



E-COMMERCE DELIVERY PLATFORM

**CODING BEAR SOLUTION FOR
FLEXIBLE TRANSPORT & LOGISTICS
MANAGEMENT**



Coding Bear

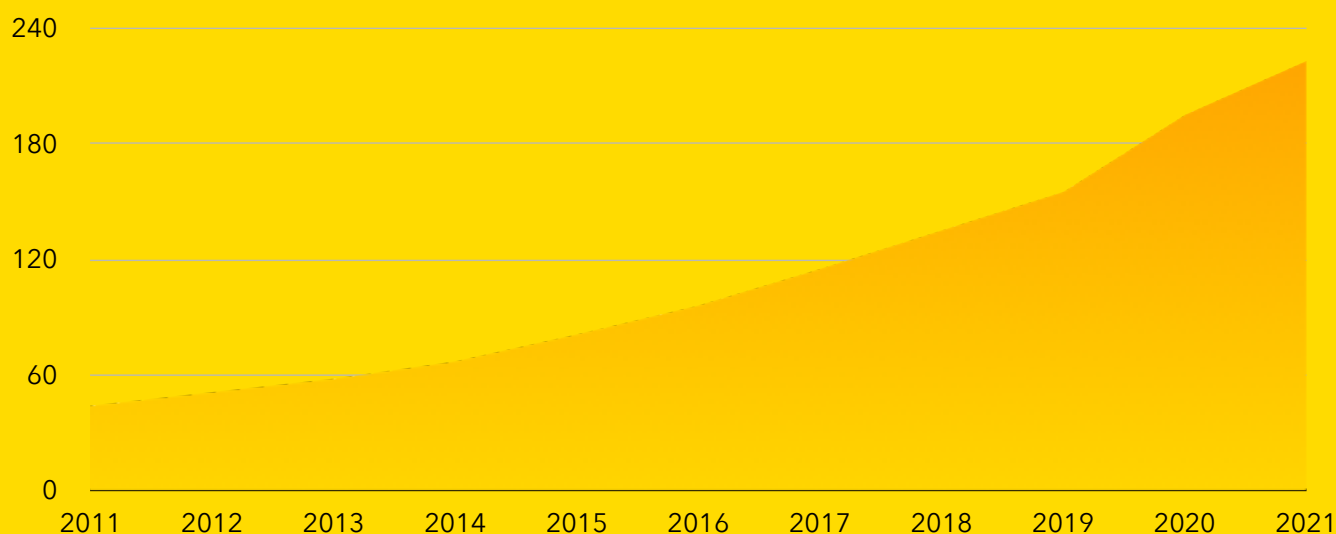
E-commerce is one of the fastest growing industries worldwide. This segment is undergoing not only rapid development with new e-shops emerging every day, but also significant consolidation and transformation. The future trends are set primarily by large players such as Amazon, eBay, Aliexpress or Allegro. Today, these shopping portals serve as huge marketplaces offering hundreds of thousands of products and their variants. Not only large suppliers but also small producers, family run businesses or even individuals can offer their products via big e-commerce portals.

Hand-in-hand with the increase of e-commerce segment turnover, new logistics companies and carriers are emerging as well. Sometimes these flexible newcomers successfully compete with established expedition companies. While yesterday it was acceptable to receive the ordered goods within several days or a couple of weeks, today's customers demand transport which is not only fast, but also flexible enough.

The **price of the transport**, its **flexibility** and the **additional services** the carriers can offer are one of the main decision factors whether the customer will buy the product from your e-commerce site or leave for the competition, which is just a few clicks away.

Having in-depth experience with the e-commerce segment, we have focused on specific needs of our e-commerce partners which cannot be addressed by traditional e-commerce solutions available on the market.

And thus our **E-commerce Delivery Platform** was born...



E-COMMERCE TURNOVER IN CZECH REPUBLIC (BIL CZK)

SOLUTION OVERVIEW

We help e-shop customers with the selection of a proper carrier once the purchase is being made, so the customer doesn't have to know the carrier specifics in order to select the best transport option available.

As a solution we have developed a **fully configurable multi-stage decision engine** which suggests a proper carrier based on predefined rules combining several parameters such as time to delivery of the order, product category, transportation costs, the quality of delivery service and many more.

The platform is used by big e-commerce players which need to manage shipping and delivery from **multiple warehouses** with **many carriers and logistics partners** to choose from.



MAIN FEATURES OF THE SOLUTION

- **dynamic carrier preselection** based on **customer location, preferences** and various ordered item's attributes such as **weight, dimensions, product category, stock availability, location of the warehouse** the items are loaded from etc.
- **automated splitting of the order into several independent deliveries** and choosing the optimal transportation company for each delivery based on the information about availability of the items in the warehouses and item sizes. The shipments which were split due to product unavailability can be merged together if defined criteria are met.
- **Setup and management of carriers & transport companies** including information about the districts the carrier operates in, weight and dimension limits, allowed / forbidden product categories, the cost of transportation and related services etc. All these parameters can be set up and managed not only for a

particular carrier in general, but even depending on the warehouse the goods are delivered from and other criteria. This feature allow flexible carrier definition including specific configurations and exceptions.

- **setup and management of various warehouse parameters** which are necessary for precise calculation of time needed for delivery. These definitions include warehouse loading and closing times, the list of carriers which deliver goods from the particular warehouse, warehouse operating days etc.



- **definition and management of various additional services offered by carrier which can be required by the customers.** The additional services can be related either to particular product categories, e.g. initial setup of a new appliance of specific type, or related to specific delivery options, e.g. weekend delivery. Even complex scenarios such as a carrier offering some services only in specific districts within the country and specific days within a week can be defined.
- **definition of product categories which influences the way carriers are being pre-selected.** These definitions can be aligned and synchronised in an automated way with your company product catalog including products hierarchies.
- **management of pick-up points** where customers can pick up the ordered items in person including information about opening hours, available payment methods etc. All this information can be synchronized with many external sources in order to assure data quality.
- **management of transportation options for marketplace partners** which can sell their products within e-commerce platform
- **real-time heuristics and optimisations using Artificial Intelligence & Machine Learning principles.** Based on the information about utilisation of carrier's capacities and transportation costs, our solution helps with monitoring of available capacities which have been agreed between the e-commerce platform and the carrier. If the capacity of the particular carrier seems to be exceeded, then other carriers are given priority. We use Prophet

HOW WE DELIVER THE SOLUTION

Because our clients may have different business processes, specific user requirements and complex IT architecture, we always carry on thorough analysis before customisation and deployment of the E-commerce Delivery Platform.

EDP can be **integrated with core enterprise systems** and **industry standards** such as SAP or with other e-commerce solutions including our **E-commerce Pricing Platform (EPP)**. Using REST API, the possibilities for integrations are limitless.

Rather than delivering fixed solution you have to adapt to, we offer our know-how and experiences we have gained in deploying our customised solution to different clients.

BENEFITS FOR E-COMMERCE COMPANIES:

- transport selection rules can be **easily defined by business users**, no low level setup or coding needed
- **reducing the costs** by better carrier capacity planning
- **more precise information** to the customers about delivery time
- gaining competitive advantage by offering **additional transportation services** to clients

E-commerce Delivery Platform in numbers:

We process **tens of thousand e-shop orders per day**

Total orders value
> 1 billion EUR / year

BENEFITS FOR E-SHOP CUSTOMERS:

- obtains **precise information about delivery** date, time, transportation costs and additional services
- always the **best carrier in terms of delivery time and quality is selected** so the customer does not have to know the carrier specifics
- **faster delivery** due to order splitting

BENEFITS FOR CARRIERS:

- **avoiding problems with delivery** due to selection of inappropriate carrier. Only the carriers which meet defined criteria are selected.
- **cost savings** because of **better utilisation** of carrier capacity due to real-time optimisations and heuristics

BENEFITS FOR MARKETPLACE PARTNERS:

- **reduced shipping costs** because of centralised transport management platform

WHO WE ARE

Coding Bear was founded in 2016 as a small-scale company based on elite senior engineers with experience from outstanding global projects. We quickly picked up challenging projects and demanding customers and grew in team members, know-how and competencies.

Nowadays we are very ambitious, we built our own product, extend competencies to business analysis, consultancy, product development and we delivered significant value to our awesome clients.

We love open communication, friendly atmosphere, intensive effort and focus on great results that always come from such a unique combination.



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