

# Pmi analysis

Business



PMI Analysis – Mick Mountz: What Happens Inside those Massive Warehouses? Positive Aspects It is quite positive that in making the presentation, Mick Mountz makes use of various videos that enable the audience to better understand exactly what he is referring to. Another positive aspect pertaining to the presentation is that Mountz does not over extend the length of the presentation: The presentation is brief and to the point and Mountz presents all the necessary information with a relatively very short time period. It is also quite positive that Mountz uses himself as an example that the audience can relate to and identify with when he narrates the challenges that the first e-commerce warehouse company experienced and how these challenges resulted in the failure o the company.

#### Negative Aspects

One of the negative aspects about the presentation is that at the start of the presentation, Mick Mountz does not identify who he is; he only mentions what he is speaking about. The audience should not only be made aware of what he is speaking about, but also who he is and what is the relationship between himself and the particular subject matter presented in his talk. A negative attribute of the presentation is that Mick Mountz only points out the advantages of using robots in a massive warehouse; he does not make any attempt to highlight some of the disadvantages of the system. Another negative concern is that Mick Mountz does not explain just how the software is able to control the robots without causing any mix-up or collusions. In his presentation he leaves the audience without an answer to this aspect.

#### Interesting Aspects

It was interesting to learn that in the old classical system that used to

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operate in warehouses, workers would spend about 60-70 percent of their time wondering around the warehouse picking out the ordered items, and in the process they would often walk an average of 5 to 10 miles as they sought to pick the inventory items. It was also quite interesting to understand that the new system now involves hundreds and sometimes thousands of mobile robots that do the tasking work of moving around the warehouse, picking up the shelving pods and deliver these pods to the pick workers who simply packs the requested items. Of special interest was that the system could be adapted to the speed of the workers such that the slower pickers would get fewer pods as compared to the faster workers.

#### Conclusion

The solution to the costly warehousing problem at the company was arrived at during a brainstorming operation when it was suggested as to what if products could potentially walk and talk on their own? It was from this simple question, the mobile robot system in warehouses was first developed. The presentation is of great significance as it successfully demonstrates to me that that the solutions to some of the most complex things can often come from simple ideas.

#### Works Cited

TED. Mick, Mountz: What Happens Inside those Massive Warehouses? Prod. Ted. Perf. MickMountz, 2011. Accessed at