

ALTERNATIVE APPROACHES IF FACING PUSHBACK

IF CONCERN IS: "Too expensive / Budget not available"

ALTERNATIVE APPROACHES:

- **Phased Implementation:** Start with highest ROI area (picking, packing, or shipping) to prove value, then expand
- **Lease/CapEx Alternative:** Many providers offer automation-as-a-service or equipment leasing to reduce upfront capital
- **Co-Investment:** Some providers share risk through performance-based contracts or rev-share models
- **Postpone Facility Expansion:** Show how automation delivers same capacity increase as building new facility at fraction of cost
- **Start Smaller:** Begin with collaborative robots (cobots) or mobile robots before full conveyor/AS/RS systems

TALKING POINTS:

- "Delaying costs us \$ monthly in inefficiency we're quantifying today"
- "Labor cost inflation means this gets more expensive to NOT do each year"
- "Phased approach lets us prove ROI with \$ investment in 6 months"

IF CONCERN IS: "Too risky / We're not ready"

ALTERNATIVE APPROACHES:

- **Readiness Assessment First:** Engage consultant or potential partner for 30-day readiness assessment (many offer free/low-cost)
- **Peer Learning:** Visit 2-3 similar operations that have automated successfully
- **Pilot Program:** Test technology in controlled environment before full deployment
- **Hybrid Approach:** Automate one shift or one zone while keeping manual process as backup
- **Proven Technology:** Focus on mature, widely-adopted technologies rather than cutting edge

TALKING POINTS:

- "That's precisely why we complete the 9-step readiness process BEFORE committing"
- "50% of projects fail due to poor preparation. We're avoiding that by doing this right"
- "The risk of NOT automating: competitors are, labor market isn't improving, customers expect more"

IF CONCERN IS: “Our people won’t accept it”

ALTERNATIVE APPROACHES:

- **Early Involvement:** Include floor supervisors and workers in site visits and provider selection
- **No Layoff Commitment:** Publicly commit that automation fills growth needs, not replaces people
- **Career Development:** Create new positions (robot technician, system coordinator) with better pay and career path
- **Pilot with Champions:** Start with engaged volunteers, let them become advocates
- **Focus on Pain Relief:** Frame automation as removing worst tasks (heavy lifting, repetitive strain, walking miles daily)

TALKING POINTS:

- "We currently have open positions we can't fill. Automation helps current team be more productive, not replaced"
- "Survey shows injuries last year. Automation improves safety and reduces physical strain"
- "Similar companies report improved employee satisfaction and reduced turnover post-automation"

IF CONCERN IS: “Timing is bad / Too much else going on”

ALTERNATIVE APPROACHES:

- **Planning Now, Implementation Later:** Complete readiness steps now, delay installation until after peak/project
- **Greenfield Opportunity:** If expansion planned, build automation into new space from day one (easier than retrofit)
- **Quick Wins First:** Implement smaller projects with fast payback (packing stations, print-apply, AGVs) while planning larger project
- **Weekend/Off-Season Installation:** Many projects can be staged to minimize disruption during low-volume periods
- **Parallel Operation:** Run new system alongside old until fully validated, then cut over

TALKING POINTS:

- "The best time to plant a tree was 20 years ago. The second best time is today. Our competitors are already 2 years ahead"
- "Preparation (steps 1-6) takes 6-9 months and doesn't disrupt operations. Let's start that clock"
- "If timing is the only objection, let's schedule for _____ [specific date post-busy period]"

IF CONCERN IS: “We don’t know what we don’t know”

ALTERNATIVE APPROACHES:

- **Educational Partnership:** Engage automation partner for workshop/lunch-and-learn with no commitment
- **Industry Association Resources:** MHI, MODEX, ProMat conferences and resources
- **Automation Consultant:** Hire independent consultant to assess and educate (not tied to any provider)
- **Peer Network:** Join industry peer groups where automation users share experiences
- **Start with Assessment:** Many providers offer free facility assessment with educational component

TALKING POINTS:

- "That's exactly why we're doing this readiness process. Step 1 is education and understanding"
- "Let's bring in 3 providers for educational sessions, no obligation. We'll learn what's possible"
- "Conveyco offers a complimentary automation assessment. We learn, they learn our operation, no commitment required"

DECISION POINT: WHAT’S OUR NEXT STEP?

OPTION A: GREEN LIGHT - FULL SPEED AHEAD

- Approve budget range of \$ _____ to \$ _____
- Assign project sponsor: _____
- Assign project manager: _____
- Kickoff readiness process by: _____
- Target RFP release: _____
- Target go-live: _____

OPTION B: YELLOW LIGHT - PREPARE THEN DECIDE

- Complete 90-day readiness assessment first
- Budget \$ ____ for readiness phase (consulting, data cleanup, etc.)
- Assign readiness team: _____
- Reconvene for go/no-go decision on: _____
- If go, target implementation: _____

OPTION C: RED LIGHT - NOT NOW, BUT PLAN FOR FUTURE

- Reason for delay: _____
- Revisit decision in: _____ months
- Actions to take in meantime (improve data, visit sites, attend conference, etc.):
- _____
- _____
- _____

OPTION D: EXPLORE ALTERNATIVES

- Investigate phased/smaller approach: _____
- Explore lease/financing options: _____
- Request free assessment from: _____
- Schedule site visits to: _____
- Reconvene on: _____

THE BOTTOM LINE

Without Automation: We face rising labor costs, capacity constraints, customer service challenges, and competitive disadvantage.

With Automation: We gain 40-60% productivity improvement, 2-3x capacity, 99.9% accuracy, improved safety, and foundation for growth.

The question: Not WHETHER to automate, but WHEN and HOW to do it successfully.

The difference between success and failure: Following these 9 critical preparation steps.

Next step: [Your decision from above]

KEY CONTACTS

Internal Champion: _____

Finance Partner: _____

Operations Lead: _____

Automation Partner: Conveyco | www.conveyco.com | 860-589-8215 | info@conveyco.com

“Your partner from planning through optimization and beyond”

PREPARED BY: _____

DATE: _____

FOR MEETING: _____

ATTENDEES: _____

This summary is part of Complete Warehouse Automation Readiness Toolkit from Conveyco.

For detailed checklists, templates, and implementation guidance, see the full toolkit.

