

OpenRouting

The profit engine for e-grocers

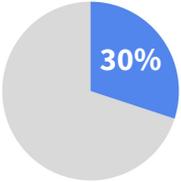


Profitability is the main challenge of e-grocery business

Last mile efficiency

Fulfillment efficiency

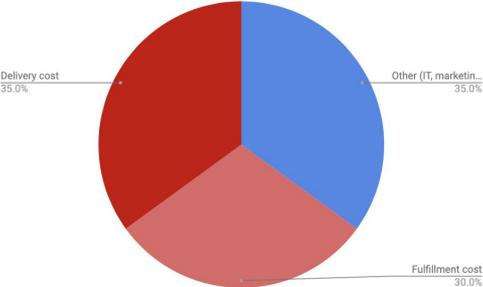
Basket size is the key for e-grocers' profitability. Not the scale! Large baskets are profitable, small ones never will.



Average gross margin of e-grocers at 30%.

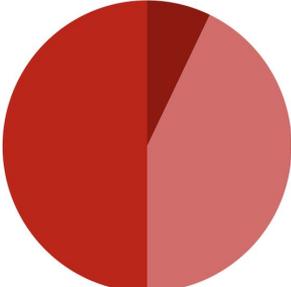
Average basket of \$100

- Gross margin of 30%: \$30
- Delivery cost: \$10
- Fulfillment cost: \$10
- **Other costs and profit: \$10**



Small basket of \$60

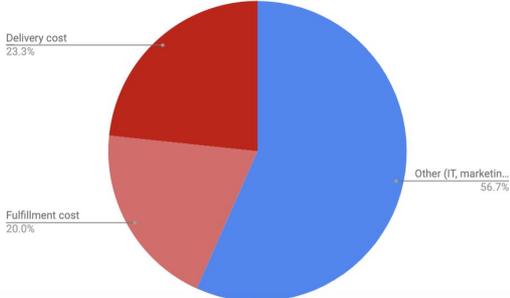
- Gross margin of 30%: \$18
- Delivery cost: \$10
- Fulfillment cost: \$10
- **Other costs and profit: -\$2**



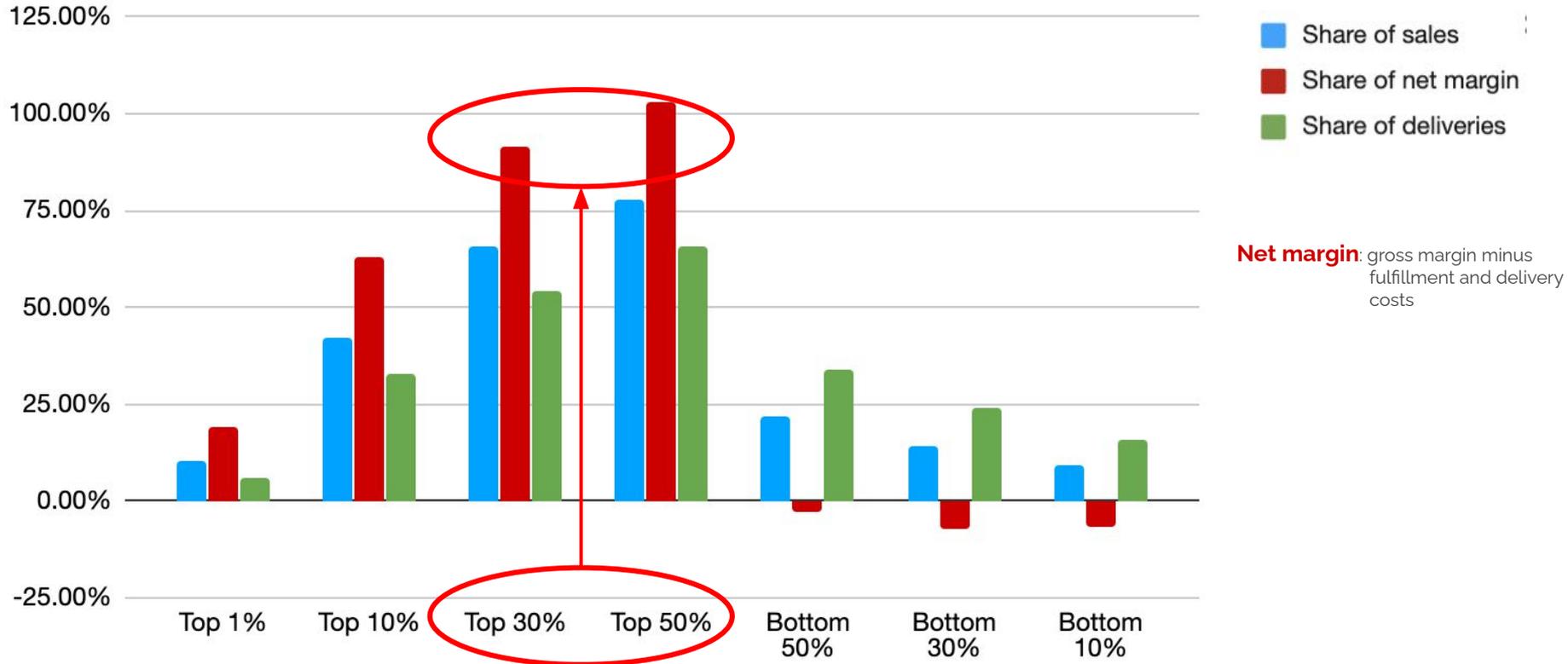
open-routing.com

Large basket of \$150

- Gross margin of 30%: \$45
- Delivery cost: \$10
- Fulfillment cost: \$10
- **Other costs and profit: \$25**



Smart Booking is the game-changer



Night club analogy



Open Routing is a shortcut to...

Higher **profitability**. Improved **loyalty** of the best customers. More **delivery** capacity.

Increasing profitability* by

OR automatically distinguishes high-margin customers to give them privileged access to delivery slots within general rules configured by the grocer.

+20%

Increasing last-mile efficiency by

Real-time booking and routing processes allow for increased capacity of the delivery fleet through more accurate real-time planning.

+15%

Core Open Routing modules

Smart Booking Engine

Flexible slots

Smart Booking
with Always-On feature

Autonomous Booking
(Loyalty platform)

Cutoff Engine

- Post-cutoff deep routing optimization with multiple parameters

Dispatcher platform

- Real-time route management (dispatcher, customer service)
- Multiple van types in shifts
- Dynamic routing capability
- Driver management

Delivery app

- Comprehensive delivery process support
- Box scanning and location support in a van
- Integrated complaints management
- Real-time sync with dispatcher and routing platform

Two disruptive solutions

that redefine customers experience and last-mile economics

OR Flexible Slots[©]

A new revolutionary standard for delivery slot selection

Transformative customer experience

Eco-friendly delivery slots

New monetization opportunities

OR Booking Engine

Boosting online grocer profitability

Always-On Booking[©]

Smart Booking

Autonomous Booking

OR Flexible Slots[©] transform user experience

← 30 31 1 2 3 →
TODAY TOMORROW WED. THU. FRI.

Your selected slot: 02 Apr 2020 09:00-10:00

A vertical list of time slots from 06:00 to 13:00. The 09:00-10:00 slot is highlighted in a dark red bar with a white 'X' icon. A truck icon and the text 'YOUR DELIVERY' are visible above the highlighted slot. Green leaf icons are present next to the 08:00 and 10:00 slots.

A vertical list of time slots from 15:00 to 22:00. The 06:30-10:00 slot is highlighted in a dark red bar with a white 'X' icon. A truck icon and the text 'YOUR DELIVERY' are visible above the highlighted slot.

Your selected slot: 02 Apr 2020 06:30-10:00

A vertical list of time slots from 06:00 to 13:00. The 06:30-10:00 slot is highlighted in a dark red bar with a white 'X' icon. A truck icon and the text 'YOUR DELIVERY' are visible above the highlighted slot. A circular graphic shows '40%' with 'less CO₂' and a close 'X' icon below it.

A vertical list of time slots from 15:00 to 22:00. The 06:30-10:00 slot is highlighted in a dark red bar with a white 'X' icon. A truck icon and the text 'YOUR DELIVERY' are visible above the highlighted slot.

OR Booking Engine distinctive features

Always-On Booking[©]

- The feature allows the **very best customers** (eg. Top 1%) to have **delivery slots always available**, even if the capacity is sold out
- Usually the top 1% of customers contribute ca. 15% of the grocer's net margin

Smart Booking

- Smart Booking introduces **profitability-driven booking** to online grocers, which allows them to prioritize slot availability based on customer net margin contribution
- It also significantly improves **retention of the top customers**

Autonomous Booking

- Autonomous Booking is a friendly insurance policy for customers for the **second wave of lockdowns** and a tool for increasing basket values.
- It **automatically books a delivery slot** with a weekly, biweekly or monthly frequency for all eligible customers.

These profit and customer loyalty driven features are the direct result of the newly injected flexibility of **OR Flexible Slots[©]**

Open Routing is a proven technology



Open Routing has been implemented by the largest online grocery service in Poland and CEE, [Frisco.pl](https://frisco.pl)

Frisco has implemented a complete OR platform for comprehensive management of its end-to-end logistical process: booking, routing, logistics management and delivery.



InPost, the largest last-mile shipments operator in Poland has selected Open Routing as the exclusive software partner for its new grocery operation (refrigerated pickup lockers and home-delivery services). The Open Routing platform will be used for end-to-end grocery delivery services as well as for the management of the booking process of lockers.



Open Routing is an AWS partner and the OR platform is hosted completely on AWS cloud solutions.

Open Routing integration

OR Flexible Slots[®] and **OR Booking Engine**

seamlessly integrate into the grocer's technology stack without complex modifications of existing systems.

For grocers that require a comprehensive platform for managing the whole booking, routing and delivery process, Open Routing offers all relevant modules (delivery and routes management platform, delivery app for drivers) which are part of one seamlessly operating Open Routing platform.

For more detailed information about integration options, contact us directly.



Thank you.

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