



Turning a Corner with Technology: Diapers.Com Leaves the Roaming to Robots

The folks at Diapers.com know you don't mess with tired moms. That's why when the e-commerce company began growing out of its home-based operations it opted for the most technologically advanced tools to fulfill customer orders. The company delivers every possible type of product for infants through toddlers to customers nationwide six days a week. The company uses three fulfillment centers to pack and ship items to customers, guaranteed to arrive in two days or less.

When you visit a Diapers.com fulfillment center your first impression may be that it's filled with moving shelves. No, that's not an illusion. It's the Kiva robotics system which the company uses to more quickly assist workers in picking, packing, and shipping orders. Instead of workers walking through warehouses to find items or waiting for them to arrive on conveyors, robotic drive units physically move items to the workers' stations. Once there, the workers are digitally directed by the system to know which items to pick, pack and then send back on the system once the order is complete. The Kiva system continues to move completed orders through packaging, taping and even on to the truck itself for transportation from the warehouse to waiting moms.

The company's staff credits the Kiva system, including the optical scanning equipment, with improving accuracy and speed, two definite competitive advantages in the cut-throat baby product business. The investment in the high-tech system paid off in 2010 when the king of e-commerce, Amazon, purchased Diapers.com for \$540 million.

Sources:

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