



Suddenly it's
a **same day
delivery world.**

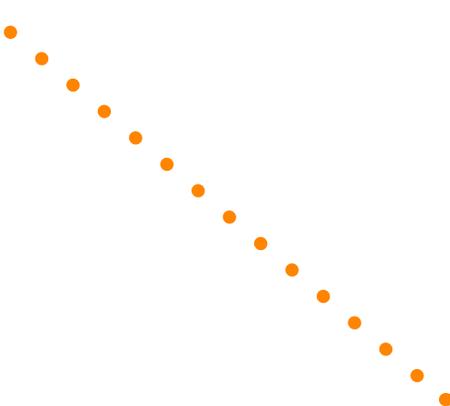
Time to turn your warehouse into an
AWAREhouse.

GreyOrange
Leaders in DeepThink Distribution™

Are you ready to deliver on the **same day promise?**



Online Order Placed
8:45 AM



Doorstep Delivery
3:05 PM



Welcome to the age of **immediate commerce.**

With click-to-door delivery in just hours now a reality for more buyers every day, same day delivery has rocketed beyond just a preferred choice—in 2020 it's fast becoming an expected standard. Whether a business is replenishing retail inventory or a consumer wants doorstep delivery, they're hooked on the new immediacy. For business, it means unprecedented opportunity...**as long as your fulfillment operation is same-day ready.**



The **fulfillment immediacy** jolt

96% of consumers equate fast delivery with same day

36% abandon shopping carts at checkout if shipping time is too long

Source: Business Insider Intelligence



The **market to margin** squeeze

Source: Bureau of Labor Statistics, USA

Next day delivery costs **20% more** than standard delivery for retailers

Home delivery costs **20% of an item's value** vs 5%-7% when delivered to stores

60% of US online transactions **include free shipping**

Source: Statista, Online Shopping in the U.S.



The **labor capacity** crunch

Ecommerce fulfillment is driving **a shortage of nearly 500,000 warehouse jobs** in 2020

Source: CBRE, Labor a Chief Concern for Warehouse Owners and Operators



Rising warehouse issues

Not enough people, space or pace...

not same  day ready.

Not enough...



People

452,000 gap between warehouse jobs and people to fill them

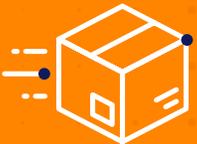
Source: Bureau of Labor Statistics, USA



Space

Lowest vacancy since 2000 (4-7%); Demand > Supply by 6M sq. ft.

Source: CBRE

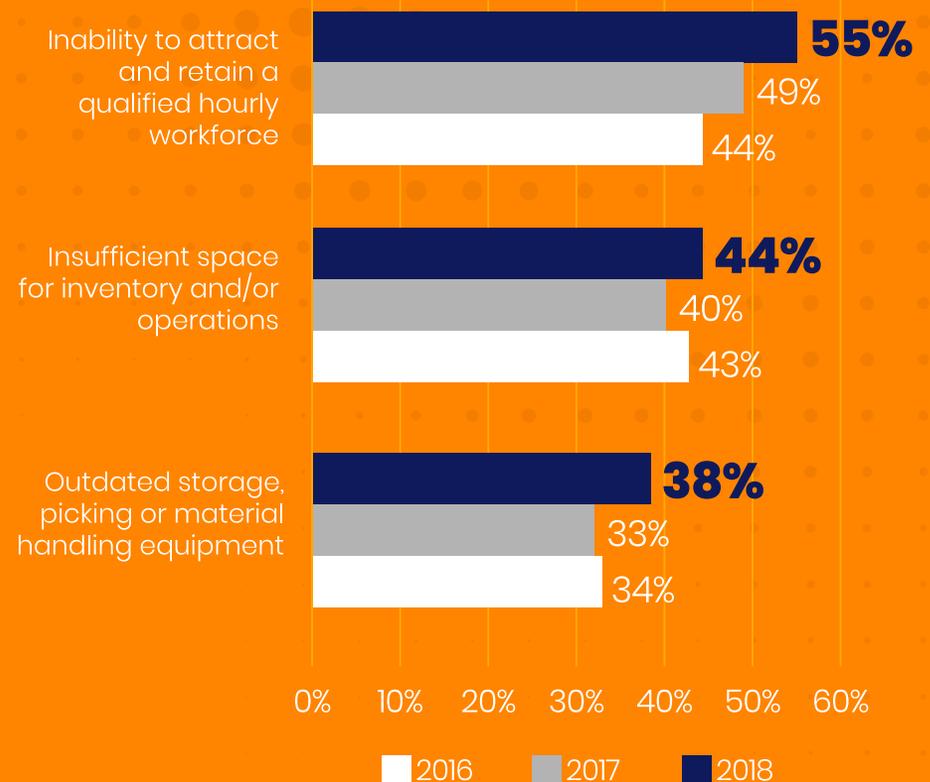


Pace

Tech built for a previous era can't cut it in a post-Amazon Effect world; **fast shipping motivates 52% of shoppers to buy**

Source: Statista

Integrating AI software and robots together solves the top 3 issues in fulfillment



Source: Peerless Research Group, Top Issues in Warehouses

Takeaway? Transform or Die

“Industry cultural resistance is the biggest enemy of Robotic Process Automation”

Source: IQPC

Supply chains that don't transform by 2021 **risk failure.**



Handle Escalating Costs

\$550 billion cost to US retailers on returns by 2020, 75% more than in 2016. That doesn't include restocking expenses or inventory losses, which run from \$814/month per 10-49 items returned to \$4,500/month per 1,000 items returned.

Source: Statista

Accept Free Returns Policy

90% of consumers 'highly value' free returns, 69% won't buy if charged return fees and 67% won't buy if charged restocking fees. 96% will shop with a retailer again based on 'easy' or 'very easy' returns.

Source: MHL News

Absorb Returns Handling

52% of DC managers don't have the ability or resources to determine whether returned items should be sent to the vendor, moved into inventory, or discarded, while 44% see returned items as a pain point.

Source: Shopify.com
ecommerce returns

Deliver Fast Everywhere

77% of consumers say delayed order arrival would negatively influence future purchase decisions.

Source: MHL News

Run One Supply Chain Online & Offline

74% of consumers are more likely to buy online if they can return in a store.

Source: MHL News



“**61%** of online shoppers expect orders placed by noon to qualify for **same day delivery**”

Source: Deloitte

The Amazon Effect has **changed expectations worldwide**

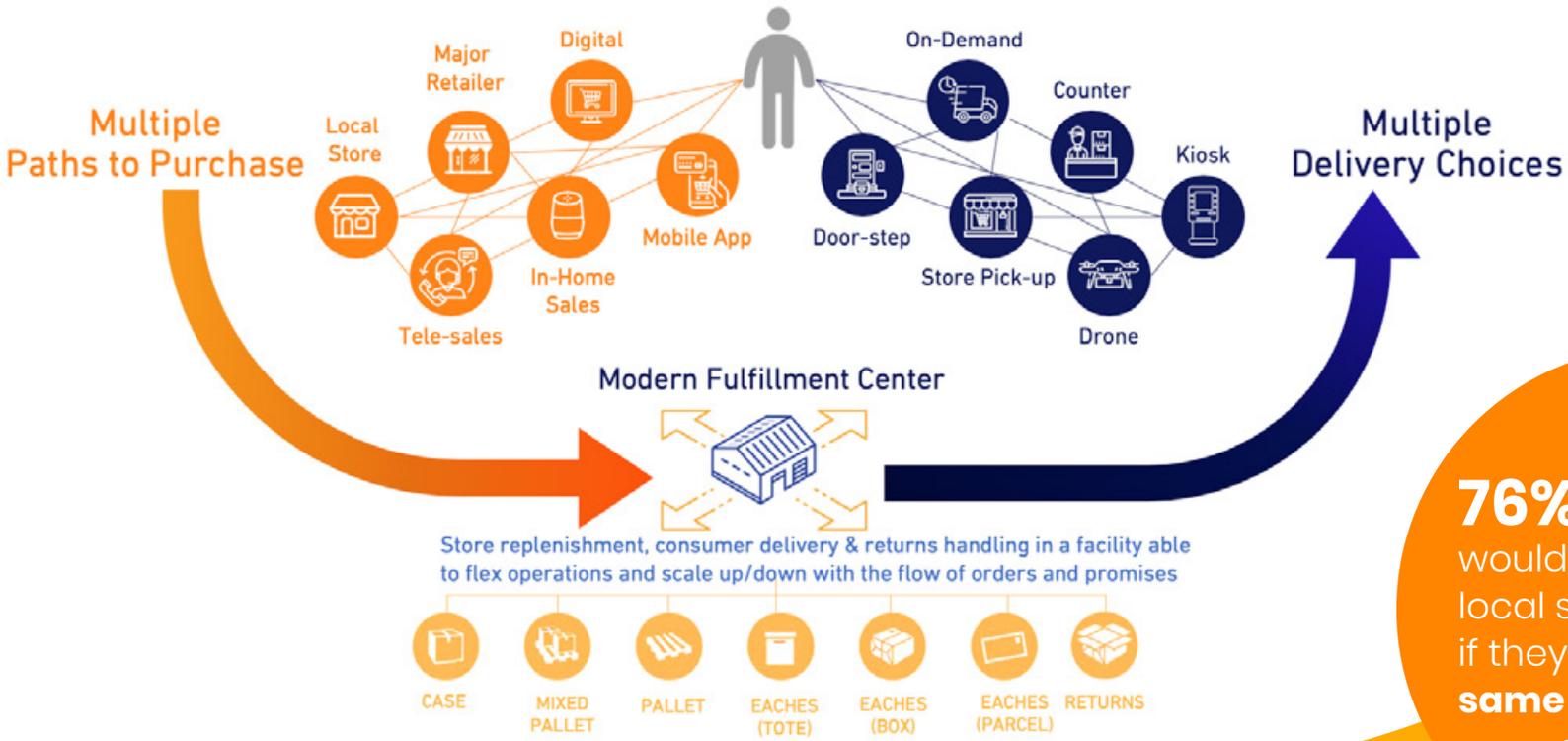


Consumers are willing to pay for the **convenience of immediacy**

47% will pay for—and **67%** will **switch to other retailers** offering—same day/next day delivery

Source: Statista

To compete, modern supply chains **must evolve.**



76% of consumers would order from a local store vs Amazon if they could get **same day delivery.**

Source: DC Velocity

More reality checking: **The same day Promise:Profit ratio**

Because brand loyalty is competitive currency, delivering on promises to an impatient marketplace must be a no-fail proposition. Your company's long-term viability depends on it.

But many companies struggle to drive profitable transactions in the face of costly immediate commerce demands for fast, free delivery and no-cost returns.

That's why sustaining fulfillment success in the age of immediacy requires operating on a **Promise:Profit Ratio**.

To thrive, companies must **deliver on both buyer promises and a profitable bottom line simultaneously.**



With multi-hour, click-to-door delivery driving modern expectations, you need to maximize margins at every node of the fulfillment process.

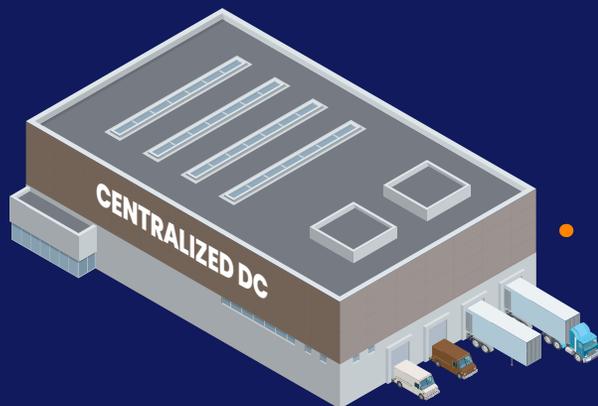
“2020 Will See Retailers Spending Profits to **Optimize Logistics and Delivery**”

Source: ABI Research 2020 Technology Trends Report

Satisfying your **markets** and your **margins** in the age of immediacy requires technology that delivers **high yield fulfillment** outcomes

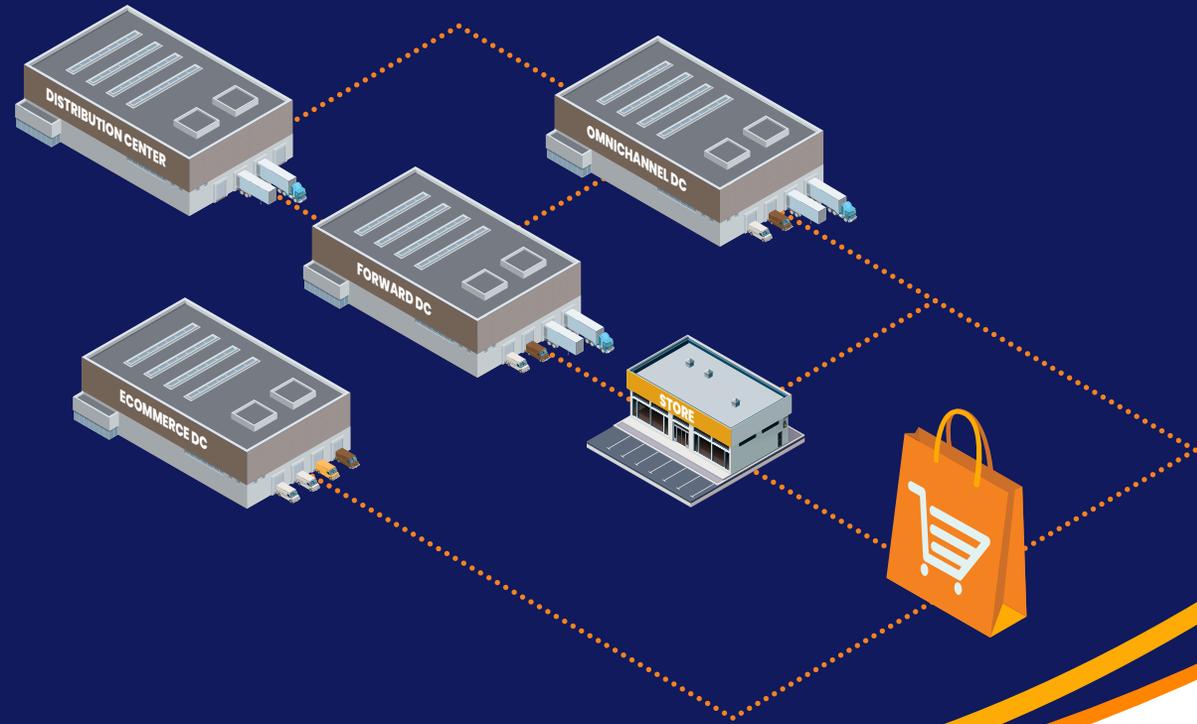
Along with the challenge of accelerating order throughput for thousands of markets-of-one, same day demand also means factoring in a more complex distribution ecosystem than ever before.

Increasingly, centralized DCs are pressured to **stretch their reach farther in less time.**



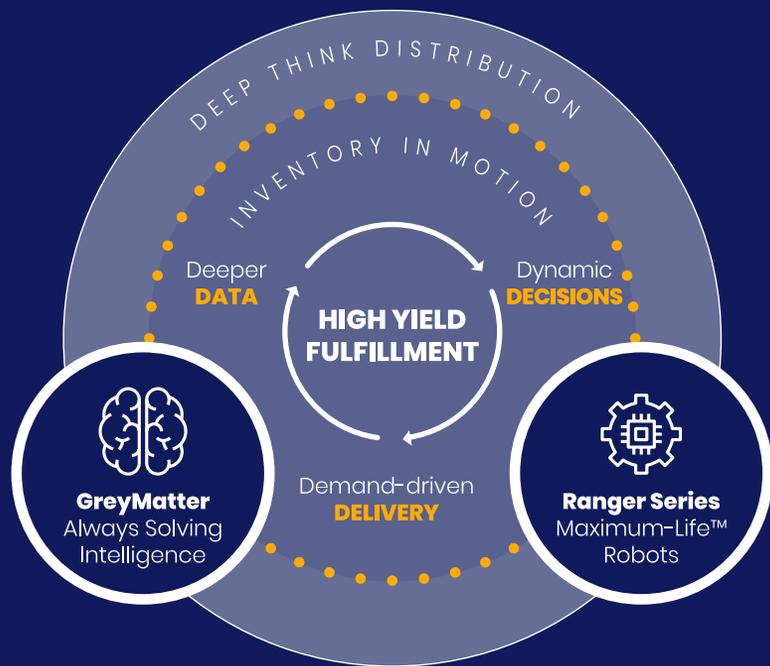
Location, location, location (closer to buyers) is the rule of the day

Distribution is segmenting into forward DCs, urban fulfillment centers, local stores offering BOPIS (buy online pickup in store), micro-fulfillment in retail outlets, 'dark store' fulfillment centers and more—all in zip codes strategically closer to where buyers live and work.



So how do you **build your market and your margins** factoring in millions of unique orders, thousands of SKUs, and hundreds of form factors across a matrix of random timelines and destinations serving unlimited unique buyers?

What if you could always make **a high yield decision** at every node at every point in time, considering:



- Order promises to customers across all channels
- Labor constraints
- Order placement time horizons & fulfillment windows
- Inventory positions
- Replenishment promises to stores

You must simultaneously consider order promises to customers across all channels—including your own stores that need to be replenished—as well as revenue, cost variables and constraints such as labor, time, shipping windows and available inventory.

Getting to high yield fulfillment: The ability to identify, quantify and opportunistically act on operational payoffs in real time while minimizing tradeoffs.

High Yield Fulfillment **is here**

The fact is, technology built for a previous era can't keep up with immediate commerce demands. That's why GreyOrange takes a modern approach to fulfilling modern demands.

The GreyOrange **Fulfillment Operating System** is the only solution combining AI-driven GreyMatter™ software + intelligent Ranger™ robots to drive deeper data, dynamic decisions and demand-driven delivery.

GreyMatter applied science autonomously orchestrates data, rapidly responds to real time events and flexibly prescribes actions—while augmenting human workforce intelligence to continuously calculate and execute the *next best* fulfillment decision.

**More Payoffs
Than Tradeoffs**

**Revenue &
Cost Aware**



Integrating the power of **people**, **AI software** and **robots**

GreyMatter Command Center

Now you can integrate and continuously monitor people, AI software & robots with 360 degree real time visibility to drive optimized performance, best-fit work teams, flexible workflows, precision performance and faster processes to deliver high yield results at every node.

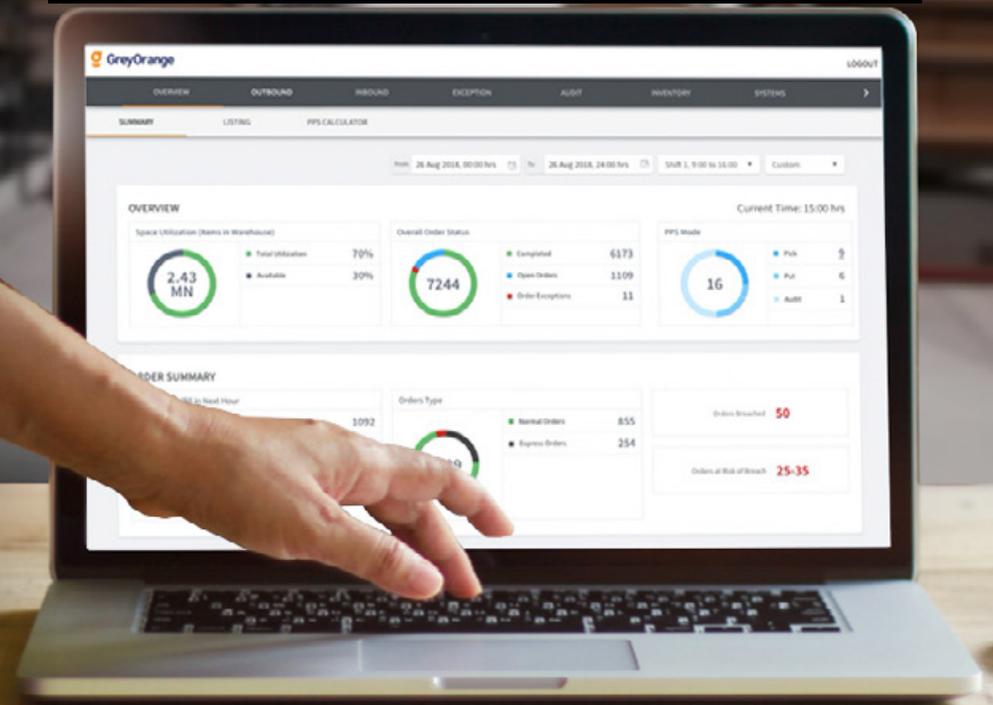
People

Software

Robots

Integrated

Intelligence

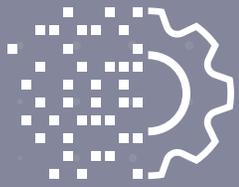


GreyOrange **GreyMatter software & Ranger robots** create continuous feedback between the algorithms in the brain and the operations on the floor to keep your DC's

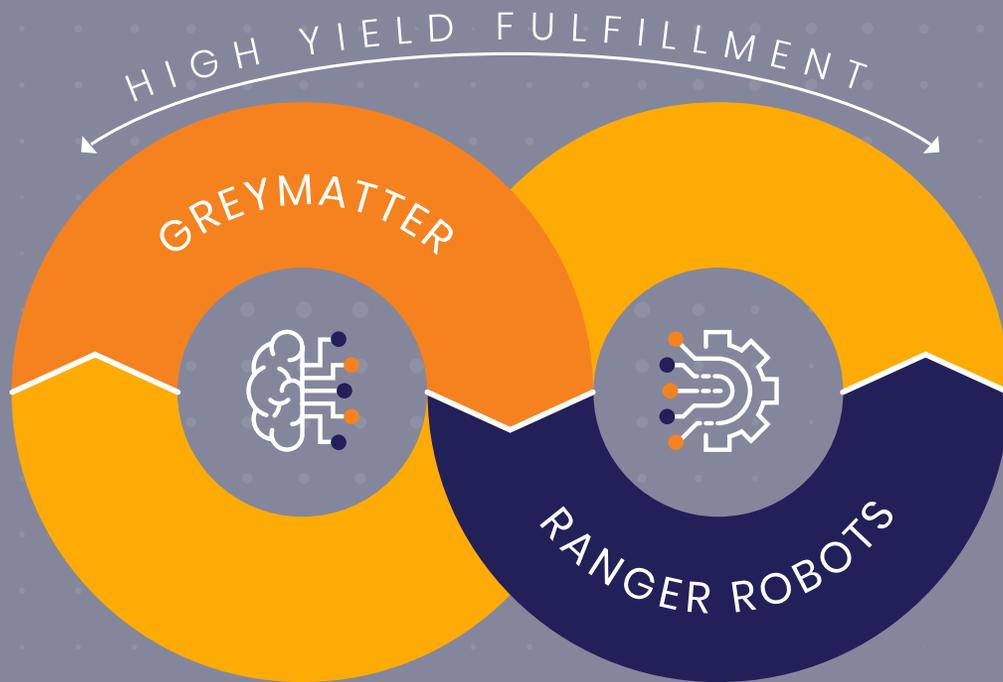
inventory in motion



Suddenly it's a same day delivery world...



Time to transform your warehouse into an **AWARE**house.



- Leading edge technology
- Software integrated with robots
- Artificial Intelligence for deeper data
- Fluid logic augments human decisioning for “it depends” scenarios
- Language built for resilience, mobile-spatial awareness & multi-threaded decisions in real time

Discover the GreyOrange **Fulfillment Operating System:**

The only AI-driven
solution architected
to transform your
warehouse into an
AWAREhouse





AWAREhouse

The GreyOrange Fulfillment Operating System is **the administrator.**

The dynamic master framework that integrates and manages GreyMatter software + Ranger robots for cooperative system awareness, speed, agility, accuracy, dynamic workforce optimization and best workflows for high yield fulfillment results.

GreyMatter is **the brain.**

Always-solving Intelligence correlates, calculates and executes every next best decision to orchestrate and optimize inventory in motion with the flow of the floor.

Ranger robots are **the muscle.**

The Ranger™ Series of advanced, Maximum-Life™ fulfillment robots intelligently perform, flexibly adapt and last & learn for an extended, durable lifetime. Task-designed for goods-to-person, movement, picking, consolidating, packing and sorting for dispatch: **Ranger GTP, Ranger GTP XL, Ranger Pick** and **Ranger Mobile Sorter** operate in combination with GreyMatter and your human workforce.

Inventory in motion is **the circulatory system.**

Inventory in motion is the healthy vital sign of the **AWARE**house—animated by deeper data, dynamic decisions and demand-driven delivery.

The **AWARE**house: High Yield Fulfillment **is the mission.**

Handle up to **12,000 parcels/hr** with fluid inbound/outbound sortation

Vertical space utilization and N-Deep Technology™ give you high-density capacity and efficient inventory management today, plus a practical path for future growth

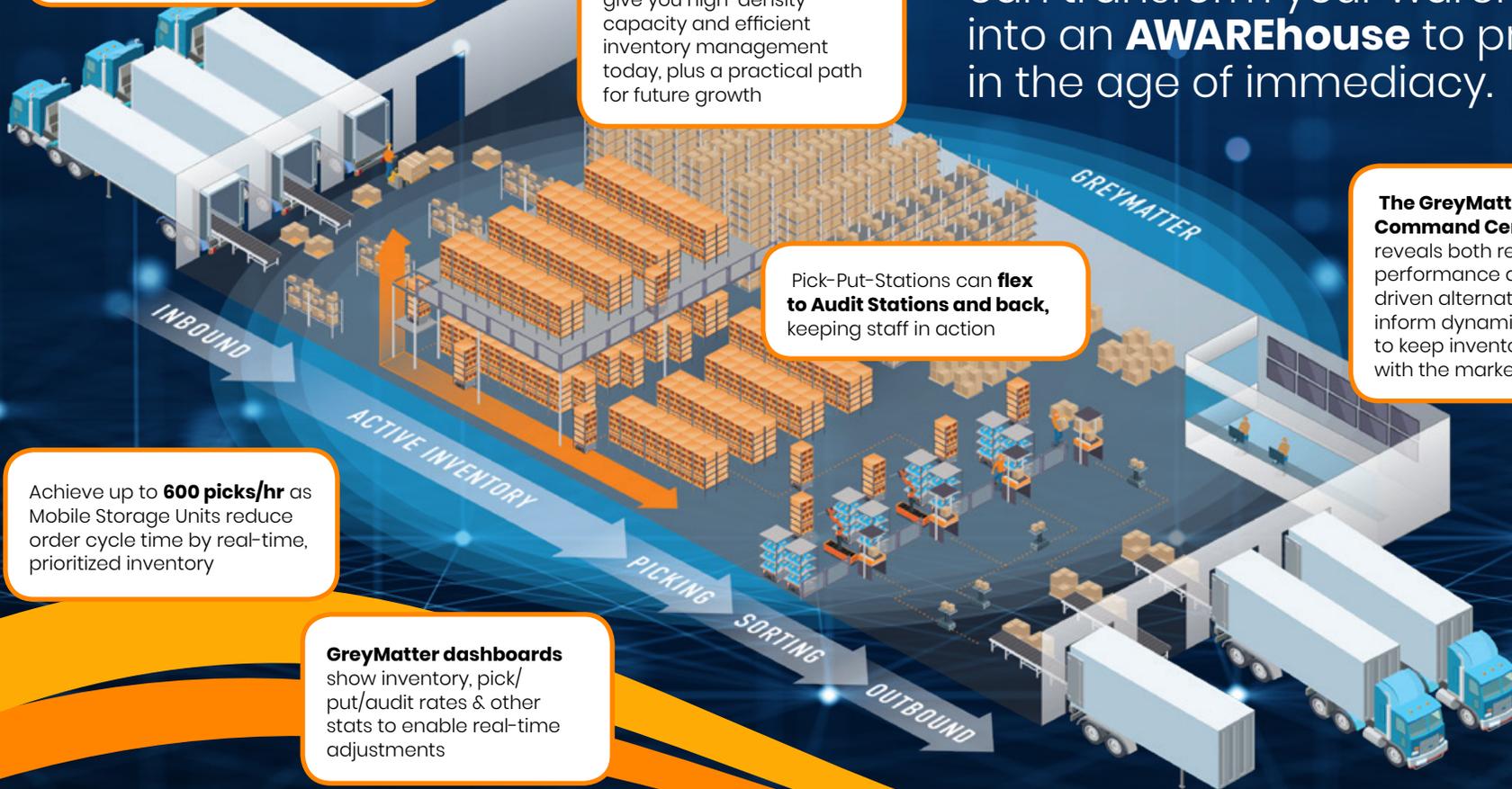
Find out more about how you can transform your warehouse into an **AWAREhouse** to prosper in the age of immediacy.

The GreyMatter Command Center visually reveals both real-time performance and data-driven alternatives to inform dynamic decisions to keep inventory in motion with the market.

Pick-Put-Stations can **flex to Audit Stations and back**, keeping staff in action

Achieve up to **600 picks/hr** as Mobile Storage Units reduce order cycle time by real-time, prioritized inventory

GreyMatter dashboards show inventory, pick/put/audit rates & other stats to enable real-time adjustments



Next steps:

What **works for you** works for us

Have a Deeper Conversation

Let's set up a call or virtual conference to explore more specifically how we can help you achieve your goals

Connect Us

Introduce our experts to those on your team who might want to know more

Show Us Your Site

We'll come to your DC to evaluate how you can improve operations with us

Worldwide Presence

5 Regional Offices **3** R&D Centers

70+ Installations

 **GreyOrange**
Leaders in DeepThink Distribution™

Sales: 833-997-6268
greyorange.com

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