

SVT ROBOTICS™

# Deploying Packaging Automation Before Cyber Five Weekend



This case study covers the deployment of a packaging automation system from CMC ahead of Cyber Five weekend, and the long-term benefits of leveraging the SOFTBOT Platform.



## Introduction

Barrett Distribution Centers looked to introduce a CMC CartonWrap machine—an automatic carton packaging system capable of creating custom boxes—to optimize their operations. However, they needed the new technology integrated quickly—peak season was coming fast. Thanks to SVT Robotics, the new technology was up and running without any service interruption—just in time for the Cyber Five weekend. “Without SVT, there is no way we would have met that timeline,” says David Lynch, Director of IT.

## Meet Barrett—a 3PL with a lot on the line

Barrett Distribution Centers is a family-owned business with over 80 years of experience, and 25 sites across the country, totaling roughly 6 million square feet. Barrett specializes in customized third-party logistics (3PL), direct-to-consumer (DTC) eCommerce fulfillment, omni-channel distribution, comprehensive transportation management and retail compliance for clients across all industries, such as apparel & footwear, health & beauty, grocery, and automotive.

With all their orders being processed at traditional, manual pack stations, Barrett plateaued in productivity at their Somerset, NJ site. To remain competitive and scale with the demands of their customers, Barrett opted to incorporate a packaging automation system from CMC. But the timeline of the new system’s delivery was just two short weeks away from the Black Friday weekend.

“It was a fairly complex integration,” says Lynch. “It wasn't something our in-house talent would be able to pick up and run with right away.”

To address the problem, Barrett turned to SVT Robotics.

## The SOFTBOT® Platform from SVT Robotics

Integrating CMC within the tight timeline and without service downtime was crucial, and SVT Robotics hit the ground running, working with Barrett to connect CMC to their WMS via the SOFTBOT Platform. The agile, tech-agnostic toolset not only provides prebuilt, reusable integrations, but also a single pane of glass to monitor system health and simplify troubleshooting. Plus, SVT's SOFTBOT Platform empowers the entire business with real-time access to aggregated and normalized data.

With the CMC system integrated and running seamlessly, Barrett was ready for their peak season in record time.



**We were able to start processing thousands of orders the first week through the machine. Just to put that in perspective, typically these machines will take anywhere from a month to three months to get where we were at within the first week.**



**Alex Glanzer, Operations Manager**





## Immediate benefits

Partnering with SVT to integrate the CMC system came with immediate, multifaceted benefits:

### Reduced impact on IT team:

Instead of devoting weeks or months to integrate the CMC system in-house, SVT allowed Barrett to focus on other priorities. **“We were able to have our IT team stay focused on some of the innovations and things we needed for the rest of the business, and not be distracted by development of the integration,”** says Lynch. **“And then, after that initial integration, it's pretty hands off. For us, that was a big deal.”**

### Faster throughput:

Prior to deploying CMC with the SOFTBOT Platform, Barrett had a three-day turn-around time for orders. Now, “We're able to keep current within one day, max, on orders during peak season, which is obviously a great impact for our customer,” says Alex Glanzer, Operations Manager.

The new automation improved Barrett's inventory accuracy and picking process. “The CMC machine has allowed us to be more competitive, and to increase our overall throughput for clients,” says Doug Prevete, a project manager at Barrett.

### Personnel gains:

The CMC system has allowed Barrett to stick with their core team of trained personnel, even during peak periods. “We don't have to bring on as many temporary employees, which is great for training and safety purposes,” says Glanzer.

And, when new hires join, the process is much simpler. “We're able to onboard employees much faster with a lot less training,” says Lynch. “It's a lot easier to train and show someone how to use these new machines.”

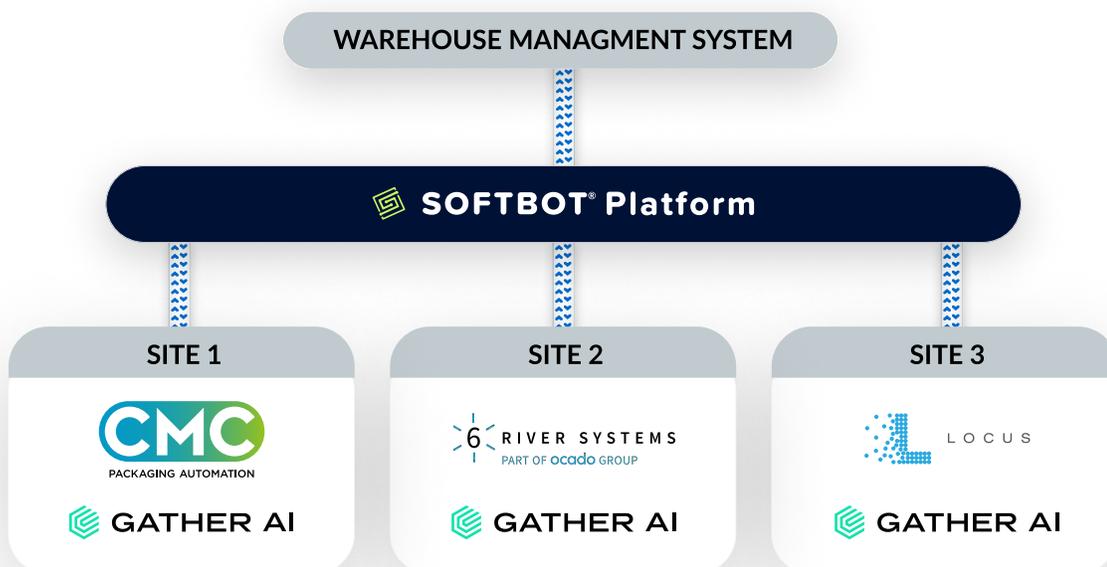
Plus, new tech equals new opportunities—with associates training on the new CMC machine, they're gaining new skills and enhanced professional development. “For newer employees to come in and see that we have this technology in the facility, it's going to be very attractive,” says Glanzer.

With the SOFTBOT Platform in place, Barrett is poised to scale the solution across their organization and adjust as needed. “We need flexible solutions that we can reuse in other facilities or other use cases, and that we can configure ourselves,” says Lynch, “but also have a partner we can lean on when our IT team doesn’t have capacity to put resources on a project.”

## Conclusion

After the success of the CMC integration, Barrett is ready for more. “We’re looking forward to working with SVT in the future,” says Lynch. They plan to integrate their inventory control drones from Gather AI to their WMS. Next, they will look to migrate their existing, legacy integrations with other tech partners such Locus Robotics and 6 River Systems, Part of Ocado Group to the SOFTBOT Platform in order to:

- Quickly connect and orchestrate technologies without brittle custom code
- Monitor and troubleshoot with real-time visibility to avoid costly downtime
- Optimize performance and make informed business decisions using aggregated, normalized data from disparate systems



### First-rate service:

Throughout the partnership, SVT ensured Barrett received the kind of training, support and service they needed as a client. “I felt as though I was personally developing a relationship, and almost gaining a mentor and a friend,” says Prevete.

In addition to top-notch support, SVT provided the kind of nimble efficiency Barrett needed in a partner.

## Long-term wins

Integrating the CMC machine in record time was a huge win by itself, but that was just the tip of the iceberg. Since partnering with SVT Robotics, Barrett has built the foundation to easily adopt and scale future innovations.

By using the SOFTBOT platform, Barrett is now set up to expand its impact to other technologies and systems across their sites.



**Being a 3PL, it's important that we were able to pivot quickly. We're looking for partners that can provide flexible solutions, so we really appreciated SVT's agile approach to development.**



David Lynch, Director of IT



Prevete agrees. “Working with SVT has allowed us to see just how quickly we can pivot and be adaptive and implement that automation with minimal hiccups.”

## About SVT Robotics

SVT Robotics empowers supply chain IT teams to integrate, monitor and scale automation with the tech-agnostic SOFTBOT® Platform. This reduces custom development and support by providing a standard way for technologies to communicate—without asking anyone to change. SVT also serves as a single pane of glass, providing enhanced system visibility, simplified troubleshooting, minimized downtime, and access to aggregated supply chain data.

Learn more at [www.svtrobotics.com](http://www.svtrobotics.com).

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