

ADDVERB

9 Reasons Why Addverb is Leading Warehouse Automation Landscape?



Read along the reasons why Addverb is leading **Warehouse Automation Landscape**

Over recent years, the dynamics of the global supply chain have seen significant shifts. As international trade has surged, nations have inked new agreements and pacts to further facilitate and strengthen these exchanges. This surge in global commerce demands more efficient and streamlined processes. Companies, recognising the need to stay competitive and meet the increasing demands, are transitioning from traditional warehouse methods to contemporary warehousing strategies.

A pivotal component of this transition is the integration of automation. Automation in warehousing doesn't just mean faster operations; it signifies accuracy, consistency, and the ability to handle vast volumes of goods without compromising on quality. Automated systems, powered by advanced technologies like AI and robotics, are enabling businesses to optimise storage, improve inventory management, and expedite order fulfilment. In essence, as the world trades more, automation ensures that businesses can keep up, delivering on time and at scale.

It's becoming evident that the industry requires reliable warehouse automation partners. Embracing automation not only streamlines operations but also ensures resilience and efficiency in the face of evolving market demands. The right partner can transform these complexities into competitive advantages.

Addverb, a leading global robotic and automation company headquartered in India, is aiming to position India as a hub of robotics, and it has established itself prominently in the warehouse automation industry with its unique and cutting-edge solution offerings across the globe.

Strategic Problem-Solving Approach

Addverb goes beyond just meeting customer demands; they anticipate and address their genuine needs. They've honed a distinctive 4D strategy: Discover, Design, Deliver, and Dedicated Support. This methodology has led to multiple pioneering solutions, one of which is an innovative automation system for Hindustan Unilever's Warehouse.

The deliveries which took two days is now completed in a day's time. The automation solution for same-day delivery uses AI to enable advanced order scheduling for high-speed picking of goods. Addverb's process begins with a thorough data-driven Discovery of a client's challenges, followed by Designing bespoke solutions using their proprietary products and software. After successful Deployment, they remain Dedicated to providing after-sales support.

Mastery of Fixed and Flexible Automation

Addverb stands out for its mastery in both fixed and flexible automation, a distinction further emphasized by their role in coining the term. Their expertise was showcased when they undertook a significant project, automating a sprawling 330,000 sqft warehouse overseas.

In this endeavour, Addverb implemented a unique blend of solutions for structured storage. They employed fixed automation using their shuttles, Quadron, accessing 86,000 carton positions, and Multi-Pro for a whopping 164,000 pallet positions. On the other hand, to ensure adaptability and agility, they utilised their fleet of sorting robot, Zippy, which boasts an impressive rate of 20,000 sorts/hour. Additionally, their AMR Dynamo played a crucial role in efficiently moving materials up to 1.5 tons across the facility. The integration of fixed automation ensured quick, consistent, and reliable storage processes. In contrast, the flexible automation components provided not just cost savings but also a surge in operational efficiency. Together, these elements transformed the space into



a state-of-the-art, fully automated omnichannel distribution centre, setting a benchmark for future projects.

Strong Technology Partnerships

Collaboration is pivotal to Addverb's success. They've forged robust ties in the industry, often allying with tech behemoths such as

SIEMENS

This alliance yields cutting-edge digital manufacturing solutions.



Collaboration with Intel, Addverb incorporates top-tier microprocessors in their robots, guaranteeing swiftness, efficacy, and dependability.



Leveraging Nvidia's GPU expertise, Addverb's robots boast unmatched computational might, allowing intricate tasks to be executed effortlessly.

Qualcomm

These affiliations ensure Addverb's robots harness the newest in IC and microchip innovations, rendering them proficient and forward-looking.

Engaging intimately with these entities, Addverb taps into modern tech, facilitating tomorrow's robots today for their clientele. These advanced robots not only amplify output but also render warehouses conducive for human-robot coexistence.



Simulation and Emulation

Addverb's commitment to innovation extends beyond delivery. They harness the power of digital twin to craft virtual blueprints of their Solutions. These blueprints enable a preliminary assessment of throughput even before showcasing the solution to clients.

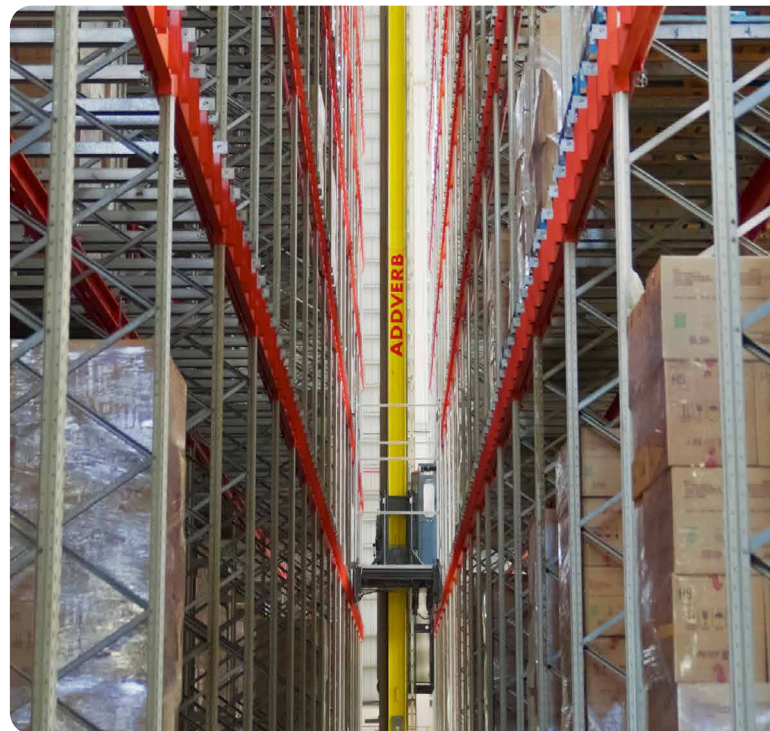
Upon order confirmation, the solution undergoes emulation, merging hardware elements within a 3D virtual realm alongside their proprietary Warehouse Execution System. This methodology facilitates the evaluation and testing of each component's impact and efficiency under diverse conditions.

Such digital twin paves the way for streamlined and effective automation processes, negating reliance on assumptions or gut-feelings in solution crafting, while also reducing the commissioning time drastically. This distinct approach to solution analysis distinguishes Addverb from other warehouse automation companies.

In-House Manufacturing Advantage

Addverb's economic advantage is boosted by their in-house manufacturing facility, located in Noida. This strategic decision enables them to provide top-tier solutions to their customers at a competitive price point. The control over manufacturing ensures quality and timely delivery of their products.

Their manufacturing facility named "Bot-Verse" spanned across an area of 600,000 sqft is capable of manufacturing 100,000 robots annually, making it one of the largest mobile robots manufacturing factories in the world further strengthening its position as the top player delivering warehouse automation solutions.



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The establishment of this plant in India will enhance the country's robotics ecosystem, foster innovation, and position India as a key player in the global robotics industry, driving technological advancements and economic growth.

—— Jalaj Dani, Chairman of Addverb

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Investment in Research and Development

To stay at the forefront of innovation, Addverb allocates 40% of its total workforce and 15-20% of its revenue to research and development. With two R&D centres, one in Noida and another in the USA, they continuously push the boundaries by launching innovative robots to meet evolving market needs. This commitment gives Addverb a substantial competitive edge in the warehouse automation market.

Global Reach and Extensive Partner Network

Addverb's global presence spans across multiple geographies namely the US, Europe, Asia, Australia, and Middle East supported by an extensive network of partners like Cardex, Logsquare, ABCO etc. in multiple locations. This global footprint ensures that they are easily accessible to clients worldwide, facilitating seamless collaboration and support.

Support with a Human Touch

Customer satisfaction remains a top priority for Addverb. They boast a committed 24/7 after-sales support team, dedicated to optimising the performance of their solutions and significantly minimising downtime. Their computerised maintenance management system provides consistent insights into their system's health.

With on-site engineers and comprehensive training, Addverb ensures seamless operations. Their swift response rate guarantees that regardless of a client's location, Addverb's team stands prepared to tackle system challenges or explore scalable solutions.





Single Platform for all Warehousing needs

Addverb's AI-powered Warehouse Execution Platform, Concinity, seamlessly orchestrates WMS, WCS, and FMS to optimise productivity by integrating people, processes, robots, and other material handling equipment. Concinity prioritises intuitive user experience through Dashboards and Analytics, facilitating timely decision-making with critical information.

Its microservices architecture ensures tailored services to match your distinct requirements, fully automating both brownfield and greenfield projects, ensuring smooth connectivity across inbound, mid-bound, and outbound processes. Their IoT devices further enhance this by offering real-time "Sense and Nudge" recommendations to address pressing operational challenges.

Notably, Addverb sets an industry precedent by deploying industrial robots on a 5G stack at Jamnagar, Gujarat, home to the world's largest refinery plant.

Conclusion

The global warehouse industry is on the brink of a massive transformation. The global warehouse industry is projected to double in size in the next five years, reaching around \$50 billion by 2028. For Addverb, capturing even a 2% market share of this would be a significant achievement. With their state-of-the-art manufacturing facilities, strategic partnerships, and a clear vision, they are well poised for exponential growth.

In essence, Addverb is not just a company; it's a revolution in the world of warehouse automation. With its blend of experience, innovation, and strategic vision, it is not only shaping the future of warehouse automation in India but is also setting global standards. As the world moves towards a more automated future, Addverb is leading the charge, redefining efficiency, and innovation in warehouse automation.

Since opening its second manufacturing plant in India, the company has experienced a significant surge in robot demand, particularly from the E-commerce and retail sectors.

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According to Satish Shukla, co-founder of Addverb, the company has set an ambitious target to achieve \$1 billion in revenue over the next five years, which would, be nearly 20 times what it achieved last year.

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About Us

Addverb provides end-to-end smart robotics solutions, transforming warehouses into efficient ecosystems. Its 'Addverb Advantage' approach includes discovering client challenges, designing tailored automation solutions, seamless delivery, and dedicated after-sales support. This ensures reliable, accurate solutions that meet individual needs.

Addverb's solutions, blending fixed and flexible automation, enhance fulfilment speed, accuracy, and productivity. The company's diverse clientele includes Amazon, Flipkart, DHL, Coca-Cola, Unilever, and more, totalling over 300 customers across various sectors. Addverb's innovative technologies, powered by enterprise warehousing software, drive its impactful solutions for industry leaders.

