INTELLIGENCE AT THE PLACE WHERE IT EMERGES

By Teus Molenaar

Interview | **Julian Gonzalez Verbeek**

prime**vision**

Bringing intelligence to the edge, that's what Julian Gonzalez Verbeek aims for. "Because that's where it happens, and for us it means bringing IT to OT," says the technology director at Prime Vision, a company specializing in computer vision integration and robotics for postal, parcel, and e-commerce companies worldwide.

Prime Vision began in 1956 as a research department of PTT and has grown into a global player in computer vision and sorting automation, with technologies like the High Yield Character Reader (HYCR) deployed worldwide for handwriting and text analysis. What makes the company unique is the combination of decades of experience in global sorting processes with the latest innovations in AI and robotics, radically increasing efficiency today. By literally bringing intelligence to the source, the point where packages arrive, Prime Vision transforms traditional sorting into a smart, scalable, and autonomous process applied globally.

DRIVING INNOVATION

Julian Gonzalez Verbeek, technology director at **Prime Vision**, drives these innovations. Computable, a Dutch platform for ICT-professionals, speaks with him at Dell Technologies World in Las Vegas. "The edge offers endless opportunities for customers", he explains. "Not only in data security and service availability but also in accelerating innovation with vision AI and robotics. And this is just the beginning. I foresee groundbreaking opportunities and technological growth for the logistics sector," Gonzalez Verbeek notes.

Reading (handwritten) addresses with computer vision was a groundbreaking innovation in the 1960s. Prime Vision was the first, developing HYCR as a complement to Optical Character Recognition (OCR). Today, the company operates in 25 countries. It's no longer just about recognizing addresses; it now involves smart sorting logic, vision AI that identifies and flags anomalies, and the use of autonomous sorting robots that make logistics sorting processes and networks flexible and scalable.

BANDWIDTH LIMITATIONS

Twenty years ago, data processing and storage were limited by low bandwidth. "Back then, we already had to compute, process, and store data 'on premise,' what we now call 'edge computing,'" Gonzalez Verbeek explains. "We did this with PCs and Dell servers. What sets Dell apart today is their ability not just to supply hardware, but also to think strategically about future challenges."

smart vision, smart flow

THE PACKAGE FOLLOWS THE CONSUMER

More than eight years ago, Prime Vision aimed to bring the benefits of the cloud. Flexibility, speed, and scalability, back to the edge. "Software developers are drawn to the cloud for convenience: you can start immediately, experiment, and continuously develop and improve. I wanted to bring that experience to the edge, because that's where the real interaction happens. Together with Dell, we explored how to create this cloud experience locally."

WITHOUT INTERRUPTION

The first step was implementing Dell Apex Cloud on Azure, combined with Microsoft's hyper-converged infrastructure. "This allows developers to deploy without interruption, guaranteeing maximum availability for our customers. The infrastructure is fully redundant, enabling us to transition from physical to virtual systems. Thanks to Kubernetes, we also moved from monthly to daily updates. We successfully rolled out this approach worldwide with Dell's support."

But the vision goes further. By integrating new technology into the full process up to the last mile, same-day delivery can become possible for every retailer. "We are even going a step further: the package follows the consumer. Instead of waiting for your package or picking it up at a locker, logistics move with your location. Theoretically, this is possible. With strategic partners like Dell, we explore the possibilities and needs of tomorrow."

ROBOTS AND HUMAN EXPERTISE

In Prime Vision's clients' sorting centers, it's not all about robots and automation. Experienced operators are still essential, they manage machines, resolve incidents via a 24/7 hotline, and ensure the sorting process runs smoothly overnight. These employees form a crucial link in delivering post and packages on time and reliably.

INTELLIGENT SYSTEMS WILL INCREASINGLY TAKE OVER ROUTINE TASKS

"Deep process knowledge and operational intelligence reside with the operators and process supervisors," says the technology director. "They often fulfill this role for many years and know the processes in detail." These employees often provide valuable insights for process improvement. That's why Prime Vision values direct involvement on the shop floor with clients, the best ideas emerge there.

"With the arrival of agentic AI, of course 'on the edge,' their role will evolve. Intelligent systems will increasingly take over routine tasks and make decisions autonomously. It is essential that we guide this transition together with employees. Technology should not replace, but enhance: making operators' work smarter, lighter, and more meaningful."

PASSION AND VISION

The collaboration between Prime Vision and Dell is more than a technological connection, it's a shared passion and vision for the future of logistics. "By bringing intelligence to the edge, we create systems that are not only faster and smarter but also scalable. Thanks to Dell's reliable infrastructure and strategic involvement, we can roll out and accelerate our innovations worldwide."

Gonzalez Verbeek believes true progress occurs where humans and machines strengthen each other. "With Dell as a partner, we realize that vision: today and tomorrow. Prime Vision is grateful for this long-standing collaboration, where technology not only supports and assists but also inspires continuous innovation."