

## Case Study

Geek+ X



Automotive

P800

Shelf-to-Person

### The Challenge

- **SKU Complexity:** Managing a growing variety of automotive components.
- **Inventory Issues:** Inefficient handling of small and medium-sized parts.
- **Operational Demands:** Need for secure, stable, and efficient picking processes.
- **Logistics Complexity:** Required advanced, high-performance solutions.



### Geek+ Solution

- **Solution Deployed:** Shelf-to-Person
- **Advanced Integration:** Real-time inventory tracking and precise order fulfillment via seamless WMS integration.
- **Staff Training:** Comprehensive programs ensured safe and efficient system operation.
- **Scalable Design:** Flexible system ready to adapt to growing SKU complexity and production demands.



**Ralf Schieder**  
Vice President, BBA  
Strategy and Logistics

This project is a key milestone in BMW Brilliance's logistics transformation! Working closely with Geek+, we developed an efficient and flexible smart logistics solution, setting a model for a people-oriented, sustainable green factory.

### Geek+ Impact

- **Efficiency:** Streamlined picking drastically improved productivity by 400%.
- **Costs:** Automation reduced labor costs by 64%.
- **Accuracy:** AI-driven processes ensured 99.99% picking reliability.
- **Energy:** Reduced energy consumption supported sustainability goals.
- **Integration:** Full synchronization enhanced transparency and control.



### About Customer

Brilliance BMW Automotive Ltd., a joint venture between BMW Group and Brilliance Automotive Group Holdings, leads the development, production, and sales of BMW automobiles in China. Committed to premium mobility and sustainability, the company drives innovation across the automotive value chain.

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