



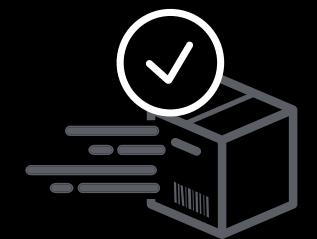
Automation: Your Strategic Advantage

Unlocking Profitability for Third-Party Fulfillment Operations



It's Tough to Be a 3PL

You Keep the World Running Behind the Scenes, but You Also Face Big Challenges



PERFORMANCE

Thousands of SKUs and packages need to be processed accurately and reliably every day.

(And you're under pressure to move them faster than ever.)



GROWTH

Can you keep pace if a major account suddenly becomes more successful?

How much new business do you have the capacity to attract?



DIFFERENTIATION

Standing out from the competition is critical to your business.

Competing on price alone erodes your profits — and may not be sustainable.

Autonomous mobile robots (AMRs) offer solutions to these obstacles by boosting efficiency, throughput and accuracy, while enhancing your perceived value. Yet many third-party logistics (3PL) operations still rely on manual picking methods, which can limit their abilities to meet client expectations and improve processes.

It's Time for a New Approach

In this e-book, we'll explore a groundbreaking solution for picking operations. Zebra Robotics Automation is revitalizing AMR-assisted picking by optimizing fulfillment processes with up to 30% fewer robots than legacy systems. This method delivers comparable performance rates at a fraction of the costs, with return on investment (ROI) in as little as a few months.

◀ **It's Tough to Be a 3PL**

Why 3PLs Struggle to Adopt Robotics

The Hidden Costs of Underutilization

Fewer Robots. Faster Profits.

Enhancing Performance and Boosting Productivity

Flexibility, Adaptability and Ease of Implementation

Driving Down Your Cost per Unit While Enhancing Workforce Efficiency

Put Operations Leaders Back in Control

Stay Competitive and Win New Business

Why 3PLs Struggle to Adopt Robotics

Compared to other automation solutions, AMRs are often a more practical choice for 3PLs because of their flexibility, scalability and easy implementation.

Despite the proven benefits of AMRs, many operations have struggled to justify their costs. Traditional models have typically involved deploying large fleets of robots and investing in additional infrastructure. Concerns about order volumes and client contract lengths also keep some business owners awake at night.

Instead, many 3PLs resort to increasing human labor (often resulting in added costs for frequent overtime), storage slot optimization, and/or using software to improve warehouse management. These alternatives can increase efficiency up to a point, but with diminishing returns. Eventually, even the best manual operations hit utilization caps that limit their competitiveness, profitability, and ability to take on new business.



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The Hidden Costs of Underutilization

Expensive Assets Aren't Profitable When They're Waiting to Work

Legacy AMR-assisted picking solutions often result in underutilized workers and robots sitting around idly waiting for assignments, especially at induction and drop-off points. Even when active, the lack of directed workflows can prevent either of these valuable assets from performing to their full potential.

These inefficiencies force operators to make tough decisions, such as hiring more labor or purchasing more robots. In addition, managers must often spend hours directing associates where they're needed most to meet productivity targets, potentially missing service level agreements (SLAs).

Now There's a Better Way



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Detachable Carts and Directed Workflows Provide a Smarter Solution

To create an automation approach engineered to boost profits without sacrificing performance or reliability, Zebra Robotics Automation prioritized three pillars:



GREATER CUBIC CAPACITY

Higher-capacity carts enable more efficient picking, a wider range of pickable products and increased batching capabilities for smarter, denser pick runs.



ELIMINATING WAITING

Buffering the system with inexpensive carts, instead of additional robots or labor, reduces robot dwell time at accumulation points.



TEAM INTELLIGENCE

Wearable devices digitize workers, making them agents in the system. This enhances order allocation to pickers and robots with a precise, directed workflow.

Together, these advantages form the core of the Zebra Symmetry™ Fulfillment solution, a system that requires 30% fewer robots while handling up to 300% more cubic capacity. Designed specifically for fulfillment operations, Symmetry builds on the proven 10-year legacy of the Zebra Connect system.

In addition to improving asset utilization, it provides the flexibility and scalability to keep your operation nimble and competitive while delivering ROI in as little as a few months.

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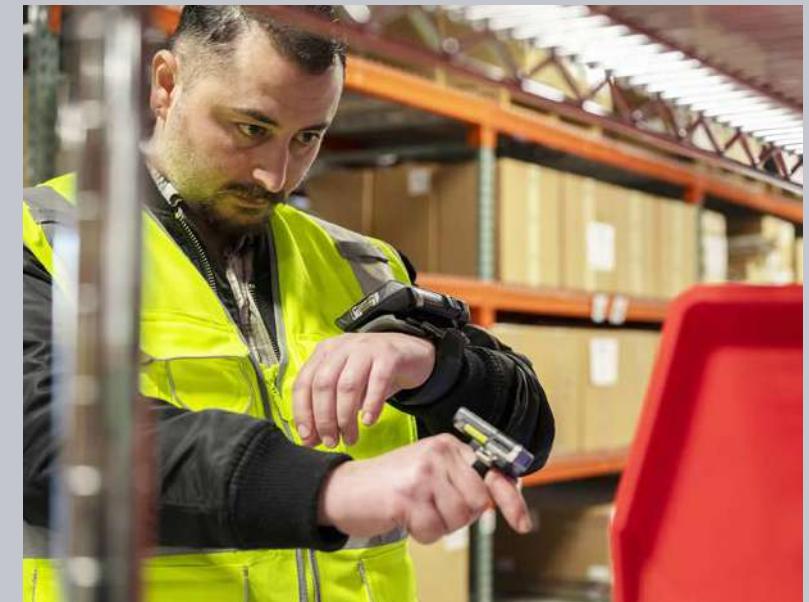
Utilization Balance and Optimization

The Zebra Symmetry Fulfillment ecosystem was created to maximize both human and robot performance.



SUPERIOR ROBOT PERFORMANCE

Zebra Connect AMRs can travel up to 3.9 mph (6.28 kph) and move carts with payloads up to 220 lbs (100 kg). The ability to work multiple shifts on a single charge further reduces fleet size and operational costs.



SUPERIOR HUMAN PERFORMANCE

The Team Intelligence methodology helps workers pick more items with less time and effort — improving throughput and reducing your cost per unit.

To learn more about how Zebra Symmetry Fulfillment achieves new levels of robot and human utilization, check out the e-book:

[Unlocking Fulfillment Potential: Robotic-Assisted Picking Engineered to Boost Your Profits.](#)

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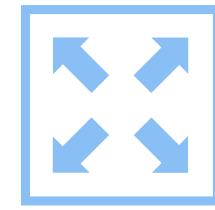
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SCALABILITY AND ADAPTATION

Unlike fixed automation systems, which must be built for peak capacity, Zebra Symmetry Fulfillment can be quickly scaled. This allows you to meet average daily volumes without paying for peak season capacity year-round.



RAPID DEPLOYMENT

Cloud-based software and a standardized application programming interface (API) allow fast implementation without significant changes to IT infrastructure — delivering immediate value with minimal disruption to your operation.



COMPETITIVE PRICING AND PERFORMANCE

The robotics as a service (RaaS) model reduces system costs while relieving you from maintenance hassles.



FUTURE-PROOFING

Easily adapt to evolving order and product profiles without new robot form factors.

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COST-EFFECTIVE OPERATIONS

By leveraging a smaller fleet and optimizing charging times, Zebra Symmetry Fulfillment reduces your automation investment while helping you unlock positive cash flow from as soon as day one.



EMPOWERING YOUR WORKFORCE

Wearable technology and directed workflows optimize in-aisle navigation of pickers and robots, improving morale and retention without sacrificing speed, service levels and reliability.

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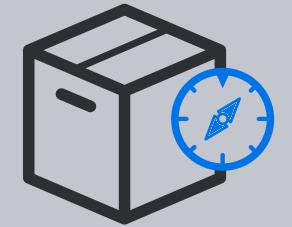
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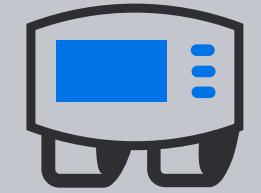
REAL-TIME VISIBILITY

Zebra Symmetry software provides leaders with comprehensive, real-time visibility not only of robots, but of pickers. This transparency enables informed decision-making and proactive management.



RESOURCE FLEXIBILITY

The system allows labor resources to be reallocated on the fly, responding dynamically to changing demands and optimizing operations to meet SLAs.



OPTIMIZATION BEYOND AMRs

Wearables and integrated technologies allow minute-by-minute optimization of all key resources — not just AMRs — ensuring that human workers are as empowered and efficient as the robotic systems.

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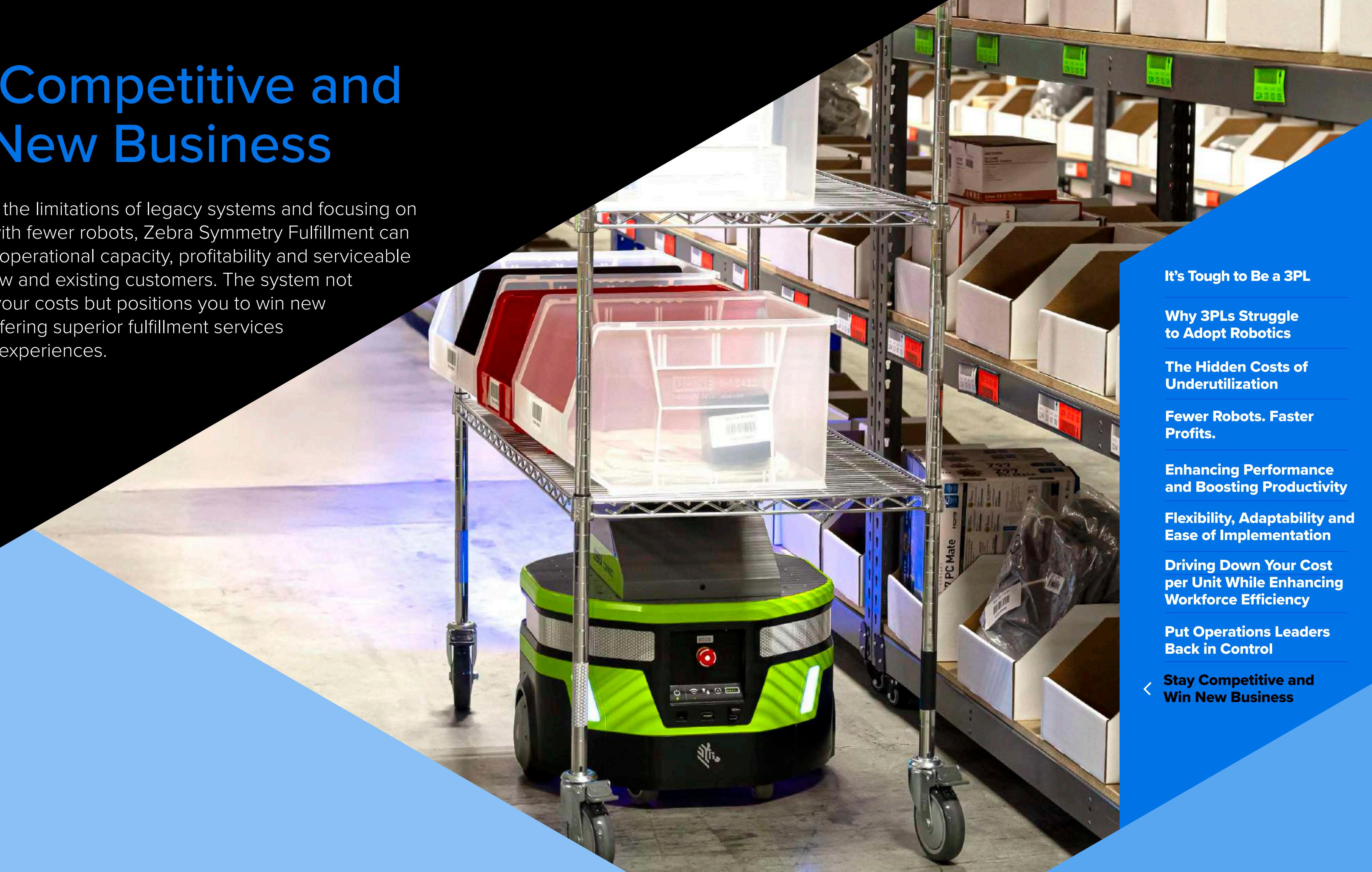
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By addressing the limitations of legacy systems and focusing on faster profits with fewer robots, Zebra Symmetry Fulfillment can enhance your operational capacity, profitability and serviceable markets for new and existing customers. The system not only reduces your costs but positions you to win new business by offering superior fulfillment services and customer experiences.



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