



We deliver best-in-class warehouse solutions and automation

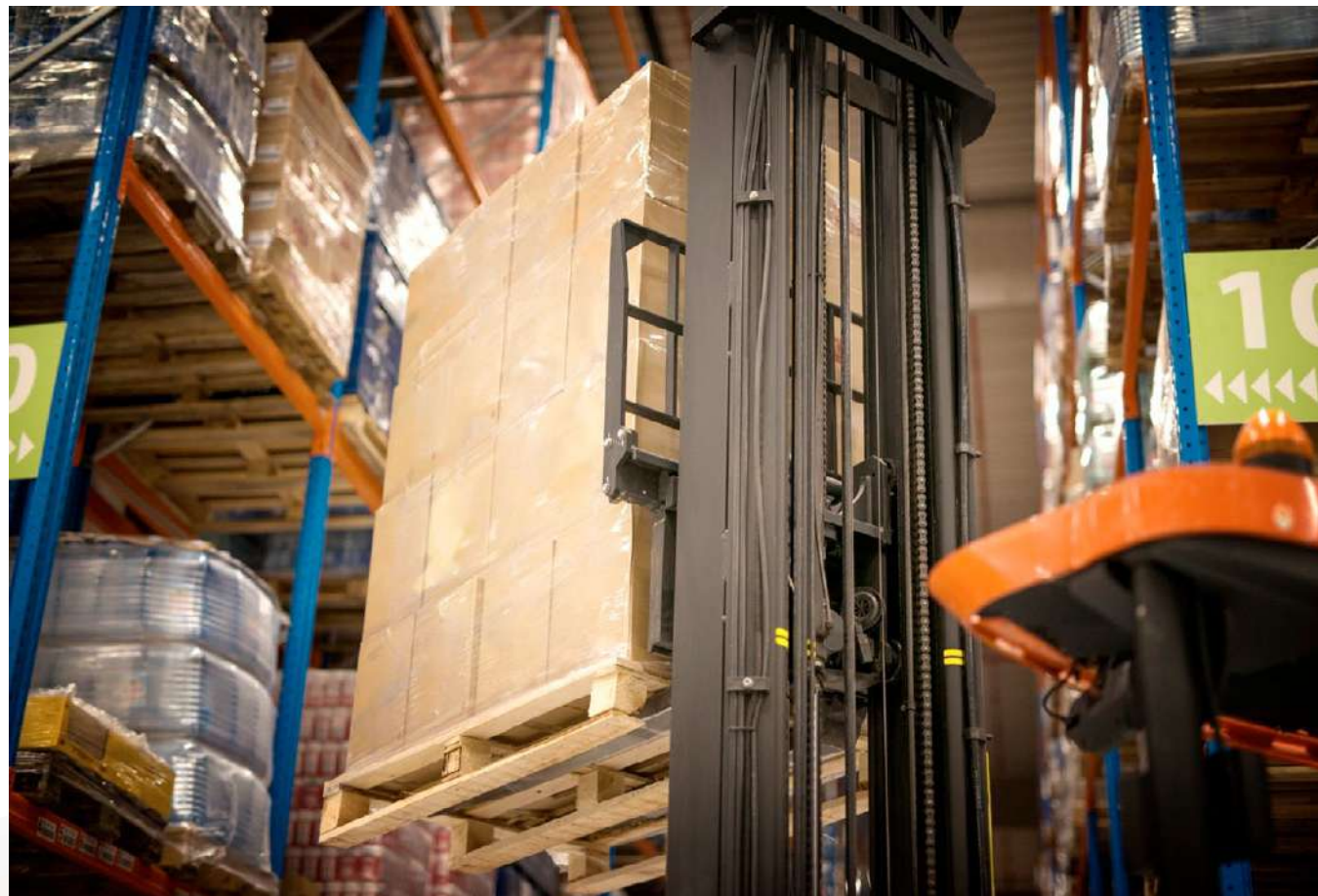
Supermarket & Retailer talks to Alan Richard, Managing Director, Apex



S&R: What sets your company apart from competitors in your industry?

We deliver warehouse solutions and automation with an African heartbeat, bridging the gap between global vendors' support and local providers' capability limits. We bring world-class technology tailored to work on African soil. From design to implementation and beyond, we turn your warehouse into a competitive edge.

We adapt solutions to uniquely African conditions – whether managing stock for telecom giants or maintaining cold chains for pharmaceutical companies. We back this commitment with guaranteed outcomes.



S&R: What are your industry's key challenges?

The logistics industry is pressured to meet consumer demands for same-day, last-mile delivery while rising costs and legacy systems create roadblocks.

We bridge this gap through phased, scalable warehouse solutions that deliver ROI from day one. Our approach uses deep local and international expertise, allowing

businesses to modernise at their own pace while achieving real results.

S&R: How has your company evolved to maintain leadership in the industry?

From our early days in warehouse management, we deployed advanced control systems and intelligent tools to meet the continent's surging e-commerce and same-day delivery demands. Our local team delivers smooth implementations by combining our own ConnXion360

S&R: How does innovation play a role in your company's success?

Innovation goes beyond deploying the latest technology – it's about making advanced automation work in African conditions. Our partnerships bring cutting-edge tools like Autonomous Mobile Robots and intelligent inventory systems, but our real innovation lies in how we implement them. We've developed phased approaches with our local support team, ensuring these systems evolve with changing market demands.



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We're building an unmatched local engineering and support team to reduce dependence on expensive international resources, while providing faster, more effective service.

technology with solutions from global partners like Dematic and Made4net. We've stuck to one core mission: turning warehouses from cost centres into profit centres.

S&R: What investments is your company making to secure future growth?

We're investing strategically in three areas directly impacting our clients' success. By strengthening partnerships with global leaders, we're building an unmatched local engineering and support team, reducing the dependency on expensive international resources while providing faster, more effective service.

This means we can support companies at every stage of their modernisation journey, from initial automation steps to advanced robotics implementation.

S&R: How do you foster a culture of leadership and innovation?

Leadership isn't just about managing teams but empowering people to solve Africa's unique automation challenges. Our engineers don't just implement solutions; they own them, working directly with clients to create answers that work in African conditions, for their specific needs.

We invest heavily in continuous learning, keeping our teams at the bleeding edge of global technology while building local expertise.

S&R: In what ways does your company engage with customers to ensure you stay aligned with their evolving needs?

We believe in partnerships. Every relationship starts with in-depth consultations to understand each client's unique challenges. But our real differentiation comes after implementation—we maintain regular check-ins and provide ongoing optimisation support as business needs evolve.

We ensure our clients maximise their automation investments through workshops and hands-on training by making ROI an integral part of the solution's life span.

S&R: What role do sustainability and social responsibility play in your overall strategy?

Sustainability is embedded in our strategy, from designing energy-efficient automation systems to supporting local communities. Our warehouse automation solutions reduce energy consumption and minimise waste in logistics operations, while our local support model cuts the carbon footprint of international service calls.

We're committed to developing local talent and creating skilled jobs in the technology sector.



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S&R: How do you leverage technology to maintain a competitive edge?

Real-time analytics and dashboards are vital tools we provide to help teams make better decisions on the warehouse floor. Our systems give managers instant visibility into operations through live data and clear visualisations.

We don't just set up AMRs, and AI-driven systems and walk away. Instead, we partner with our clients for the long haul, continuously evolving their solutions to help them stay competitive as their industries change.

S&R: What is your company's future vision?

Our vision is clear: to remain the automation partner of choice in Africa. We're expanding our footprint while advancing our AI and robotics capabilities to meet emerging challenges. We're investing in local talent and developing Africa-specific solutions to help businesses compete globally.

By combining cutting-edge technology with deep local expertise, we're helping transform African warehouses from cost centres into business growth engines.

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