

SOLVING TOUGH CHALLENGES THROUGH ROBOTIC SOLUTIONS

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ROBOTICS

BERKSHIRE GREY



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Today's consumers know what they want and they want it immediately. They expect all of their retail interactions to be seamless whether shopping online or in stores. And, they essentially look for three things while making a purchase decision: Are the products the desired quality? Is the price reasonable? And finally how long will it take to receive the products? Although meeting the first two is relatively easy, the third one is still a challenge for many companies operating traditional retail and e-commerce enterprises.



Strategies to meet consumer expectations are multi-faceted. Every retailer has a focus on e-commerce from broader selections to faster shipping. Traditional retailers have stores, once viewed as a liability when compared to pure-play e-commerce players, that they are now using to turn the tide in meeting consumer expectations. Traditional retailers are offering more in-store experiences, embracing show-rooming, and providing order-online-pickup-in-store services. All of these consumer-friendly tactics put tremendous pressure on the supply chains that support these enterprises.

Technology provides the foundation for the retail industry to deliver these enhanced experiences and services for consumers. Robotics is one of the technologies that is now making it easier for retail and e-commerce companies to address their critical supply chain challenges. From performing repetitive and mundane tasks to managing inventories to picking, packing, and sorting products for e-commerce and replenishment orders, robotics are playing an increasing role in automating fulfillment and logistics operations in the retail industry.

Intelligent robotic technology solutions

Berkshire Grey, a leading solution provider of robotic technology, empowers organizations in retail, e-commerce, and logistics to automate their fulfillment processes through intelligent robotic technology solutions. Berkshire Grey customers automate item-level picking, packing, and sorting so that they can efficiently create orders for specific customers and right-size store inventory levels across their entire networks.

An efficient supply chain enables retail enterprises to manage nonstop customer orders and meet the ever increasing expectations of connected consumers. This ultimately leads businesses to achieve a satisfactory level of customer service by providing speedy delivery, quality, and operational flexibility. Tom Wagner, CEO of Berkshire Grey, says, "All the transformation in retail relies on a supply chain that must be fast, flexible, and capable of handling smaller and smaller orders." In a nutshell, Berkshire Grey, through its robotic solutions, allows retailers and e-commerce players to provide end consumers with options for choosing the right product at the right price at the right time, coupled with faster and efficient delivery.

Berkshire Grey is working with strategic customers in the retail, e-commerce, and logistics sectors. The company has deployed solutions in each of these sectors and is planning to add more customers this year.

At the forefront of modern technology

Since its inception, Berkshire Grey's goal was to bring a radical change in the way businesses operate. To attain this, the company has taken a holistic approach which combines the latest technologies including: AI software, robotics,

computer vision, sensors, and supporting electro-mechanical infrastructure.

AI software, which acts as the brain of Berkshire's solutions provides fast, specific and continuous solution improvements to manage handling the widest variety of products. Its machine learning capabilities coupled with vision systems and robust sensors enable Berkshire's robotic solutions to accurately pick, pack and sort items, both known and not seen before, in real-time.

Tom says, "At Berkshire Grey, we have a passion for leading-edge technology that delivers impact. Our mission is to help customers succeed, and our AI-enabled robotic solutions continuously improve performance. We wrap this capability with the necessary infrastructure to provide a complete solution that our customers can operate from day 1 and experience measurable ROI."

Berkshire Grey, through this holistic approach and leading-edge technologies, revolutionizes ecommerce fulfillment, retail replenishment, and logistics.

Challenges in retail, e-commerce and logistics industries

In the current consumer demand-driven environment, companies in retail and e-commerce face challenges in managing each step of their fulfillment workflows, including receiving inventory, warehousing products, picking and packing items, and shipping orders. They can no longer simply rely on human labourers to streamline the process and hence require ground-breaking solutions. Berkshire Grey, with its robotic technology-based solutions, helps these companies to automate their pick, pack and sort operations.



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To meet the growing demands of consumers, traditional brick-and-mortar retailers need to wholly transform their businesses. They need to reduce their chain-wide inventory and increase the availability of online-pick-up-in-store services. This eventually leads to creating a seamless and faultless shopping experience for customers. Berkshire Grey solutions go beyond e-commerce fulfillment to help these retailers replenish store inventory with smaller quantities delivered more frequently. The solutions continuously pick products from totes into store-bound containers based on the customer's preferred strategy, including by department, aisle-friendly, or a custom sequence. Toms says, "In order to operate cost-effectively while providing this level of agility, retailers and e-Tailors are implementing our intelligent robotic solutions in their distribution and logistics operations."

"Radically Essential, Fundamentally Forward"

The tagline reflects the customer's perception of Berkshire Grey. Customers believe in Berkshire Grey because of its cutting-edge technologies and its ability to deploy scalable solutions. To remain competitive in the market, Berkshire Grey's customers adopt strategic and innovative approaches that help them stay ahead of the curve in their industries.

With Berkshire Grey's modern solutions in place, customers transform their businesses to better cater to their connected consumers now and in the future. Tom says, "Transformation" is an over-used word, but that is what our customers are doing. They are transforming their businesses to compete and win with today's connected consumer."

How Berkshire Grey envision its future

Tom emphasizes, "The future looks bright for Berkshire Grey." Berkshire's existing customers continue to expand their intelligent robotic implementations year-over-year. And, the company plans to add more customers and significantly extend the size of its team over the next 12 months. When asked about Berkshire's growth, Tom concludes, "The growth is fantastic, but what we are truly proud of is the value, the impact, and the ROI we are delivering for customers."

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