LEAD COVERAGE

Defining the Future: How GreyOrange Influenced Gartner's Category
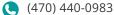
THE CLIENT

GreyOrange Inc., a global leader in AI-drive technology, provides AI-driven software and mobile robots for the fulfillment industry. Their solutions empower retailers, warehouse operations, and third-party logistics providers (3PLs) to enhance productivity, address labor challenges, and reduce risks, all while improving the experience for end users and customers.

SUMMARY

As the demand for automation and efficiency in warehouse operations continues to surge, GreyOrange stands ready to capitalize on this momentum, equipped with the credibility and recognition that comes from being at the forefront of industry innovation. Their journey exemplifies the power of strategic analyst relations in shaping market narratives and driving business success, setting a benchmark for others in the field to follow.

THE CHALLENGE

GreyOrange faced a unique challenge: they didn't fit neatly into existing analyst categories. They had the opportunity to leverage their thought leadership to create a new category, which requires significant strategy and investment but can yield substantial rewards.

THE OPPORTUNITY

With the recent launch of their GreyMatter platform—a technology that orchestrates all robots within a warehouse—GreyOrange positioned itself to lead the robotic warehouse segment. Notably, GreyMatter is agnostic, allowing it to orchestrate robots from any vendor, enabling shippers to utilize various robotic solutions collaboratively. Our goal was to connect with analysts who were interested in the future of robotics, providing a third-party perspective that buyers could reference.

THE SOLUTION

We presented the GreyMatter platform to Gartner, featuring Akash Gupta, GreyOrange's co-founder and CEO, as the thought leader behind the initiative. Although the robotics market was on the verge of significant growth due to pandemic-induced safety and retail demands, there was no established category for this innovation in 2021. Recognizing the potential, Gartner's lead analyst sought our assistance in naming this emerging category. Over six weeks, we brainstormed and ultimately settled on "Multirobot Orchestration Platforms," which was later refined to "Multiagent Orchestration" to encompass intelligent picking arms and other technologies.

THE RESULTS

Gartner successfully established the category of Multiagent Orchestration Platforms. As of 2022, this category is referenced in 12-15 Gartner research notes annually and has become a key component of Execution Hype Cycles and the Warehouse Magic Quadrant, featuring a growing list of vendors. Most importantly, GreyOrange received validation for their innovation, providing a strong launchpad for GreyMatter sales as the warehouse robotics market peaked post-pandemic.

LEAD COVERAGE
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