



Sector: E-Commerce | Solution: Goods-to-Person picking

Case study

VIP.com triples picking efficiency by implementing the Geek+ Goods-to-Person System



The Customer

VIP.com (NYSE: VIPS) is the third-largest e-commerce platform in China and specializes in branded products. VIP.com offers discount prices for a wide range of products from apparel, shoes and bags, cosmetics, maternity and child products, to household goods, and more. With over 330 million members and 430 million annual orders, VIP.com is the world's largest online discount store.

The Solution

- The Geek+ picking system was implemented in less than two months.
- The complete system includes a combination of wave picking and order picking.
- The area covers 6,000 m², where 121 order-picking robots and 2,000 shelves are used for an inventory of 1 million SKUs.

The Challenge

VIP.com needed to rapidly increase the efficiency, agility, and flexibility of its warehouses to keep pace with order growth and to build on the success of its „flash sale“ distribution model. The company faced the following challenges:

- A high volume of incoming and outgoing goods, slowed down by low efficiency of manual picking and high error rate.
- A high volume of SKUs with varying storage requirements and high turnover.
- Need for efficient and accurate picking of small parts on a large scale.

The Customer Benefit

- The daily shipping capacity reached 80,000 - 100,000 pieces.
- The picking efficiency tripled to 400 - 600 pieces/h/station.
- Significant savings in labour costs.
- More storage spaces.
- A flexibly scalable system for advertising and promotions.

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