

Instant Automation

for the fashion industry

The collage illustrates various facets of fashion automation:

- A man in a brown jacket is shown with a speech bubble: "Elegant earth tone". Below him is a color selection interface with "color" and size options "XS S M L XL".
- A woman in a fur coat is shown with a speech bubble: "Look super luxe". Below her is a color selection interface with "color" and size options "XS S M L XL".
- A robotic fulfillment system (GreyOrange) is shown in a warehouse setting.
- A smartphone screen displays a shoe product with a "Party-ready" tag, a color selection interface, and a "Embrace the neon" button.
- A woman sitting on a couch with shopping bags is shown with a color selection interface.
- A vertical sidebar shows size options: XS, S, M (selected), L, XL.

GreyOrange

A fulfillment automation guide for *fashion brands*

Customers are spoiled for choice.

Technological advances, growing choices and returning confidence have significantly boosted the fashion ecommerce industry.

- In 2022, U.S. retail e-commerce revenue from the sale of fashion apparel, footwear, and accessories are set to reach 205 billion U.S. dollars.



- By 2025, the online fashion retail sector could be responsible for almost 300 billion dollars in sales.^[1]



The market expects retailers to satisfy customer expectations with the right products and styles – at the right time, place, and price. A **try-and-buy fast fashion** environment means nearly 96% of buyers expect free shipping and 79% want free returns^[2]

As the path to purchase involves increasingly more channels and more devices, retailers are getting very creative to target their audience and keep them constantly engaged. Aberdeen Group Inc. states^[3] that -



companies with the strongest omnichannel customer engagement strategies **retain an average of 89% of their customers**, as compared to



33% for companies with weak omnichannel strategies.

As a result, fulfillment centers not only have to flex to meet unpredictable demand and seasonal trends but must also be able to process more orders across multichannels and returns faster than ever – all while protecting their bottom line.

Retailers are catching up

Adoption of modern automation technologies help them gain competitive advantage

Introduction to cobots – Better together

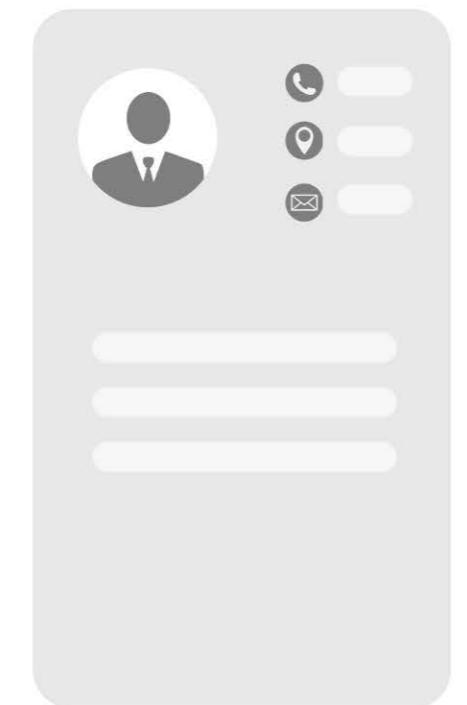
46%



cancel

A similar survey revealed that **53% young online shoppers, aged 18-34** want same-day deliveries with most of them willing to pay more for the service.^[4] Customers want better and faster and get flustered if businesses aren't able to deliver as quickly as they want it.

Leading retailers are using robotic automation solutions in the form of cobots to enable faster fulfillment and enhance workforce capabilities.



Almost half a million warehouse jobs will be created in 2022 due to ecommerce ^[5]

But with historically low unemployment and a labor crunch predicted for the foreseeable future – the idea that the workforce will solve today's fulfillment speed and efficiency challenges simply isn't realistic. To deliver products to market fast and efficiently, companies will have to do more with leaner workforces which is what cobot-led automation is all about.

Ranger™ Assist, GreyOrange's cobot-led automation enables priority order fulfillment, repurposed returns, and accelerated shipping times.

But most importantly, automating the end-to-end fulfillment process delivers an immediate and sustainable productivity boost to fulfillment operations and optimizes labor costs.

Advantages of automation with cobots include:



- Increased fulfillment speed with higher order accuracy and throughput
- Faster time to go live with seamless integration with existing systems
- Optimized inventory flows
- Maximized storage efficiency
- Dynamic real-time distribution and order prioritization
- Highly scalable operations

How do you stay ahead of the fashion fulfillment requirements?

01



Turnaround time for order picking

What needs to be done?

Same-day deliveries require a very quick turn-around time for orders

How does the cobot do it better?

Ranger™ Assist and GreyMatter™ deliver optimized movement of inventory, robots, and people to match the real-time need for speed and prioritization of orders.

02



Efficient storage and putaway

What needs to be done?

Fulfillment and storage strategy to manage high number of varied SKUs.

How does the cobot do it better?

GreyMatter™ powered Ranger™ Assist is highly configurable to manage SKU proliferation. With user and system directed storage flexibility it enables faster putaway of items.

03

Benefitting the most out of the peak season



What needs to be done?

Staying on top of the peak demand

How does the cobot do it better?

GreyMatter™ orchestrates and manages workloads in real-time, optimizing workload distribution.

Its ease of implementation and integration means that you can scale your robotic workforce up or down in just a few days, as required

04

Implementing a successful omnichannel experience



What needs to be done?

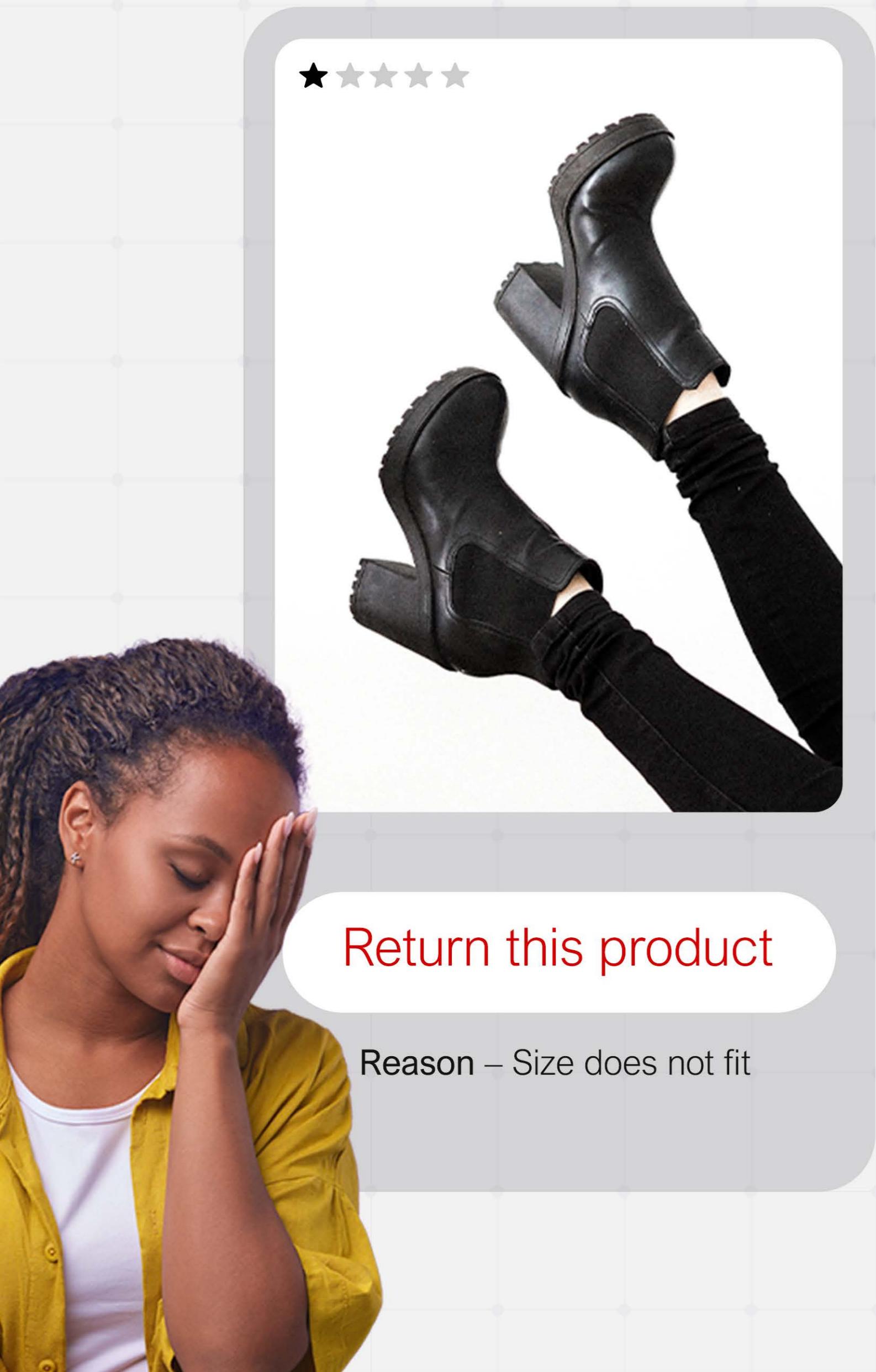
Customers need the flexibility and ease to order, pay and pick across fulfillment channels.

How does the cobot do it better?

Ranger™ Assist is Powered by GreyMatter™ – Our market-leading WES software. It constantly analyzes the movement of inventory across your distribution network, applying your business rules, prioritization, reallocation of work, and replenishment, in real-time.

05

Getting returns from returns



What needs to be done?

Recouping value from returned items

How does the cobot do it better?

GreyMatter™ powered Ranger™ Assist can leverage returns inventory across different channels and order types to suit customers business needs. It can selectively prioritize returns inventory over fresh inventory to fulfill orders.



06

Personalization



What needs to be done?

Enabling personalization in every step of the customer journey

How does the cobot do it better?

GreyMatter™ AI delivers highly tailored product recommendations based on shopper behavior. With predictive sorting, you can connect customers faster to the products they seek. AI can also help you improve searches by automatically adding popular ahead in the picking order to enable more efficiencies.

With GreyOrange,
get **tailormade**
automation
that is **easy**
and **instant**



Ranger™ Assist is a highly configurable mobile cobot system that works alongside the human workforce to assist in picking.

GreyMatter™, the warehouse fulfillment operating system, allows bots to travel along an optimized path to multiple locations and floors to allow right picks and transfers at the right time.

Working with humans and other fleets of robots, Ranger™ Assist provides increased productivity from day one with –

- **Faster order fulfillment** – 3x picking time
- **Better workplace ergonomics** – 70% less walking, no pushing or heavy lifting
- **Meeting peak demands** – High-yield fulfillment
- **Zero downtime to implement** – No layout changes, fencing, barcoding required



Customer Story

A leading 3PL in the UK was looking for a quick-to-implement automation solution for their existing warehouse to ensure on-time eCommerce fulfillment, for their premium performance sportswear client.

They needed a flexible quick-to-deploy autonomous solution to significantly improve the overall productivity by dynamically orchestrating order allocation across multiple floors.

Ranger™ Assist with GreyMatter™ platform allowed them hybrid picking, real time allocation and distribution of orders to workers across dynamic zones to combine multiple orders for maximum bot and workers efficiency.

It helped to achieve:

- Instant deployment
- Multiple floor orders orchestration
- 2.2 times more picking throughput
- Delivering 99.9% accuracy

Sources –

- [1] https://www.statista.com/topics/3481/fashion-e-commerce-in-the-united-states/#topicHeader_wrapper
- [2] <https://www.forbes.com/sites/garydrenik/2021/11/11/why-2022-should-be-the-year-of-personalization-in-retail/?sh=2154dbef7adb>
- [3] <https://www.forbes.com/sites/forbestechcouncil/2018/06/15/omnichannel-cx-how-to-overcome-technologys-artificial-divide-and-succeed-at-being-seamless/?sh=5038f5533205>
- [4] <https://www.mckinsey.com/~media/McKinsey/Industries/Retail/Our%20Insights/Same%20day%20delivery%20Ready%20for%20takeoff/Same-day-delivery-Infographic.ashx>
- [5] <https://www.investors.com/news/technology/warehouse-automation-drive-spurred-by-labor-shortage/>