



The Mobile Robot Company

Knowledge Center — Partner-Led Customer Projects · 2026-08-04

<https://info.mobilerobot.com/applications/customer-stories/partner-led-customer-projects>

Partner-Led Customer Projects

The Mobile Robot Company sells the J1600 through an international network of [distributors, integrators, and service partners](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>). Partners run the local, hands-on part of every customer project: demonstrations, trials, deployment, service, and the ongoing customer relationship. This page describes how partner-led projects work and covers the partner activity in Italy with [ALCA Technologies](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) (<https://info.mobilerobot.com/company/collaborations/technology-collaborations/>).

How a partner-led project runs

The [customer journey](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>) has four steps:

1. **Demonstration.** A 30–60 minute hands-on session at a partner experience center or at the customer site. A first-time visitor can typically create and launch an autonomous task within about 15 minutes.
2. **Trial.** A two-week paid trial at the customer's own facility, with free return at any time, no questions asked. See [Trial planning](https://info.mobilerobot.com/applications/planning/trial-planning/) (<https://info.mobilerobot.com/applications/planning/trial-planning/>).
3. **Purchase.** Full purchase of the robot and selected options.
4. **After-sales service.** An optional ongoing service and maintenance agreement, delivered locally by the partner.

Repeat customers can skip the demonstration and trial steps. Throughout the project, the partner provides local presence and responsive support while The Mobile Robot Company supplies robots, parts, software, technical support, and training.

By June 2026 the company had [distributor partnerships in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>), with the network expanding. The EMEA distributor and integrator network runs plant trials and proofs of concept at customer sites; see [Proof-of-concept planning](https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/) (<https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/>).

ALCA Technologies collaboration

ALCA Technologies S.r.l. is a collaboration partner of The Mobile Robot Company in Italy. The collaboration, [highlighted in July 2026](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/) (<https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/>), centers on the warehouse conditions that can disrupt rigid automation:

- broken pallets;
- loose strapping;
- hanging stretch wrap;
- dust and other imperfect or changing handling conditions.

The J1600 addresses these situations through [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>): the operator applies experience and situational awareness during pallet pickup, and the vehicle performs the repetitive autonomous transport. The outcomes presented from the collaboration are less [non-value-added walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/) (<https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/>), safer pallet handling, smoother material flow, higher productivity, and better adaptability in dynamic warehouse environments.

United Symbol Open House 2026

The J1600 was demonstrated live at the [United Symbol Open House](https://info.mobilerobot.com/newsroom/events/past-events/) (<https://info.mobilerobot.com/newsroom/events/past-events/>) in Sassuolo, Modena, Italy, over three days ending 29 June 2026. United Symbol hosted the event, and ALCA Technologies provided local support. Visitors — industry leaders and end customers from multiple industries — saw manual and autonomous operation and discussed warehouse efficiency, reduced manual handling, scalable automation, and everyday intralogistics problems with the team.

Starting a project with a partner

Customer inquiries placed through [mobilerobot.com](https://www.mobilerobot.com) (<https://www.mobilerobot.com>) are routed to [the partner network](https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/) (<https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/>). To prepare for a first conversation, work through the [application qualification checklist](https://info.mobilerobot.com/applications/planning/application-qualification-checklist/) (<https://info.mobilerobot.com/applications/planning/application-qualification-checklist/>), and read [Is the J1600 right for my application?](https://info.mobilerobot.com/) (<https://info.mobilerobot.com/>)

[applications/planning/is-the-j1600-right-for-my-application/](#)) For the partner program itself, see [Partners](#) (<https://info.mobilerobot.com/category/partners/>).