AMAZON – NEW SITE

New Site Launch

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Amazon is dedicated to creating the best customer experience by providing a shorter lead time of packages based on expanded operational capabilities. To make the package shipment process efficient and maximize customer satisfaction, the Amazon Robotics Sort Centers (ARS) and Inbound Cross Docks (IXD) play a central role by automatically sorting inbound merchandise and speedily delivering outbound packages to the next fulfillment step, using industry-leading robotics and conveyors technologies. ARS and IXD are the most technologically-advanced Amazon fulfillment centers.

The RME Launch team is in charge of launching new Amazon sites and the NACF business division manages ARS and IXD's launch process. As the launch process involves ensuring equipment and staffing readiness among supply chain disturbances and labor shortages in 2021, it is mission-critical for the launch team to improve process efficiency, to have visibility on the process, and to mitigate risks that delay site launches.

The Tauber team tackled five major challenges that affect the entire launch process: streamlining the Road-to-Launch process, creating an automated dashboard for site contacts, establishing effective technician training plans, providing risk mitigation plans, and creating and deploying launch processes in Mexico and Brazil. The Road-to-Launch is a launch process management tool with a check-list, and the Tauber team improved the process by 26%. The Tauber team created an integrated site contacts dashboard by using SQL and AWS Quicksight in order to provide clear lines of communication with launch managers. The Tauber team also bridged the gap between training plans and staffing challenges, which has caused low training seat utilization, by creating new synchronized training plans. Last, the Tauber team leveraged aforementioned process improvements to contribute to process creation and deployment in Mexico and Brazil.

By streamlining the RME processes, improving visibility on resources, establishing clear communication lines via AWS dashboard, and establishing risk mitigation plans, the Tauber team's plan is expected to reduce yearly launch costs by $1,440,000. Also, 25% of cost savings is projected via synchronized training plans for technicians by increasing training seat utilization from 25% to 50%. Additionally, the Tauber team established systematic launch and start-up processes in Mexico and Brazil by providing performance metrics, training plans, and a recommended spare parts list. Tauber deliverables are under RME's review and will be deployed soon. Based on the RME team's 10% year-to-year growth projections of newly-launched sites within 3 years, the Tauber team's impact is expected to be greater in the near future.