

# Customer Case Study

*“We maximized productivity by increasing visibility in the warehouse with Motion2AI”*

General Manager of [Company A]

## BACKGROUND

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[Company A] provides 2PL logistics services for LG Electronics. [Company A]’s CDCs handle bulky electronic products, such as refrigerators, microwaves, and dishwashers, whose sizes vary over different product groups and models.

586%

Annual ROI

14%

Net Operational Savings

## CHALLENGES

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The floor-stacked operations of [Company A]’s 500,000+ sq. ft warehouses resulted in their operations team having limited visibility into their daily operations.

Reliable headcount planning was not possible due to the considerable variance of workers’ productivity depending on their skill sets, the difficulty of transactions, and a lack of data to control the variance. Similarly, their worker incentive program was not data-driven due to inaccurate information.

While the multilocation picking processes are the most time-consuming, [Company A]’s TMS (transportation management system) doesn’t provide a reliable routing strategy. As a result, each driver improvises the priority and the order of their picking transactions. On average, that resulted in a 35% inefficiency compared to the optimal routing scenario.

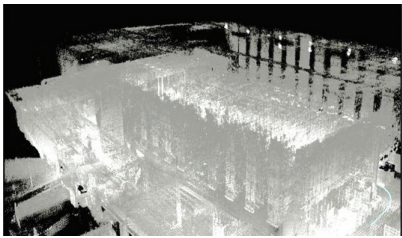
# Motion2AI Solutions

Motion2AI's AI IoT sensor, MotionKit™, and Fleet Management System were deployed at [Company A]'s warehouse in Fontana, California



## Digitizing traditional forklifts with MotionKit™

Motion2AI installed a MotionKit™ on all 46 vehicles at [CompanyA]'s CDC. Unlike other equipment installations that require weeks, the MotionKit™ installation averaged 10 minutes per MHE. Thanks to the proprietary visual SLAM technology powering MotionKit™, the positioning data of each forklift is recorded and visualized in real-time. This enabled the warehouse managers to monitor all operational activity at a glance whether on a computer or a tablet.



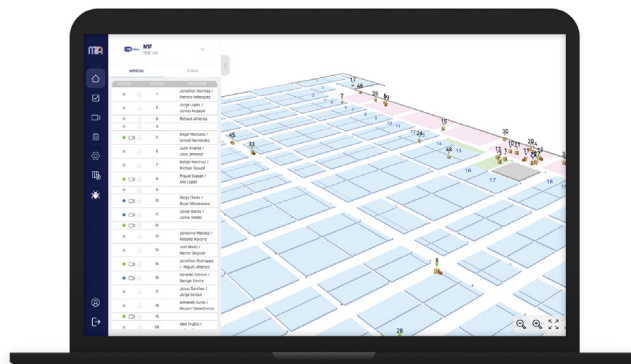
## Accurate productivity analysis

Fusing sensor data with [Company A]'s WMS, Motion2AI breaks down productivity by time, worker, MHE, transaction, and SKU. Moreover, the vision-based machine learning module recognizes when a forklift is loading product or is on standby and converts this data to insightful reporting metrics. The use of reliable productivity data leads to improved efficiencies, leaner resource planning, and the opportunity to create performance-based incentive programs.

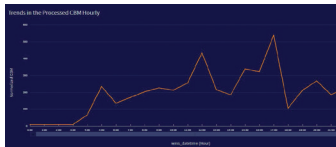
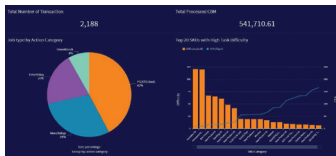
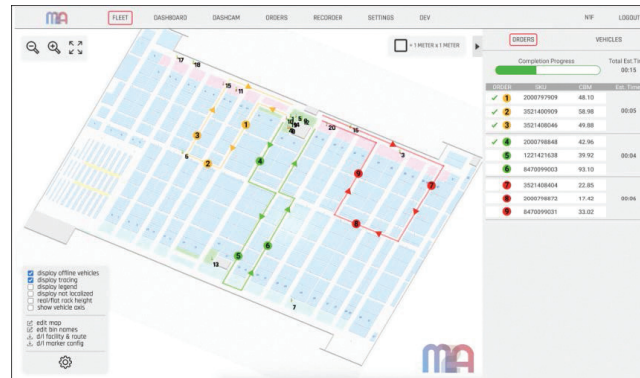


## Optimal routing

Motion2AI's intelligent algorithms provide clear recommendations for a more efficient routing strategy to minimize travel time and distance.



# Operational Savings



[Company A]’s operational expenses include equipment, payroll and benefits, property costs, and stock loss. After the installation of Motion2AI’s MotionKit™ and Fleet Management System, [Company A] saw significant savings after establishing the below operational improvements:

- Data-driven worker performance analysis
- Optimal routing for transactions
- Enhanced hiring projections
- Accurate equipment forecasts
- Damage reduction and reduced liability

## Result

Implementing the Motion2AI Fleet Management System at the Fontana, California warehouse produced a 586% ROI—equivalent to 14% operating savings—simply by adding MotionKit™ and utilizing its data to improve daily operations. [Company A] expanded the solution to their second warehouse in Dallas, Texas, where the installation took less than a week. Partnering with Motion2AI gave [Company A] a highly scalable, flexible, platform-based approach that serves as a daily fleet operation management system for their Smart Warehouse initiatives.



**Motion2AI**

The Simple Solution for Smarter Logistics

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