalable AI capabilities that grow with operational complexity

At the center of EPG AURA is the Cognitive Core, the technical and intelligent foundation of the environment. It centralizes information from warehouse management, material flow control, workforce management, and transport processes. These inputs are connected and contextualized into an end-to-end view of the supply chain.

The Cognitive Core analyzes situations as they unfold and helps teams make decisions based on the full logistics picture. “Logistics systems will need to do more in the future than simply execute processes correctly,” explains Peter Bollinger. “They must be designed so that employees can act faster without relying on deep system expertise. With AURA, logistics understanding takes center stage, not the operation of individual applications. This is exactly what makes EPG AURA unique in the logistics market.”

AURA Observer: Seeing What Really Happens in the Warehouse

AURA Observer is the perception layer of EPG AURA. It captures operational processes in the warehouse using existing camera infrastructures. Through Intelligent Video Analytics (IVA), movements and deviations are detected in real time. This makes it possible, for example, to identify pallet dwell times, unusual movement patterns, or unsafe situations faster. Beyond IVA, AURA Observer enables the capture and analysis of logistics-relevant documents through Intelligent Document Processing (IDP). This includes, for instance, inbound inspection records, customs and hazardous goods documentation, or air freight papers.

AURA Orchestrator: From Insights to Operational Decisions

AURA Orchestrator coordinates processes based on real-time updates from ERP, WMS, TMS, and other connected systems. Its goal is to ensure on-time deliveries and consistently efficient warehouse operations. All available data sources inform actionable recommendations or alerts. AURA Orchestrator can operate autonomously, or decision authority and the level of automation can remain firmly in human hands.

AURA Communicator: Context-Based Interaction Between People and Systems

AURA Communicator enables contextual, dialog-based communication between people and systems using natural language. Users receive situation-specific information and guidance without having to navigate through individual applications or user interfaces. Information about process and system status, stored work and packing instructions, maintenance or repair, and updates on order progress is readily available. AURA Communicator supports daily operational work without requiring deep expertise in individual systems. Through the Autonomous Integration function, existing systems can be connected and linked easily without custom programming.

With this expansion, EPG continues to advance the future of intelligent supply chain. EPG AURA will be presented for the first time at [MODEX 2026](#) in the EPG booth B11122.

About EPG – Smarter Connected Logistics

Ehrhardt Partner Group (EPG) is a global leader in unified supply chain execution technology, supporting global brands for over 35 years with smarter connected logistics. Over 1,600 organizations around the world put their trust in EPG and its suite of solutions to optimize complex logistics processes from

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manual to fully automated warehouse environments. EPG ONE™ unified supply chain software centralizes WMS, WCS, WFM, voice solutions, multi-carrier global shipping execution, intelligent route optimization, dock management, contract and billing management, and supply chain control tower, enabling integrated supply chain and logistics management from end-to-end. To learn how EPG powers smarter connected logistics for organizations worldwide, visit epg.com.

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