



## Same-day deliveries for local retail

- banbutsu enables local retailers to offer same-day and next-day deliveries for their customers
- Via its app 'banbutsu Courier', the startup connects the e-commerce platform Shopify with the logistics aggregator Packator
- The service is currently active in seven major German cities

**Berlin, 2020.** An app from Berlin-based software startup banbutsu brings together local retailers who operate their online stores via the e-commerce platform Shopify with the logistics and courier service provider Packator. The service enables to deliver orders to local end customers on the same day in an efficient and resource-saving way. banbutsu offers the service in the seven major German cities of Berlin, Düsseldorf, Frankfurt, Hamburg, Cologne, Munich, and Stuttgart.

### How does banbutsu Courier work?

The Shopify app banbutsu Courier can be installed by merchants in just a few steps and can seamlessly be integrated into the shopping cart checkout in the online store. If the destination zip code is eligible for same-day or next-day deliveries, the service is displayed to customers alongside traditional delivery options. After selecting the service and placing the order, banbutsu Courier places the delivery as a new order into Packator's dispatch list. Packator then efficiently schedules the order into the existing routes of courier service providers.

At the same time, products purchased in local retail stores can be delivered to the customer's home address after the purchase with banbutsu Courier. This is relevant if customers want to do more shopping without being loaded down with bags or if they have limited transportation options due to public transport.

### What is the intention of banbutsu Courier?

With banbutsu Courier, independent, local retailers also have the opportunity to keep up with the service offerings of large online stores and e-commerce giants. Online store market leaders were able to differentiate themselves from retailers by fast order deliveries and thus have been the preferred choice by customers. If local

retailers can now offer a comparable service, they can compete with the big players and may even come out ahead.

**How can the service be efficient and even save resources?**

banbutsu closely works with partners like the logistics expert Packator. As a result, the startup does not build up new resources or delivery fleets but uses and optimizes the existing delivery infrastructure. banbutsu's software intelligence places additional same-day and next-day orders into already existing delivery routes of Packator couriers. The couriers pick up the goods from local retailers and deliver them directly within their original delivery route. This eliminates detours to out-of-town logistics centers and avoids additional delivery routes.

### **About banbutsu**

banbutsu dcp GmbH is a technology and innovation company from Berlin and part of the icon Group (<https://www.icongroup.com>), which belongs to the agency network WPP (<https://www.wpp.com>). banbutsu operates a B2B platform that enables cooperation partners from various industries to dynamically expand their business models and open up new sales channels. This creates ecosystems in which partners can offer and scale their products and services optimally for end customers. The company name banbutsu - literally meaning 'everything under the sun' in Japanese - is also the guiding principle here, as the company develops its technology independently across all industries (so-called white label). banbutsu is thus responding to the growing need of businesses for strategic partnerships, without which many business models will be neither possible nor profitable in the future. For this purpose, banbutsu disposes of a tool kit to integrate its cooperation partners quickly, cost-effectively, and scalably either into existing ecosystems or even create new ones.

### **About Shopify**

Shopify is a leading provider of essential internet infrastructure for commerce, offering trusted tools to start, grow, market, and manage a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for reliability, while delivering a better shopping experience for consumers everywhere. Proudly founded in Ottawa, Shopify powers millions of businesses in more than 175 countries and is trusted by brands such as Allbirds, Gymshark, Heinz, Tupperware, FTD, Netflix, FIGS, and many more. For more information, visit [www.shopify.com](http://www.shopify.com).

### **About Packator**

Packator is the largest aggregator of local courier services. The company collects shipments from customers and sends them worldwide. Packator has access to a network of over 1,000 affiliated couriers and companies in Germany, all major shipment providers are also part of the portfolio. This enables Packator to determine the optimal carrier for each shipment, depending on the size of the shipment and how quickly it needs to reach its destination. Packator uses free transport capacities of bicycles, cars, and vans of its courier partners. This protects the environment and makes the service fast and economical.



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