



# Why **instant automation** is such a big deal?

## The retail conundrum

The retail industry finds itself in a strange situation; while sales have been going up and store traffic returning to normal, the overall US economy is feeling the heat of rising inflation and labor shortage. Retailers across the country are already preparing for an anticipated recession and devising ways to minimize costs and find efficiencies through operations.

## Now is the time to act

The cost of inaction is felt daily by businesses without an active plan to modernize their fulfilment functions. To stay relevant, companies must be able to meet the expectations of their customers, or risk having none.



Increase speed of deployment  
(in weeks, not in months or years)



Increase speed of fulfilment and  
ability to address high volume  
growth (with less labor)



Future-proof operations by  
adding agility and flexibility



Instant integration using OPEX budgets  
and scaling as business grows (~1 year)

## Intelligent automation is available, now

At its foundation, customer satisfaction means speed and simplicity. Only automation can meet both these challenges and future-proof systems to ensure consistent operations and place distribution as a strategic lever. However, managing the risks associated with large capital investments is a science by itself, especially when the investment will be out of date within 18 months.

Businesses need technology that is inherently built on agile principles and can deliver quick results early on and at every stage.

## Book a meeting with GreyOrange

We build platform-based solutions that optimize fulfilment workstreams across the distribution centre, maximizing efficiency continuously, in real time. This enables optimum performance right from distribution through to customer experience.

True optimization can only be achieved with flexibility. Being able to access the best-in-breed technologies, when they become available is best achieved through a SaaS (Software as a Service) platform approach.

A multi-robot orchestration platform allows any robot to be plugged in and controlled centrally, even when off-site, which creates limitless technology choices and operational flexibility. When paired with RaaS (Robots as a Service) this means that state-of-the-art robots can be swapped in and out as demand dictates, at variable pricing, in weeks rather than months and configured through a central control panel. This means fulfilment nodes can be spun up using minimal investment (operational budget) in very quick time.

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### reasons to invest in the GreyOrange Fulfilment Platform:



#### Multi-agent platform

Any technology as  
and when relevant  
(create choices)



#### SaaS subscription platform

Buy the right fit  
automation package  
and pay as you grow



#### Cloud delivery

Quick deployment with  
consistent, real-time,  
and unified experience



#### Pilot program

Try before you buy