Delivering innovative logistics solutions with cutting-edge technology

Prime Vision's leading solutions boost efficiency and agility of postal and fulfillment companies with Dell APEX Cloud Platform for Microsoft Azure at the edge.

Business needs

Prime Vision needed a scalable and cost-effective solution to help its global postal and fulfillment customers modernize without replacing the sortation infrastructure at the heart of their business. Using Dell APEX Cloud Platform for Microsoft Azure at the edge, Prime Vision enables customers to improve efficiency and performance.

Business results

Transforms customers' existing sortation infrastructure without the need to replace it.

Powers predictive insights that enable improved tracking updates and quality control.

Enhances efficiency, accuracy and scalability of sorting centers.

Reduces vulnerability to cyber-attacks and latency in parcel processing.

Optimizes automation of sorting process and workload placement.

Solutions at a glance

- [Dell APEX Cloud Platform for Microsoft Azure](#)

Delivering seamless solutions

All over the world, postal services and fulfillment companies face growing challenges and expectations around operational efficiencies, quality assurance, cybersecurity and faster parcel tracking. Prime Vision helps solve these challenges with cutting-edge solutions and industry expertise. A global leader in computer vision integration and robotics for logistics and e-commerce, Prime Vision specializes in designing and delivering customized IT innovation to transform operations.

Prime Vision needed a scalable technology solution that would integrate into its current logistics solutions to optimize sorting processes and enhance efficiency for its customers. Delivering accurate insights was critical to ensure timely and precise delivery logistics and optimal customer service for global postal companies. Prime Vision turned to Dell Technologies to incorporate the right technology into their existing solutions.

Powering predictive insights

Thanks to Dell Technologies, Prime Vision customers can now overlay the latest digital capabilities on the traditional operational technology of their sorting and distribution centers. These solutions reduce error rates, save time and costs per processed item, increase throughput and delivery efficiency, enhance cybersecurity, improve quality control and more, all while maintaining legacy infrastructure.

Prime Vision has integrated Dell APEX Cloud Platform for Microsoft Azure at edge locations to optimize their sorting processes and streamline workflows by providing instant, actionable insights. Dell APEX Cloud Platform for Microsoft Azure deployed at logistics hubs collect and analyze data from sensors and cameras, providing improved tracking updates and parcel quality control in real-time.

Boosting agility and efficiency

Prime Vision uses Dell APEX Cloud Platform for Microsoft Azure at the edge to bring distributing computing resources closer to where the data is generated. Exploiting data locally reduces latency and enables faster decision-making and the ability to predict and effectively handle supply-chain crises. This solution improves operational efficiency and ensures consistent operations and rapid deployment across locations.

> " **With the Dell APEX Cloud Platform for Azure, we're able to do real-time, on-the-fly updates, and deploy new functionalities at the edge with the press of the button."**
>
> **Julian Gonzalez Verbeek,**
> Technology Director, Prime Vision

Improved operational agility ensures cost-effectiveness and competitive positioning. Prime Vision can move customers from 20-year-old technologies to the cloud with little downtime thanks to Dell APEX Cloud Platform for Microsoft Azure's ability to easily bridge the gap between infrastructures. The APEX Subscription model also brings Prime Vision customers cost benefits, enabling them to move from capital expenditure to a pay-as-you-go service.

Reducing deployment steps helps Prime Vision cut complexity and improve manageability. The Dell APEX Cloud Platform for Microsoft Azure optimizes automation of sorting processes, reducing manpower needed for tasks and reducing costs.

Customer-centric innovation

Prime Vision has retained 100% of its customer base in 25 years as it constantly iterates and makes operational improvements to benefit customers. Collaborating with Dell Technologies, it has continued with this client-focused approach, delivering innovative solutions supported by cutting-edge technology.

Thanks to Dell, Prime Vision has levelled up its solutions and enabled next-generation efficiency for its customers. It now has the means to achieve service improvements on a global scale. Together, Dell Technologies and Prime Vision continue to put technology to work for companies and deliver innovation without limitations.

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