

The Impact of AGV-AMR Supplier Profiles on System Execution and Lifecycle Support

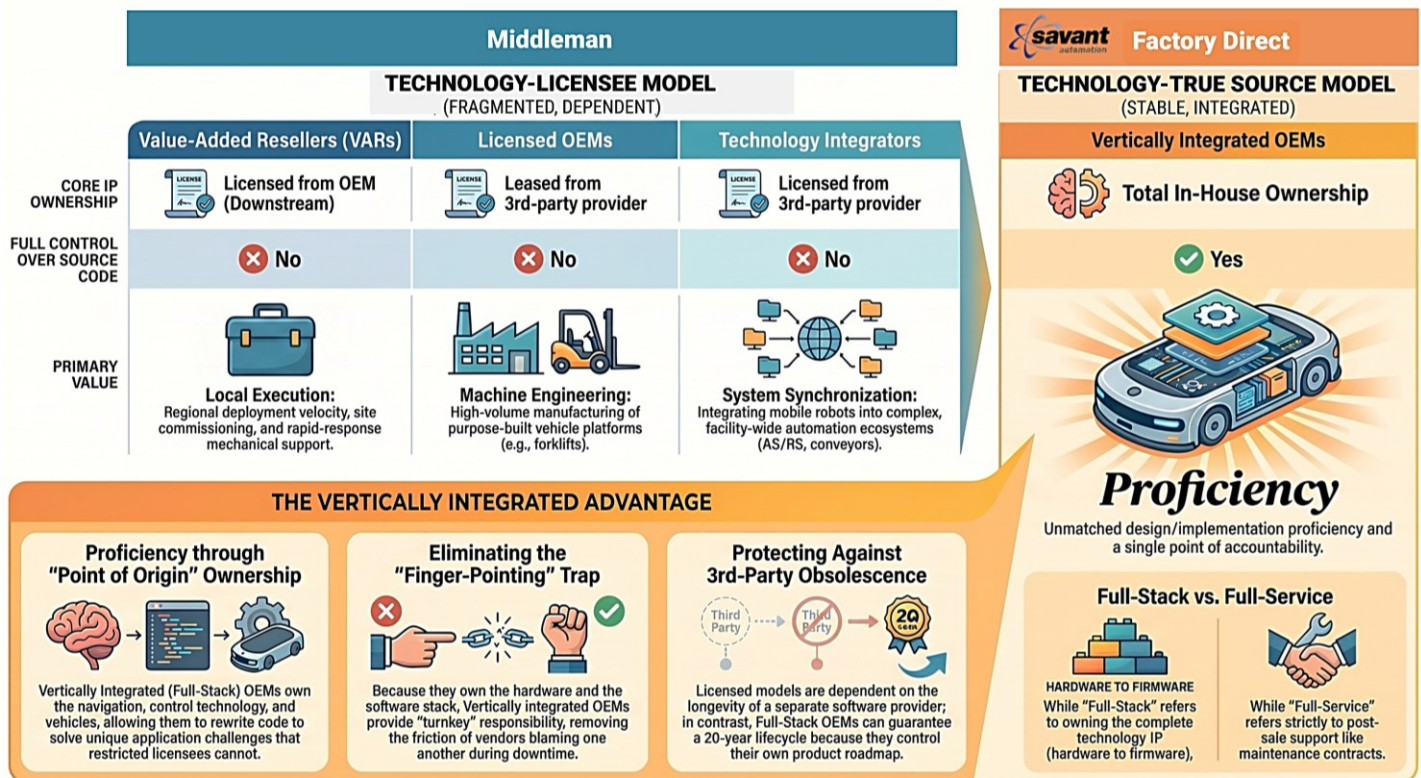
Introduction When investing in AGV or AMR systems, organizations often assume the seller is the original manufacturer. In reality, many suppliers are dealers or integrators who source critical components—like navigation and controls—from third parties. Understanding these supplier profiles is crucial, as their business models directly impact your system's execution, customization, and long-term viability.

AGV-AMR System Supplier Profile

Licensee True Source OEM

System Supplier Types License-Based vs. Vertically Integrated OEM

Which type is best for your application?



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Classification of AGV-AMR System Suppliers The industry generally classifies AGV-AMR suppliers into two distinct models based on their core intellectual property (IP) ownership.

Licensee (Value Added Reseller VAR, Licensed OEM, Technology Integrator)

These suppliers build, configure, or rebrand AGV-AMR vehicles utilizing licensed third-party navigation software, system controls, and/or vehicles.

- **Technology Integrator:** Provides application-specific engineering and local support using a leased core technology platform (vehicles, controls, and software).

- **Licensed OEM:** Manufactures their own mechanical vehicles but leases the underlying technical IP (software and controls) to sell under their brand name.
- **Value-Added Reseller (VAR):** Typically a dealer handling site installation, provisioning, and software deployment with minimal mechanical modifications.

True Source OEM (Vertically Integrated / Full-Stack OEM)

These suppliers are the true "point of origin," developing, owning, and controlling their entire technology stack in-house without relying on third-party core software licenses.

- **Vertically Integrated OEM:** A single party for internal design, development, and manufacturing, providing buyers with corporate stability and strict supply chain control.

Impact on Execution and Implementation

The supplier's underlying framework heavily influences system design, deployment, and troubleshooting.

- **Proficiency and Customization:** Vertically Integrated OEMs possess unmatched proficiency. Owning the source code allows them to overcome unique challenges and execute mechanical modifications. Conversely, licensed suppliers are restricted by third-party licenses, which can cause system inadequacies for specialized needs.
- **Accountability vs. "Finger-Pointing":** When issues arise, dealers often lack the technical access to fix software, leading to "finger-pointing" between software developers and hardware manufacturers. A Vertically Integrated OEM provides single-point accountability with direct access to the engineers who built the system.
- **Business Focus:** For many dealers, AGV/AMR systems are a supplemental "side hustle," reducing urgency. For a true OEM, automated vehicles are their primary business and livelihood.

Impact on Long-Term Support and Lifecycle

The most severe risks associated with supplier selection emerge long after initial deployment.

- **Third-Party Obsolescence Risks:** Licensed models depend heavily on the longevity of the primary licensor. If the third-party software provider discontinues the technology stack in 10 or 20 years, the end user is left vulnerable to sudden obsolescence.
- **Guaranteed Lifecycle Support:** Working directly with a Technology OEM guarantees long-term support. Because they control their product roadmap and software-to-hardware optimization, they can support systems regardless of age to protect the facility's investment.

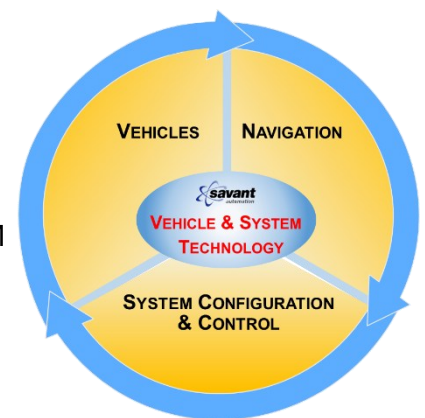
Conclusion

While Licensed OEMs and Integrators offer value through local deployment, they introduce vulnerabilities regarding software limitations and obsolescence. Partnering with a Vertically Integrated OEM ensures single-point accountability, deep customization, and superior long-term support from a partner whose primary business is protecting your infrastructure investment.

Savant Automation, Inc

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Integrated AGV-AMR
Technology System OEM

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NOTE Specifications are subject to change without notice based on product improvements or technical requirements