

**3 min booking – Logistics partner selection algorithm –  
25k+ B2B users – 150k+ Consumers**



## Serving of SMEs via utilization of the technology



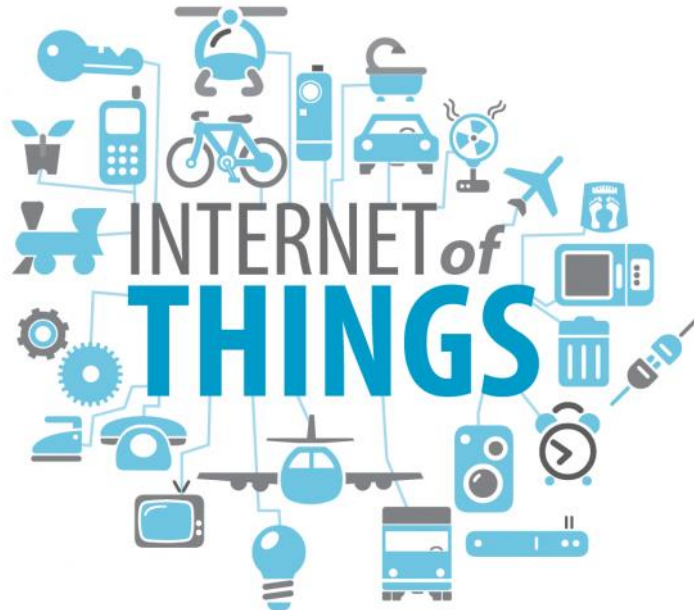
**Jan Stefe**

26th Conference on Postal and Delivery Economics



- Gain an overview of why very small shippers are traditionally unpopular amongst numerous larger logistics players in Europe as many struggle to serve them profitably despite the much higher unit price
- Understand why low profitability usually results in both high acquisition cost vs volume ratio, as well as poor expertise in logistics which could cause costly operational delays to avoid this in your business
- Debate how the right utilization of technology, pre-shipping education, as well as automated communication could turn small business shippers into an interesting niche.

# Digitalisation of logistics

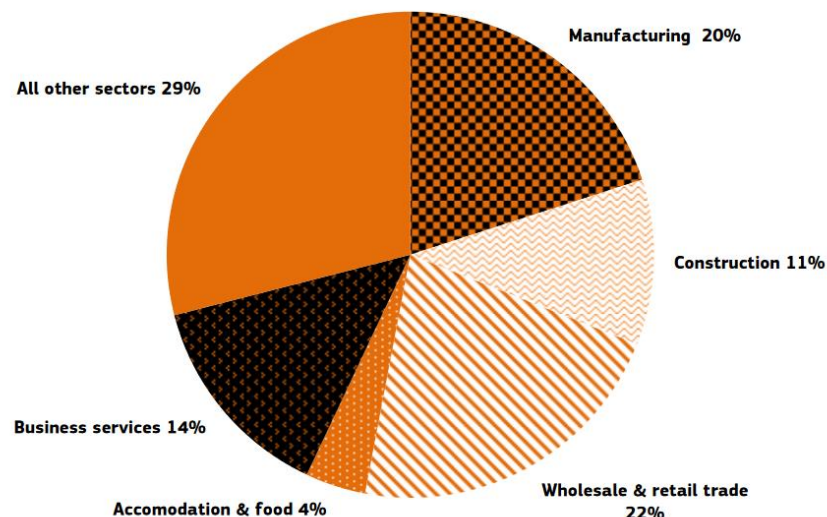
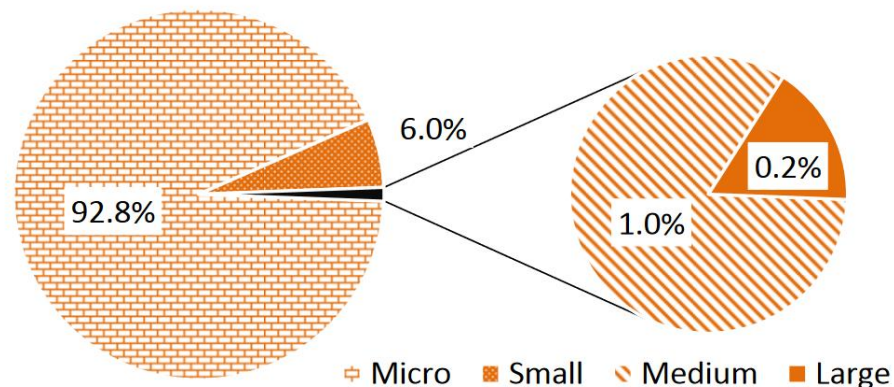




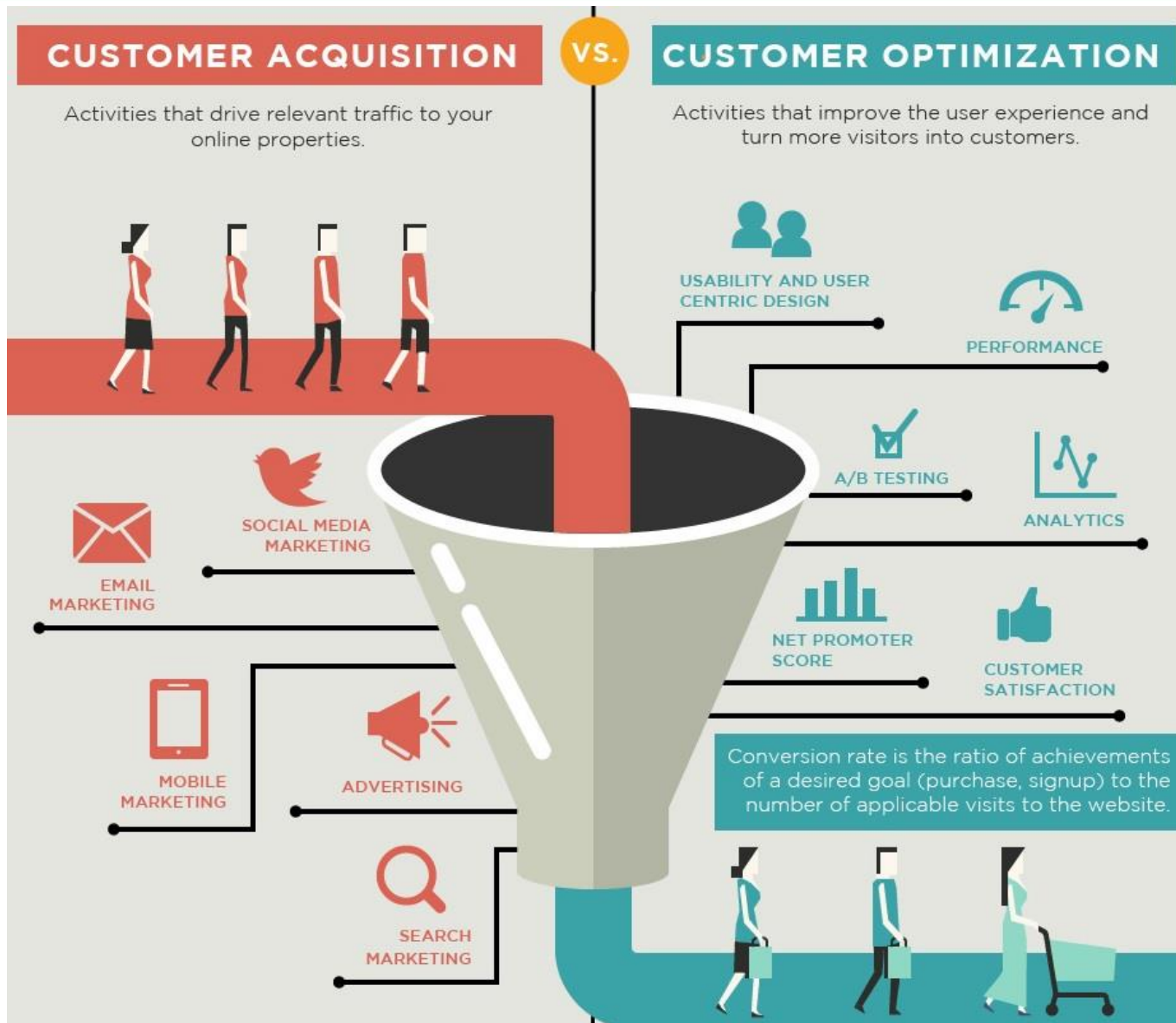
# SME Market

	Enterprises		FTE		GVA	
	Total	% SME	Total	% SME	Total	% SME
<b>EU28</b>	<b>22 346 729</b>	<b>99.8</b>	<b>133 767 348</b>	<b>67.0</b>	<b>6 184 825</b>	<b>57.5</b>
Belgium	566 006	99.8	2 718 355	70.1	189 086	62.2
Bulgaria	312 608	99.8	1 872 997	75.5	18 246	62.3
Czech Republic	1 007 441	99.9	3 521 520	69.8	84 142	56.0
Denmark	213 358	99.7	1 602 105	65.0	119 936	62.5
Germany	2 189 737	99.5	26 401 395	62.5	1 385 501	53.3
Estonia	58 408	99.7	393 545	78.1	9 338	74.9
Greece	726 581	99.9	2 198 986	86.5	54 703	72.8
Spain	2 385 077	99.9	10 923 323	73.9	434 156	63.0
France	2 882 419	:	15 495 621	:	890 597	:
Croatia	148 573	99.7	1 002 905	68.3	19 115	54.8
Italy	3 825 458	:	14 715 132	:	646 476	:
Cyprus	46 139	99.9	224 915	:	7 864	:
Lithuania	141 893	99.8	835 630	76.2	12 155	68.5
Latvia	91 939	99.8	573 580	78.8	9 269	69.2
Luxembourg	29 265	99.5	242 533	68.3	19 250	70.7
Hungary	528 519	:	2 430 681	:	46 497	:
Malta	26 796	99.8	119 224	79.3	3 548	74.9
Netherlands	862 697	99.8	5 359 446	66.7	310 022	62.9
Austria	308 411	99.7	2 671 477	68.0	164 976	60.5
Poland	1 519 904	99.8	8 326 839	68.9	171 627	50.1
Portugal	793 235	99.9	2 942 895	:	66 360	:
Romania	425 731	99.6	3 837 868	66.4	48 432	:
Slovenia	119 644	99.8	574 479	72.3	17 140	62.8
Slovakia	398 392	99.9	1 417 228	69.7	32 922	60.5
Finland	226 373	99.7	1 457 599	63.0	86 957	59.6
Sweden	661 822	99.8	3 025 006	65.4	210 859	58.5
United Kingdom	1 703 562	99.7	17 784 620	53.0	1 037 293	50.9
Norway	278 899	99.8	1 510 838	67.6	230 661	58.6

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# Target & Acquire



# Placing an order



**Get a quote and book shipping services**  
Real-time quotes. Smooth ordering. Support in your language.

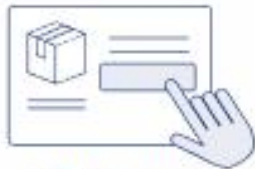
Business account Personal account

From	To	Package / Suitcase	Pallets	Other
Select country ▼	Select country ▼	1 ▼	0 ▼	<input type="checkbox"/>

**Next step 14,99 €**  
Lowest price guaranteed

LOGISTICS PARTNERS

DSV DHL Post GLS General Logistics Systems DB Schenker



## Booking

Simple booking & instant price for any route. Only a few clicks away.



## Quality control

Order transferred to the logistics provider based on their cost-effectiveness & reliability for your chosen route.

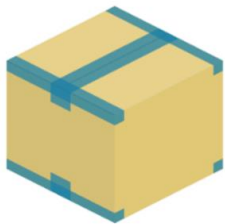
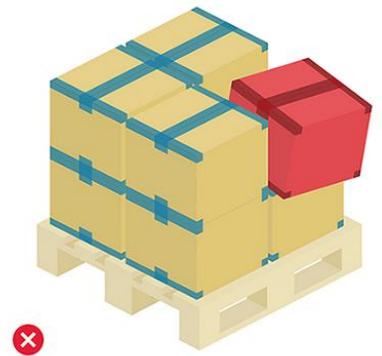
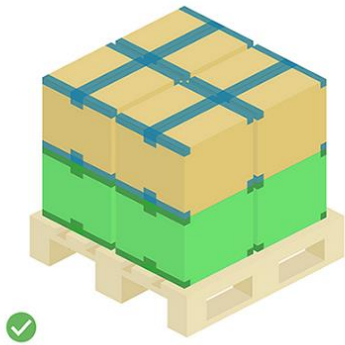


## Logistics

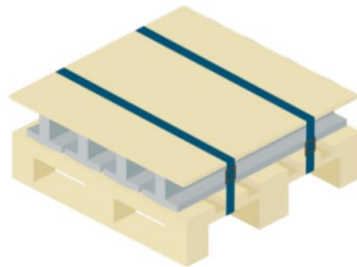
Logistics provider delivers door-to-door. Available tracking tools for the latest shipment status.



# Post-order education



BOXES



ODDLY SHAPED ITEMS



## CUSTOMER EXPERIENCE

**WORTH  
TALKING  
ABOUT**





# Key: 100% automation

