



NEWS RELEASE

Coupang NVIDIA Collaboration on “AI Factory” Is Powering the Future of E-Commerce Logistics

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Coupang Intelligent Cloud (CIC) allows company to innovate with AI faster, deliver for customers

SEATTLE--(BUSINESS WIRE)-- Coupang, a U.S.-based technology leader, announced at the **NVIDIA AI Conference & Expo** today that its collaboration with NVIDIA has helped Coupang create an “AI factory” which is accelerating new innovations across the company’s e-commerce logistics and delivery services.

Ashish Suryavanshi, Coupang’s VP of Engineering, speaks at the NVIDIA AI Conference & Expo on March 17, 2026.

The collaboration leverages the Coupang Intelligent Cloud (CIC) system, launched in July 2025,

and NVIDIA DGX SuperPOD to create a self-service AI ecosystem that allows engineers and other data experts to test and build new models quickly across Coupang’s global organization, including engineering teams in Seattle and Mountain View, Calif.

Coupang is also supporting NVIDIA as a launch partner for Dynamo, the open source software for agentic inference that delivers unmatched scale, efficiency and speed.

Coupang currently uses AI models to predict everything from the most efficient way to stock fulfillment centers to optimizing delivery routes for customer orders. The use of CIC has helped accelerate these outputs. For example, AI models created with CIC have improved fulfillment center scheduling and bin packing significantly, with graphics processing unit (GPU) utilization increasing from 65% to 95%.

“Coupang’s business is centered on fulfilling our ‘Rocket Delivery’ promise to customers — providing them with an unprecedented combination of speed, selection and price,” said Ashish Suryavanshi, Coupang’s VP of Engineering,

who spoke at the conference. "This promise requires constant evolution. By working with NVIDIA, Coupang's engineers can build upon the advanced AI models and machine learning already powering our operations and unlock new levels of innovation for our company and our customers."

Suryavanshi's team created CIC with a simple philosophy: Provide a "paved road" for data scientists and machine learning engineers to test and launch their innovations. The AI factory consists of a self-service platform with three main layers. Developers interact with the top layer, which consists of a simple command line interface (CLI), application programming interface (API) and user interface (UI). Working within this structure, developers can focus on building models rather than grappling with infrastructure.

Since its founding in 2010, Coupang has invested billions of dollars into building its end-to-end technology and logistics infrastructure, which integrates AI, custom robotics and other cutting-edge technologies. With technology underpinning every aspect of its global business, Coupang provides unmatched delivery speed and service quality to customers in the U.S. and 190 countries and regions around the world.

In March 2026, Coupang was named to **LexisNexis's 2026 Top 100 list of global innovators** for the second year in a row. According to LexisNexis, inclusion on the Top 100 list reflects the measurable improvement in Coupang's patent portfolio over the past two years, and appearing on the list for two years in a row highlights the company's growing innovation momentum, including on AI and advanced technologies.

Coupang also earned second place on **Fast Company's list of the world's most innovative companies** in the Retail category in 2025.

About Coupang

Coupang is a technology and Fortune 150 company listed on the New York Stock Exchange (NYSE: CPNG) that provides retail, restaurant delivery, video streaming and fintech services to customers around the world under the brands that include Coupang, Eats, Play, Rocket Now and FarFetch.

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