



milkman
TECHNOLOGIES

LAST MILE IS THE NEW RETAIL



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Milkman Home Delivery Platform

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About Milkman Technologies

Milkman Technologies offers a **home delivery consumer-centric cloud solution**, empowering Logistics and Retail organisations to increase profitability, through **convenient and sustainable** delivery options. Based on AI-powered algorithms, the Platform connects **shoppers' and businesses'** needs, eliminating infeasible deliveries and reducing operational expenditures. [Watch our corporate video](#)



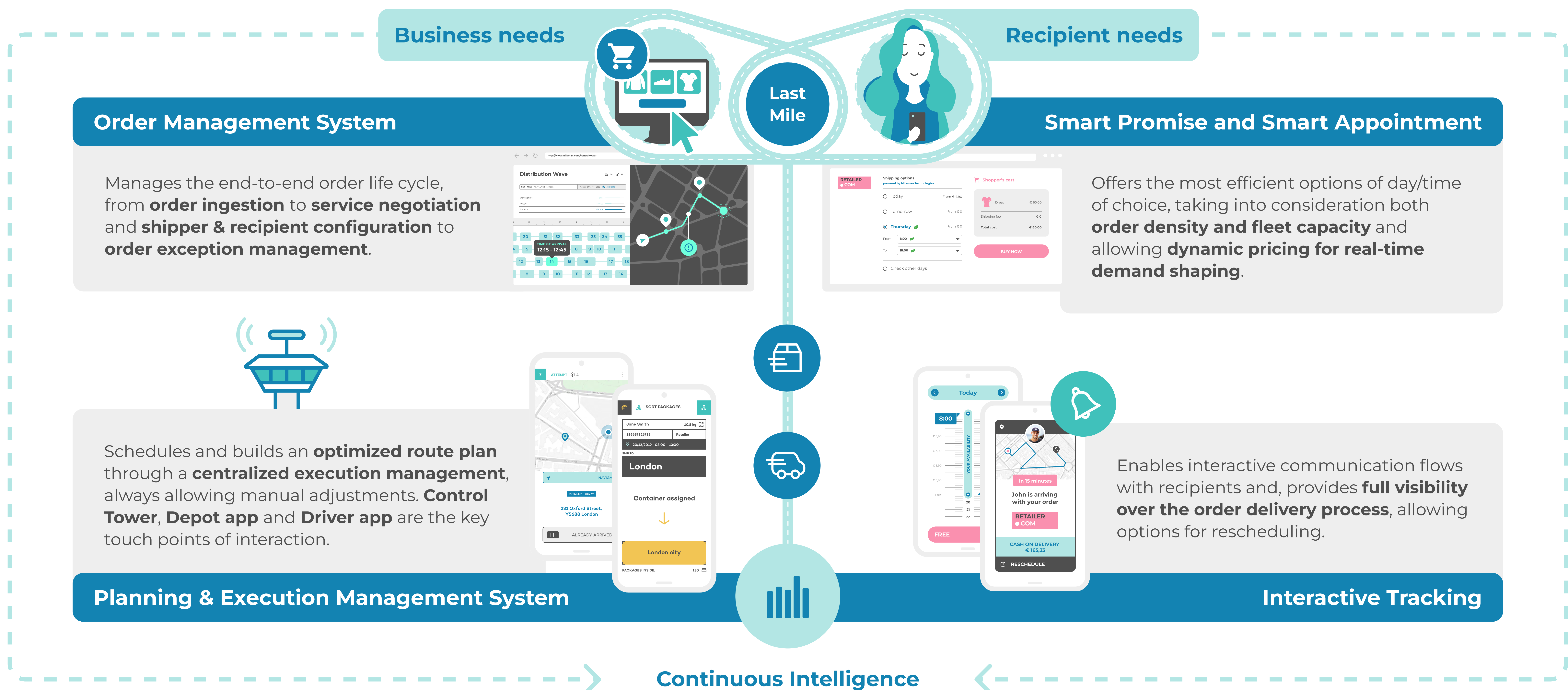
Founded in 2015, the company now counts €39 million in funding. Milkman Technologies operates across verticals, **focusing on Retailers** with a dedicated fleet for transportation (Grocery, Parcel, Big&Bulky), **Carriers** and **Transportation service providers**.

Milkman Technologies is a member of [SAP.iO Foundries](#) Munich & Tel Aviv Resilient Supply Chain cohort working with [SAP](#) to augment the **SAP Commerce Cloud** checkout experience with delivery slot selection flexibility, bridging customer choice and cost optimisation.

The Platform also extends the reach of **SAP Transportation Management** as a last mile freight forwarder and enhances SAP customer's experience by providing finer visibility of the order progress, better delivery predictability, and promise reliability.

How the Platform works

Based on AI-powered algorithms, **Milkman Home Delivery Platform** empowers Retailers and Logistics organisations to modulate the level of service vs target cost-to-serve, incentivizing wider slots for better distributed, more efficient and **greener services** and **preventing unfeasible promises** as well as delighting even the most demanding shoppers with very precise appointments at low marginal costs.



Milkman Order Management System

Milkman Order Management System is **the core** of the Milkman Platform. It is configured to manage the end-to-end order life cycle, orchestrating: **order ingestion, service negotiation and shipper & recipient configuration** ([see image](#)).

The **promise-to-delivery** definition is set and guaranteed by **Milkman Order Management System**, that transforms promises and commitments into step-by-step instructions for the entire Network.





Shipper & Recipient Experience

Enables multiple requirements such as service levels, delivery rules and reverse logistics, rules governing rescheduling options, branding and notifications.



Distribution Network

Set up service coverage and level per area, considering relevant criteria (e.g. postal codes), assets distribution, service frequency & automation rules.



Service type

Allows more complex type of services configuration such as installation, trade-ins, etc.



Alerts & Notifications

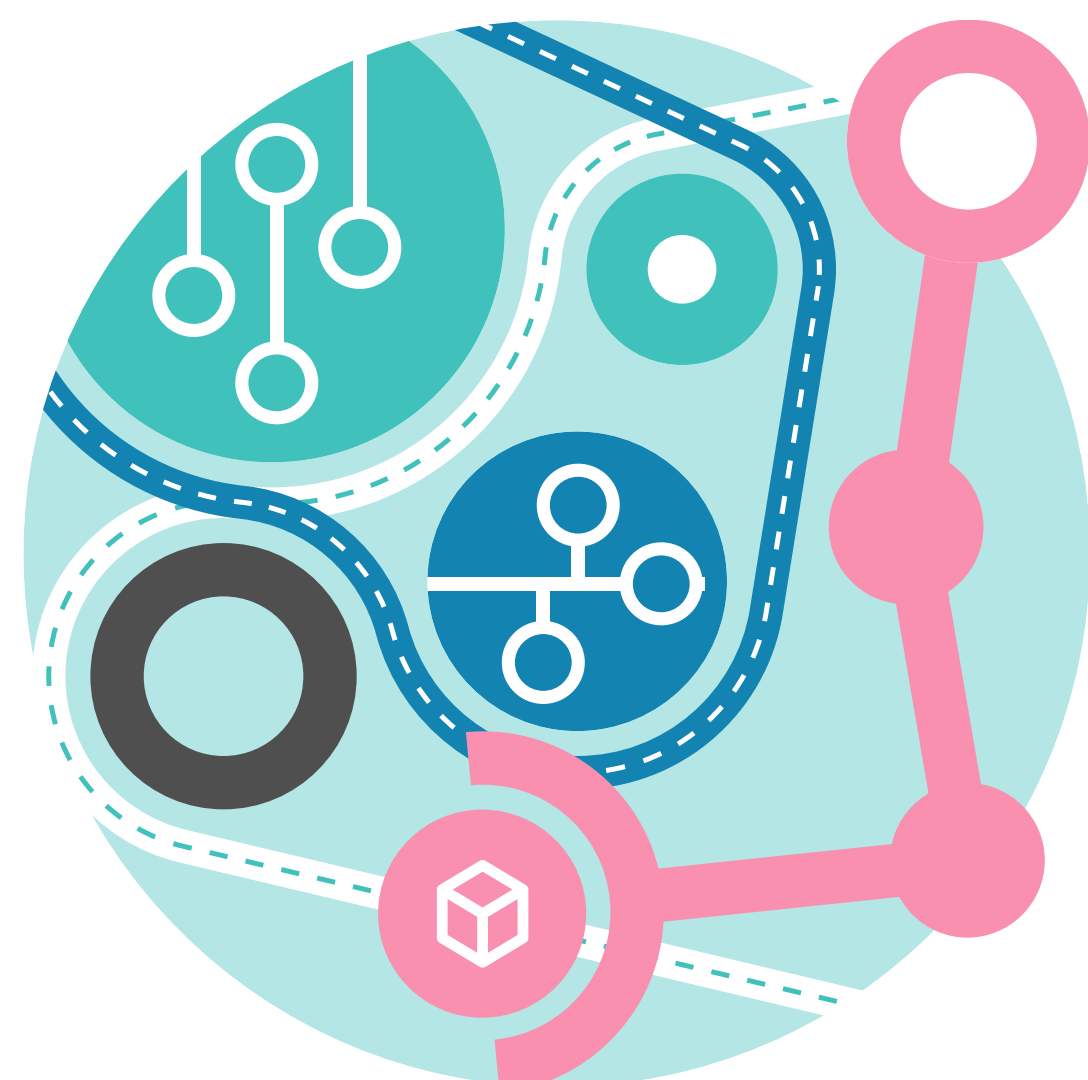
Facts and Advices in real-time service to Operations about the order journey and incidents that may occur allowing hyper-automated approaches.

Delivery experience optimisation

Street level info precision

Consumer habits collection

Instruction digitization



Order ingestion

Designates how orders are imported from the point-of-sale to the supply chain network.

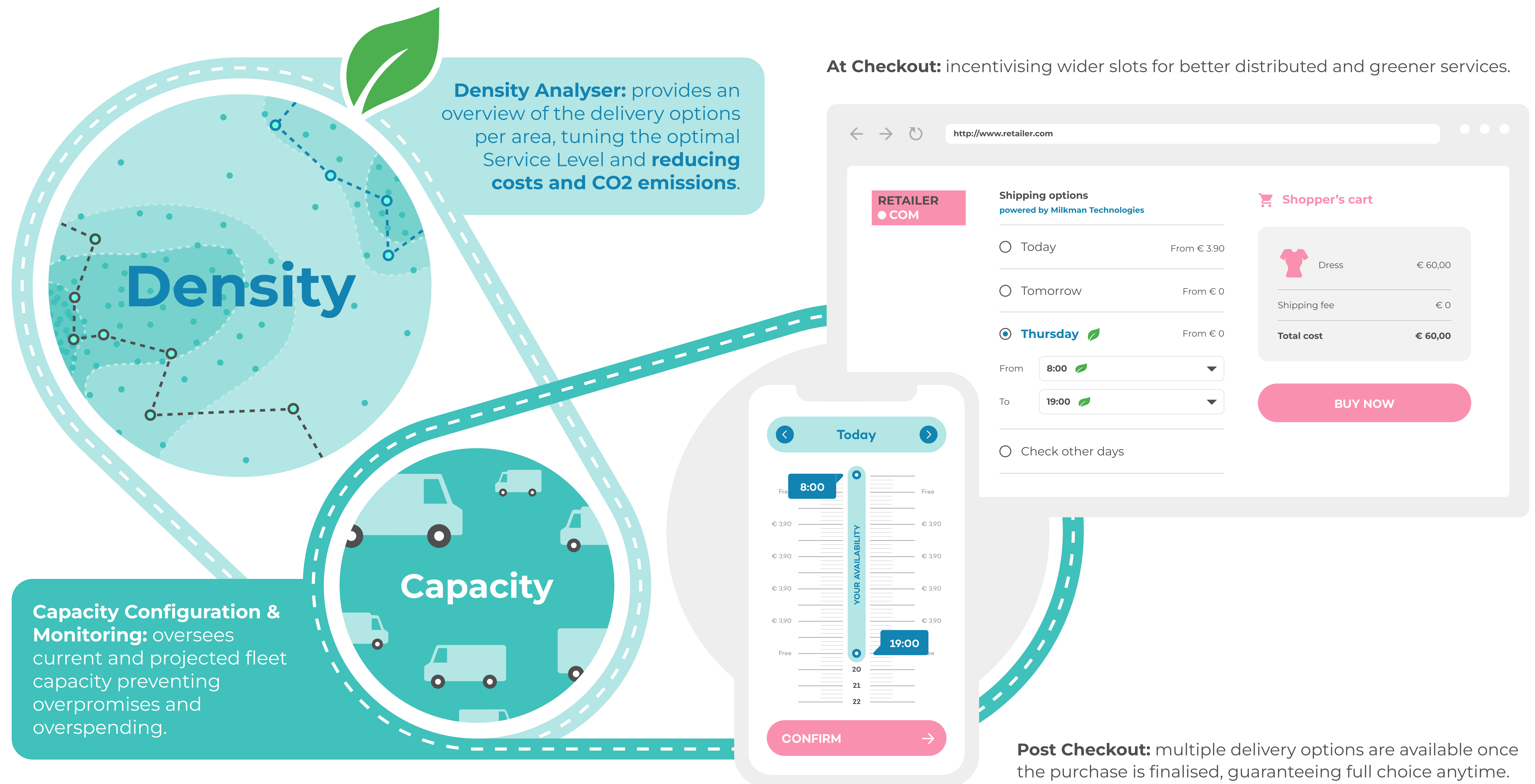


Know your Customer

Allows instructions digitization and consumer habits collection to optimise the delivery experience.

Milkman Smart Promise/Appointment

Based on high-value algorithms, [Milkman Smart Promise/Appointment](#) offers the most efficient options of day of choice or day/time of choice, taking into consideration both **density and capacity** and allowing organisations to offer **dynamic pricing for real-time demand shaping**, boosting brand loyalty.

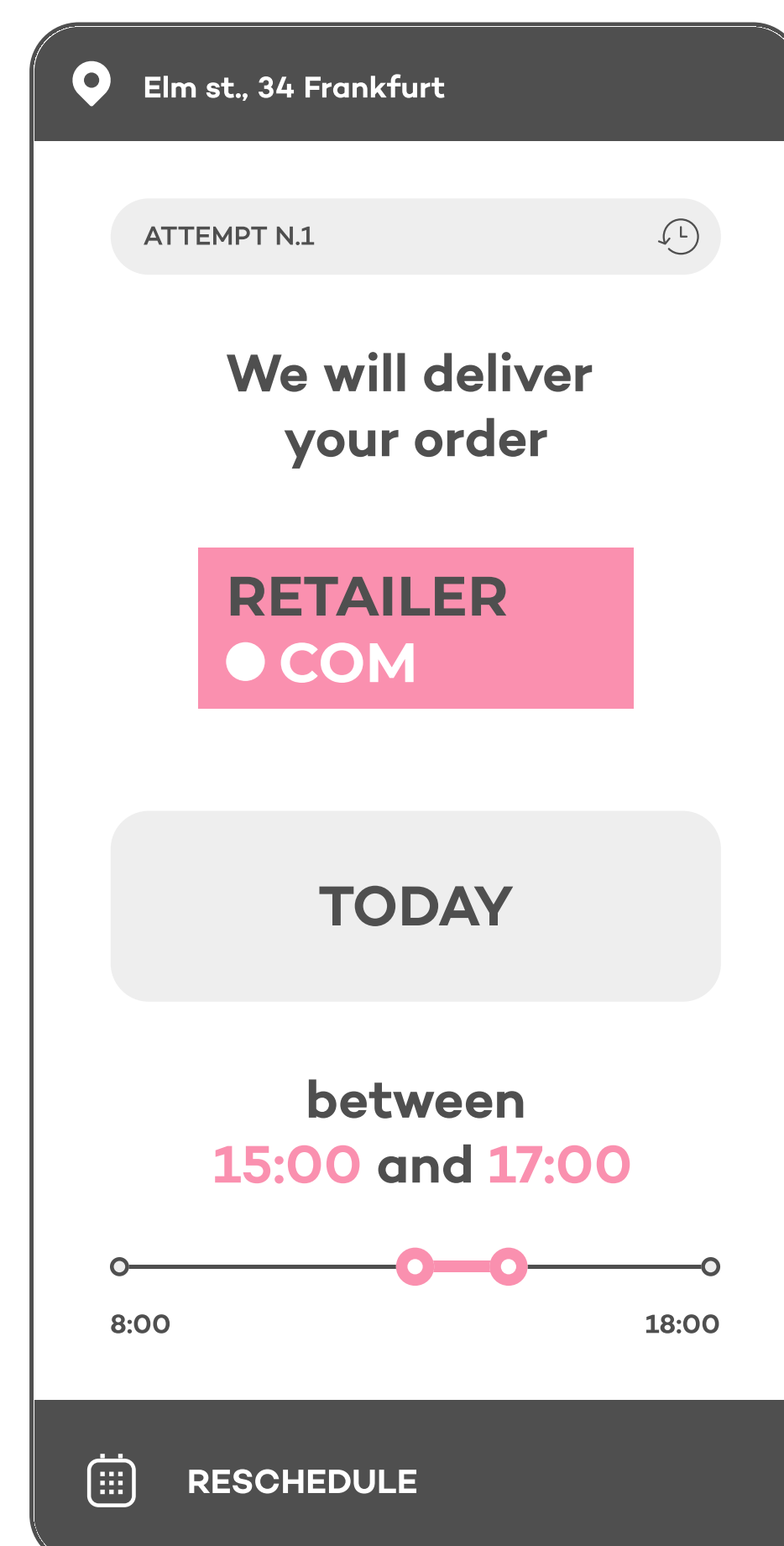


Milkman Interactive Tracking for Recipients

Bridging interactive communication flows with shoppers, is now a lifeline to success. **Milkman Interactive Tracking** offers full visibility over the order delivery process, enabling options for rescheduling. If configured accordingly, it allows to collect shopper [ratings and feedback](#) after each delivery.

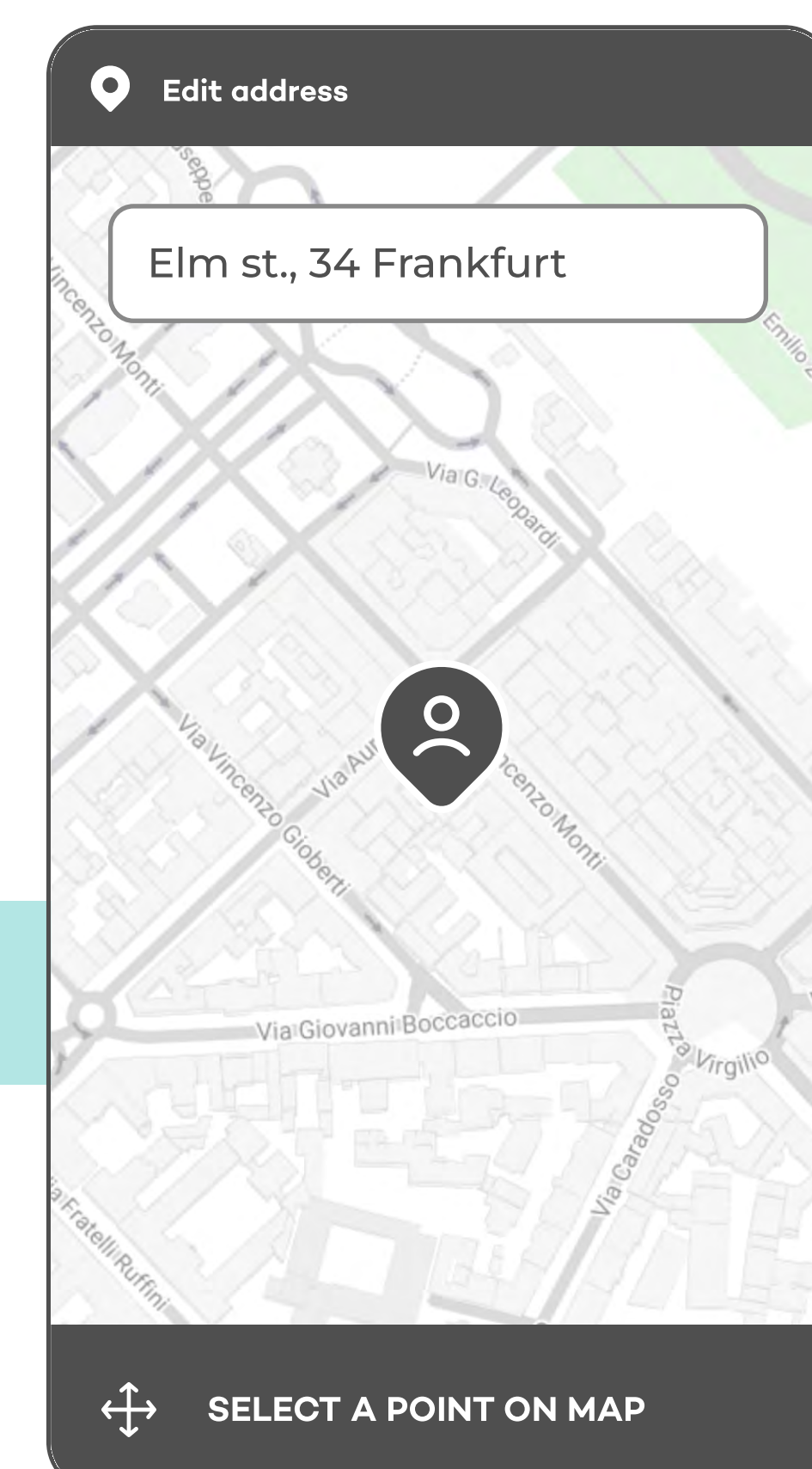


We received your Retailer.com order.
When would you like us to deliver it?
<http://retailer.com/8e3h5r>

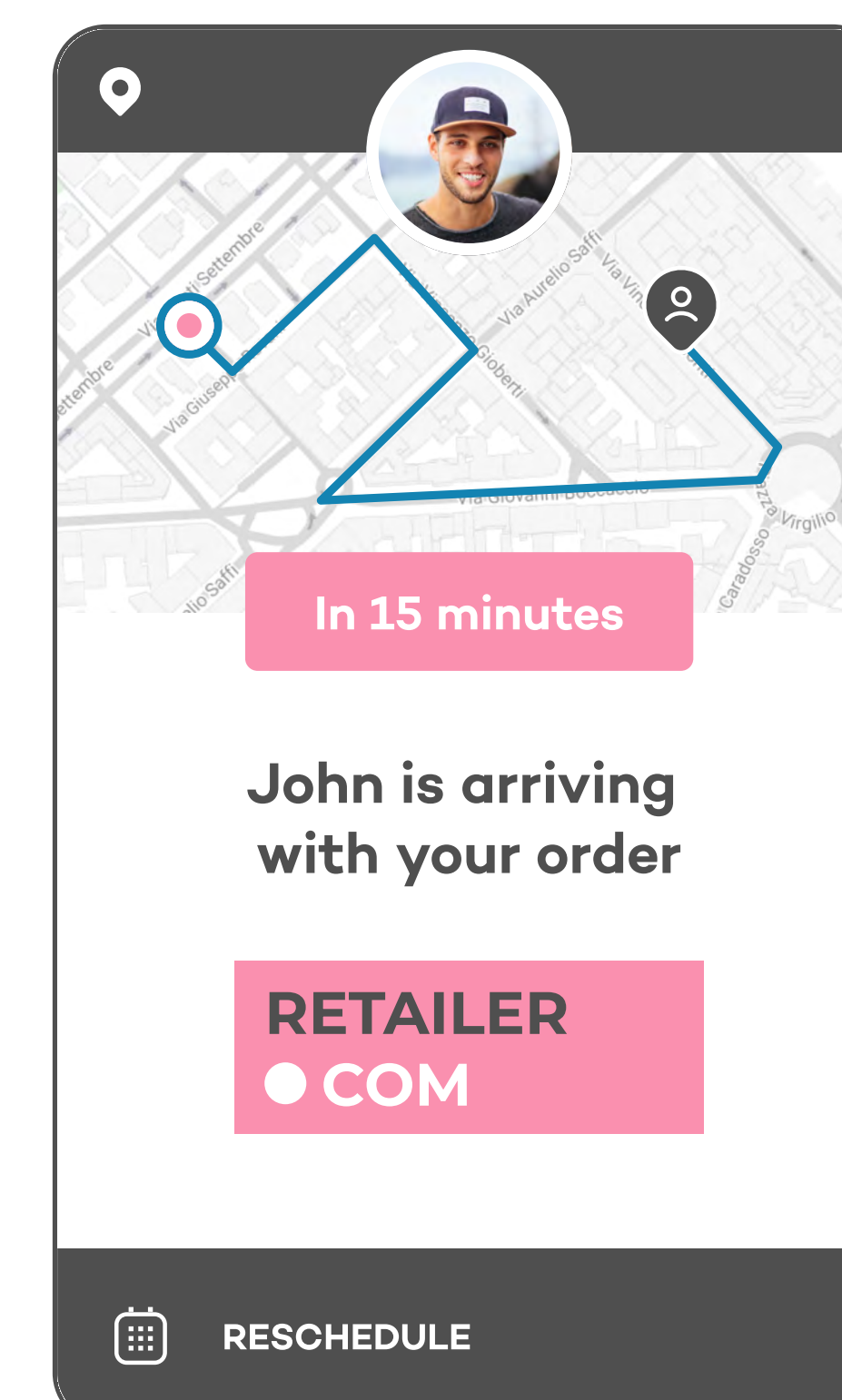


Rescheduling Options: enable time windows adjustment until the last minute

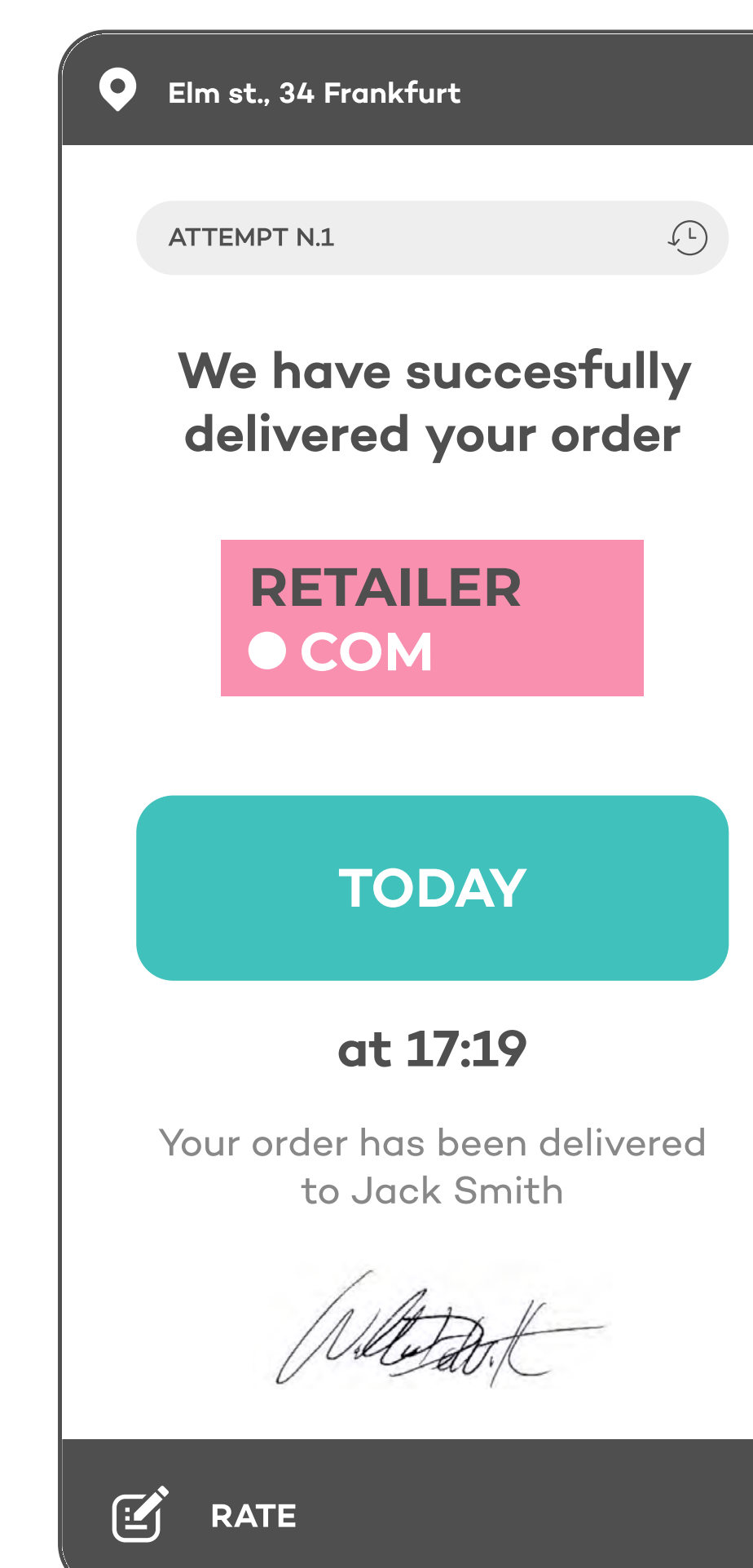
Edit address: allows to change address even after purchase.



Real-time updates: offer dynamic visibility on the estimated time of arrival.



Rating and Feedback: empower Retailers to master a consumer-centric last mile and help Carriers improve Driver's performance.



Brand first

Perfectly integrated brand visibility guarantees a consistent customer experience.






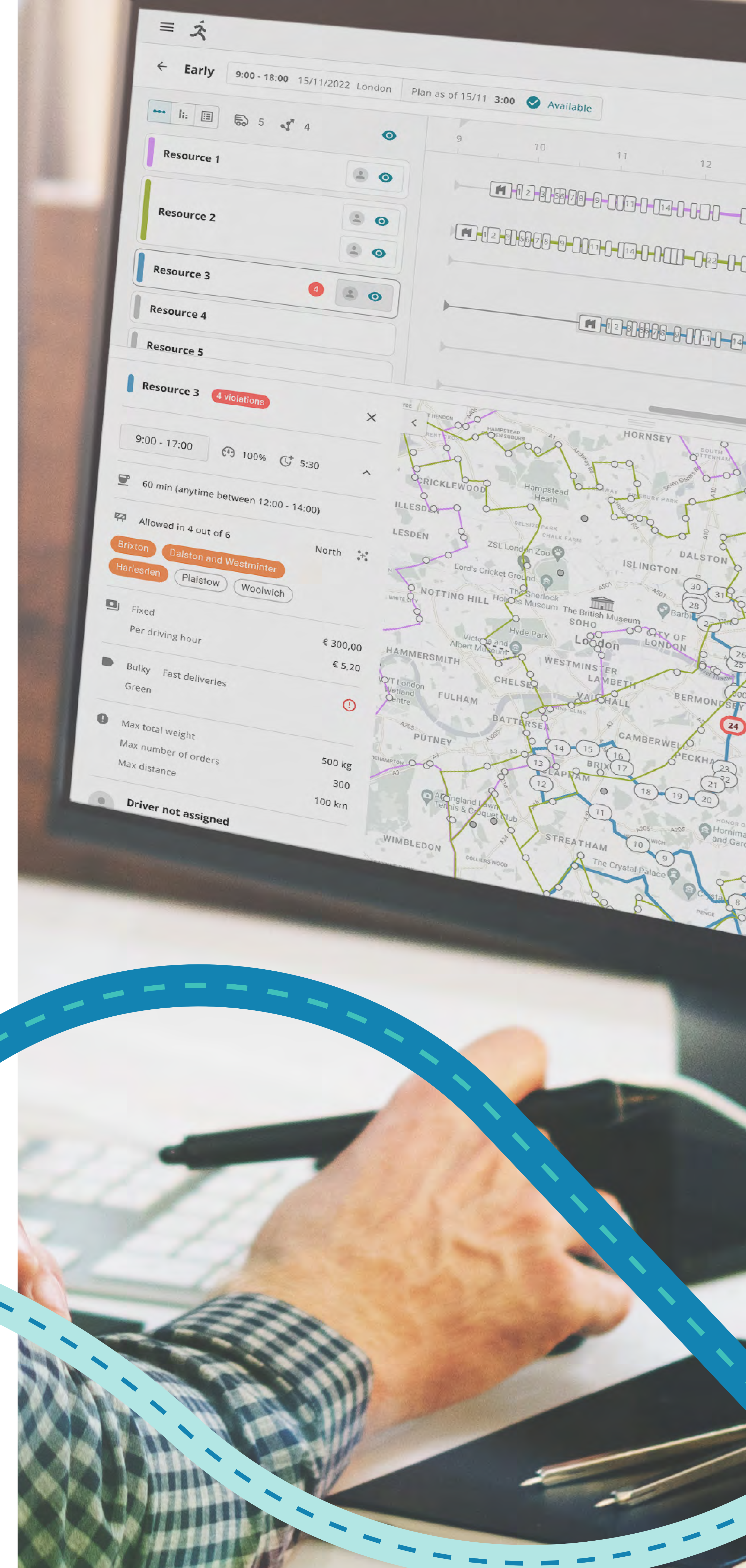
Milkman Planning & Execution Management System

Milkman Planning & Execution Management System orchestrates the end-to-end process from planning to delivery, leveraging full automation. It allows to:

- **Define** the resources and related capacity to be deployed
- **Schedule** and build an optimised route plan
- **Visualise** both the routes on the map and the related timeline
- **Enable** route plan manual adjustment
- **Centralize** execution management policies

The following touch points are involved at this stage:

-  **Control Tower**
-  **Driver App**
-  **Depot App**

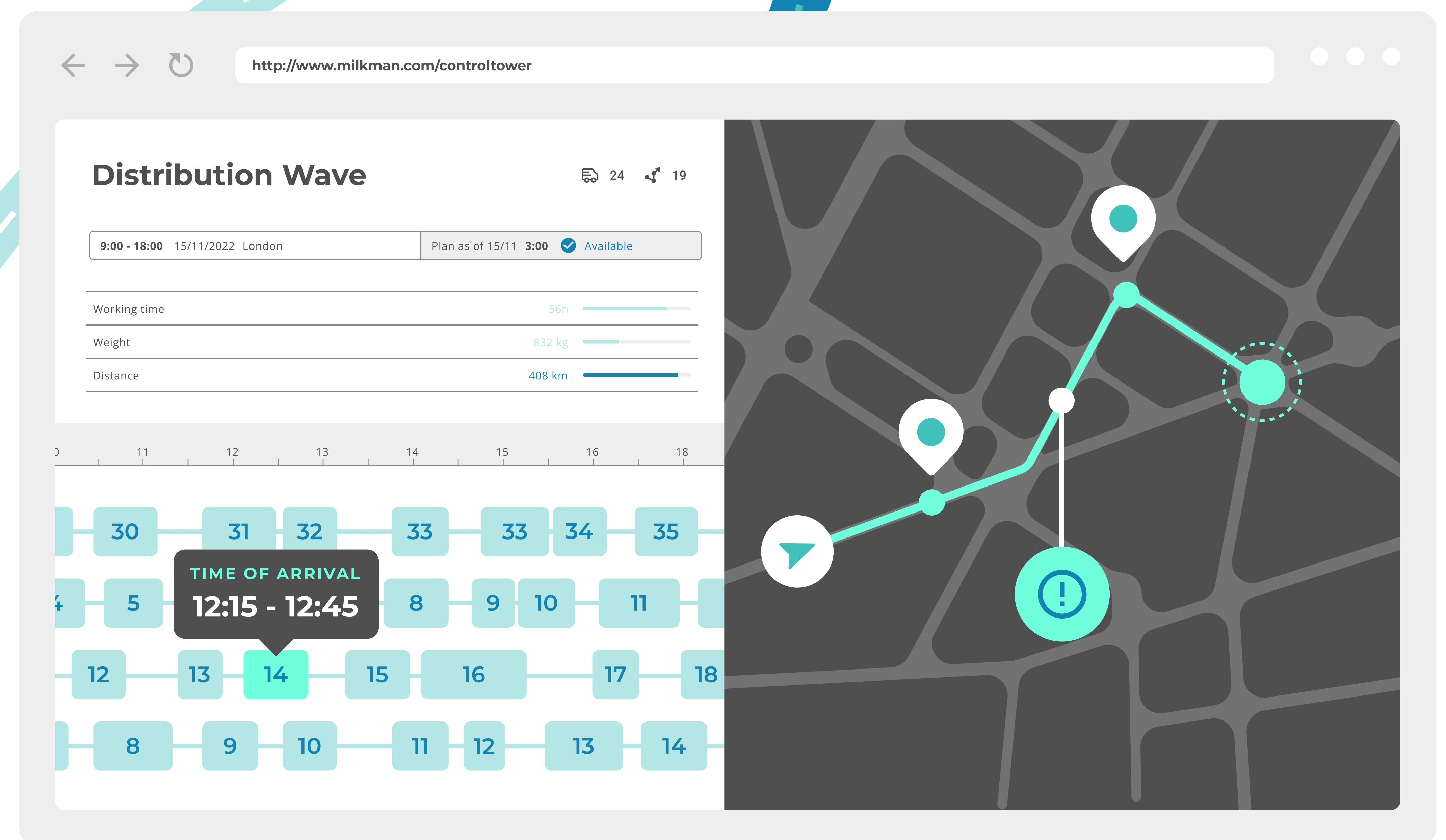


Milkman Control Tower

The end-to-end order journey is monitored and controlled by the **Milkman Control Tower** web application. **Customer Services, Fleet Managers and Operation Managers** are the relevant user personas that benefit from this touchpoint.

Key operations the users can manage with the Milkman Control Tower are:

- Define the distribution network
- Configure the work shifts and the related assets' capacity
- Plan and review optimised routes
- Get order information updates
- Monitor and intervene when issues occur



Milkman Driver App

An informed driver guarantees frictionless delivery, fitting customers' expectations. Milkman Driver App is **the perfect companion to support drivers** on daily itineraries providing step by step instructions from pickup to dropoff and helping them to manage exceptions.



Loading

Gives **information about bay and load time**, packages to scan, total mileage and list of deliveries organised by drop-offs order.



On route

Provides **extreme granularity of the execution path**, considering shoppers' requirements and **environmental impact**.



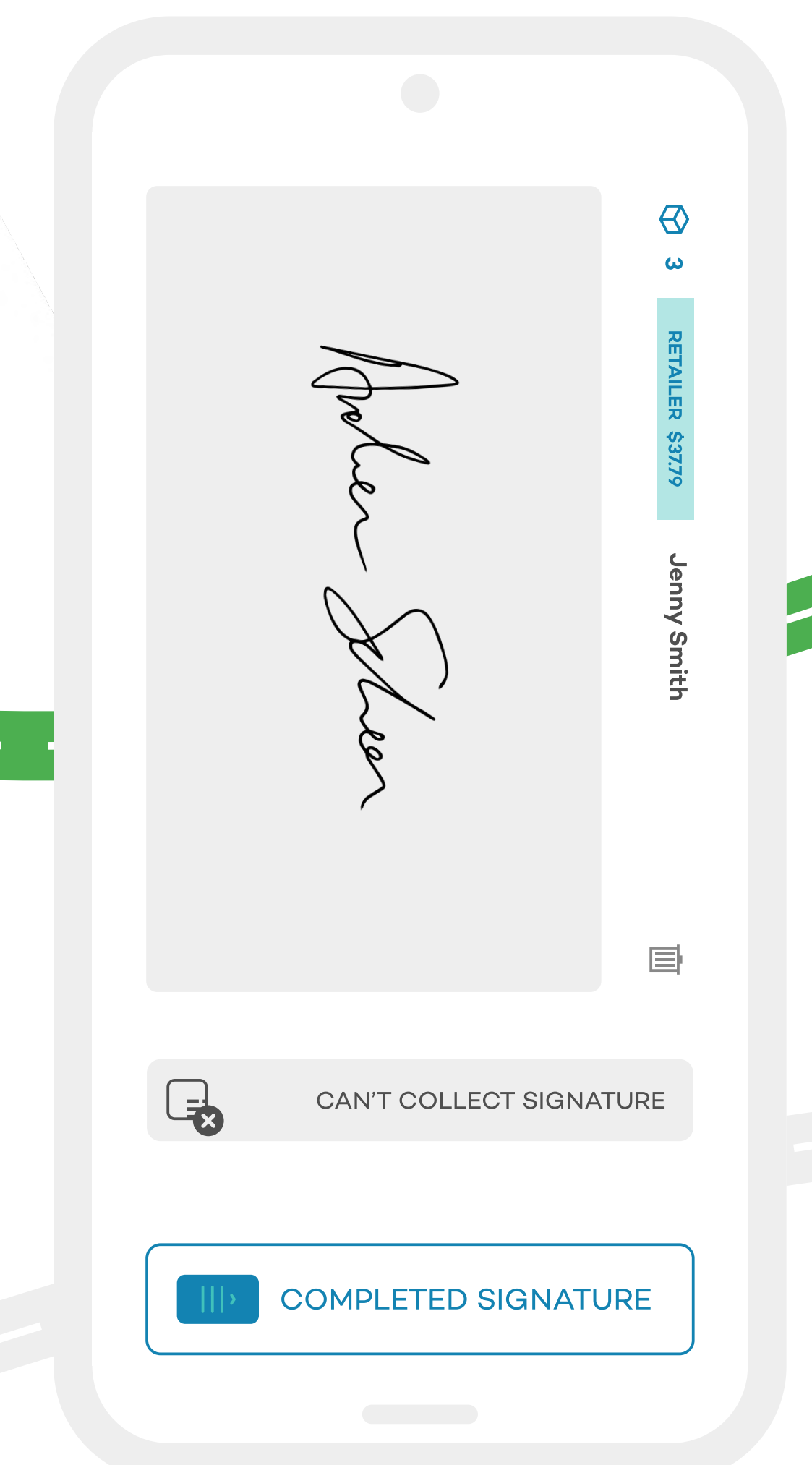
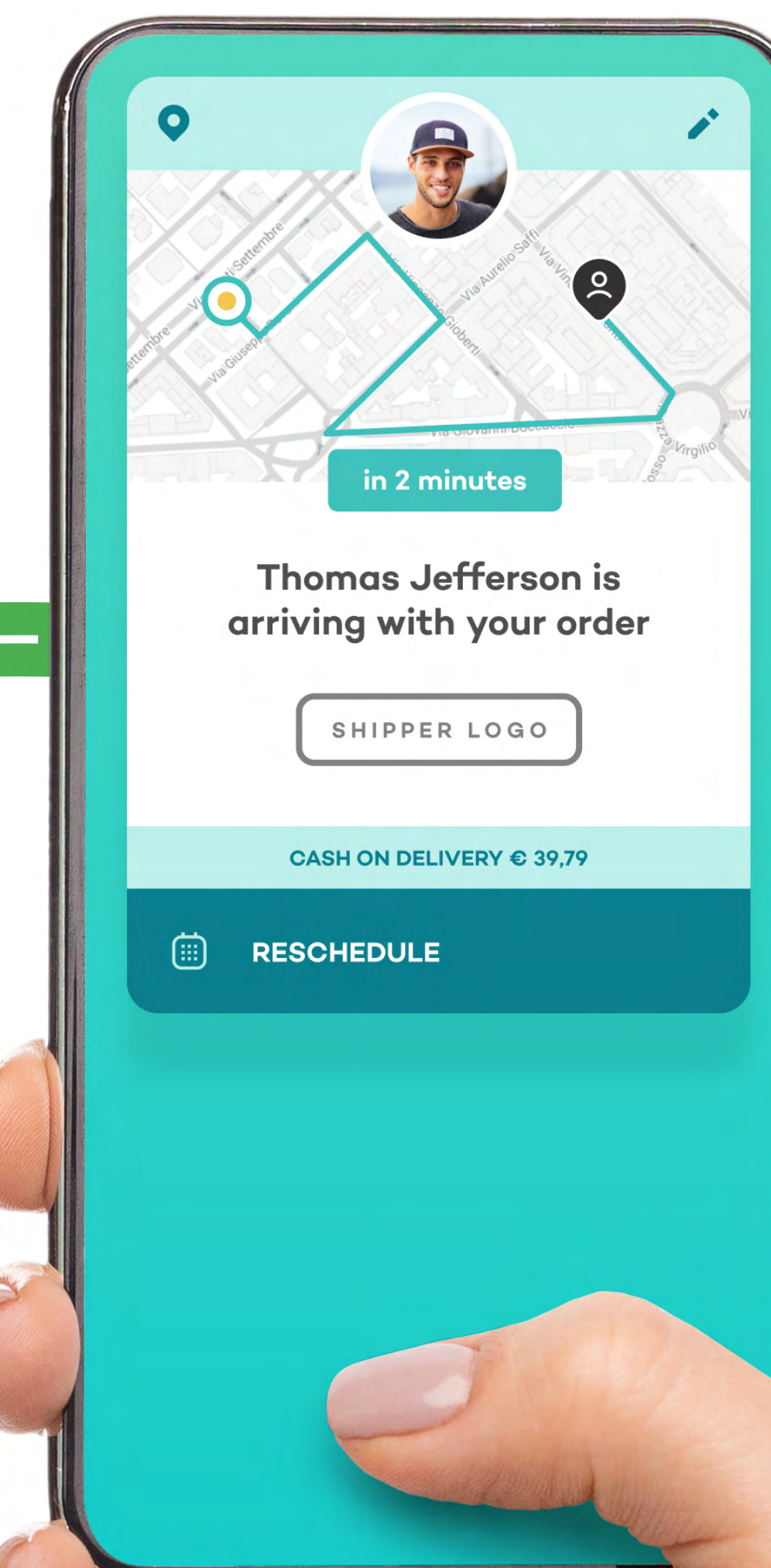
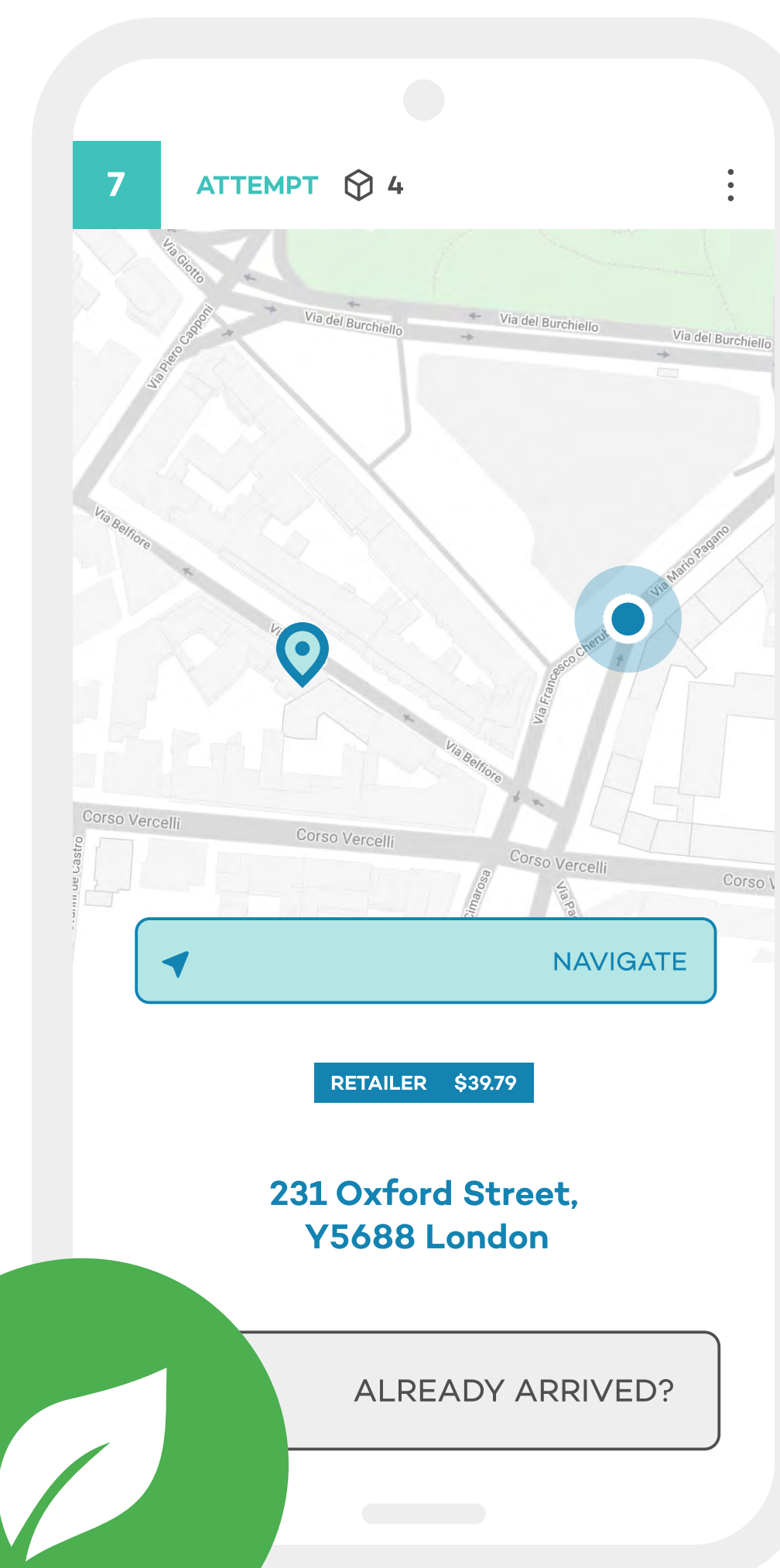
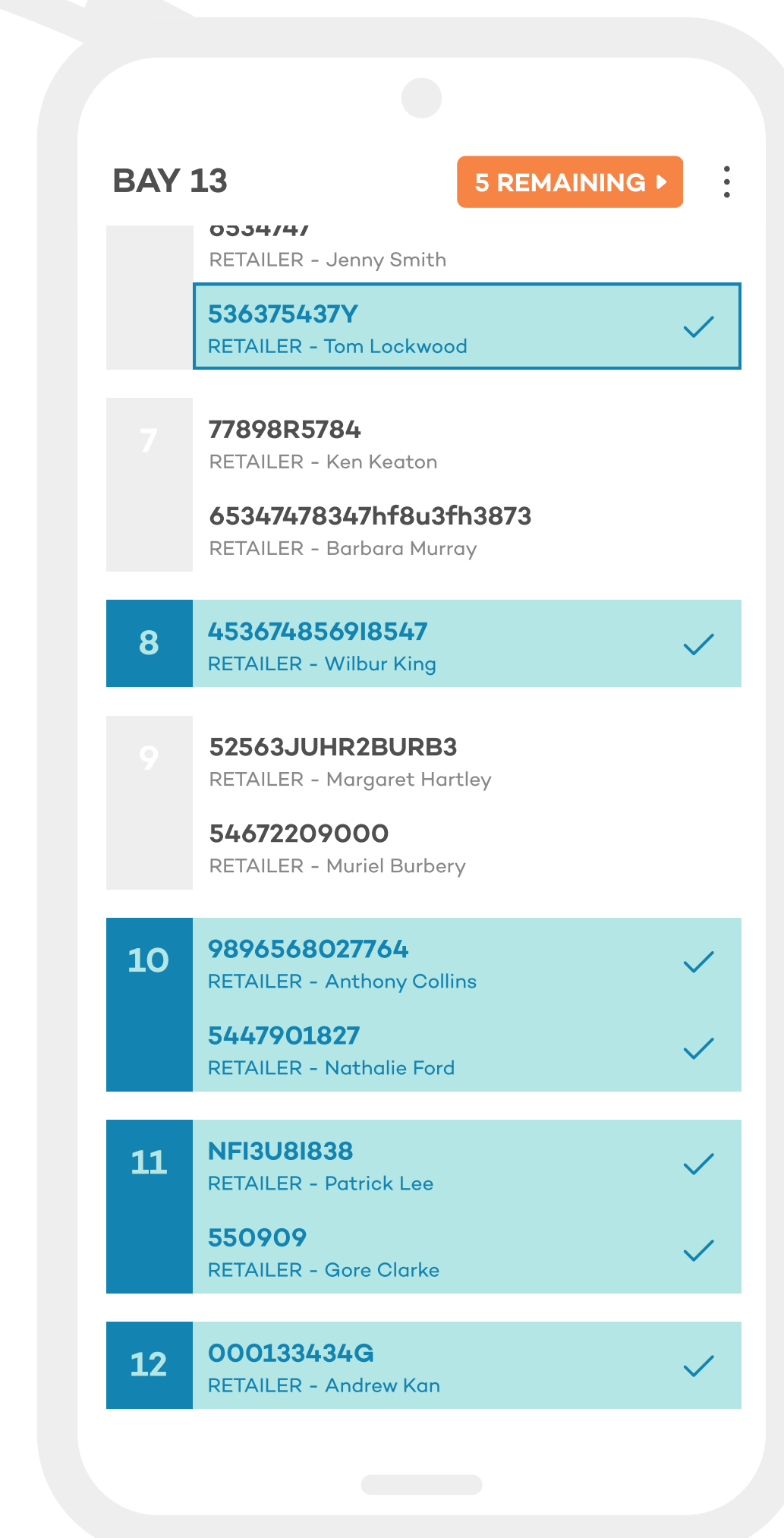
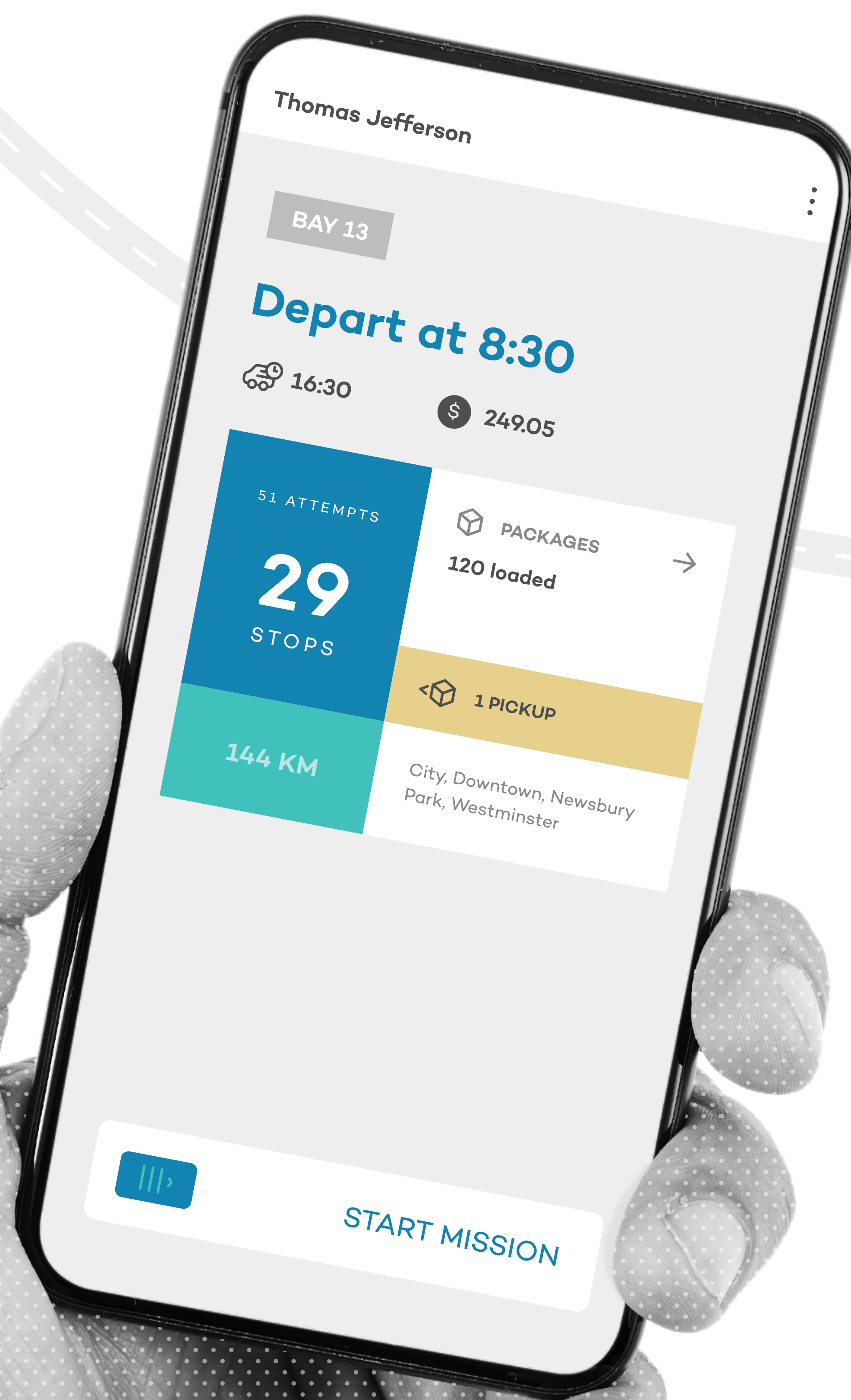
Arrival

Sends **updates to shoppers with time of arrival and driver's profile picture**. Instructs the driver about the details of the delivery.



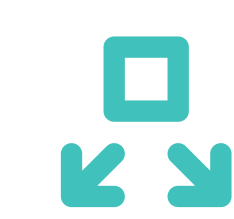
Drop off

Proves the **delivery through signature and photo options**. Notifies about returns and prompts notes to help future deliveries.



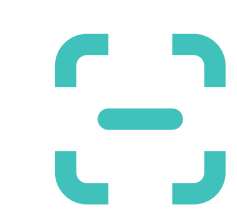
Milkman Depot App

Synchronization between Last Mile services and supply chain guarantees a seamless delivery process. Milkman Depot App with accurate planning and organisation of the warehouse, **minimises operational costs** and allows depot workers to perform cross-docking activities considering all use cases.



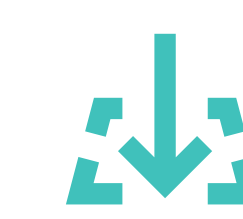
Sort by depot

Packages sorting happens within the network depots for an **efficient logistic chain**.



Cross-dock

Correspondence is guaranteed between package designated location and bay.



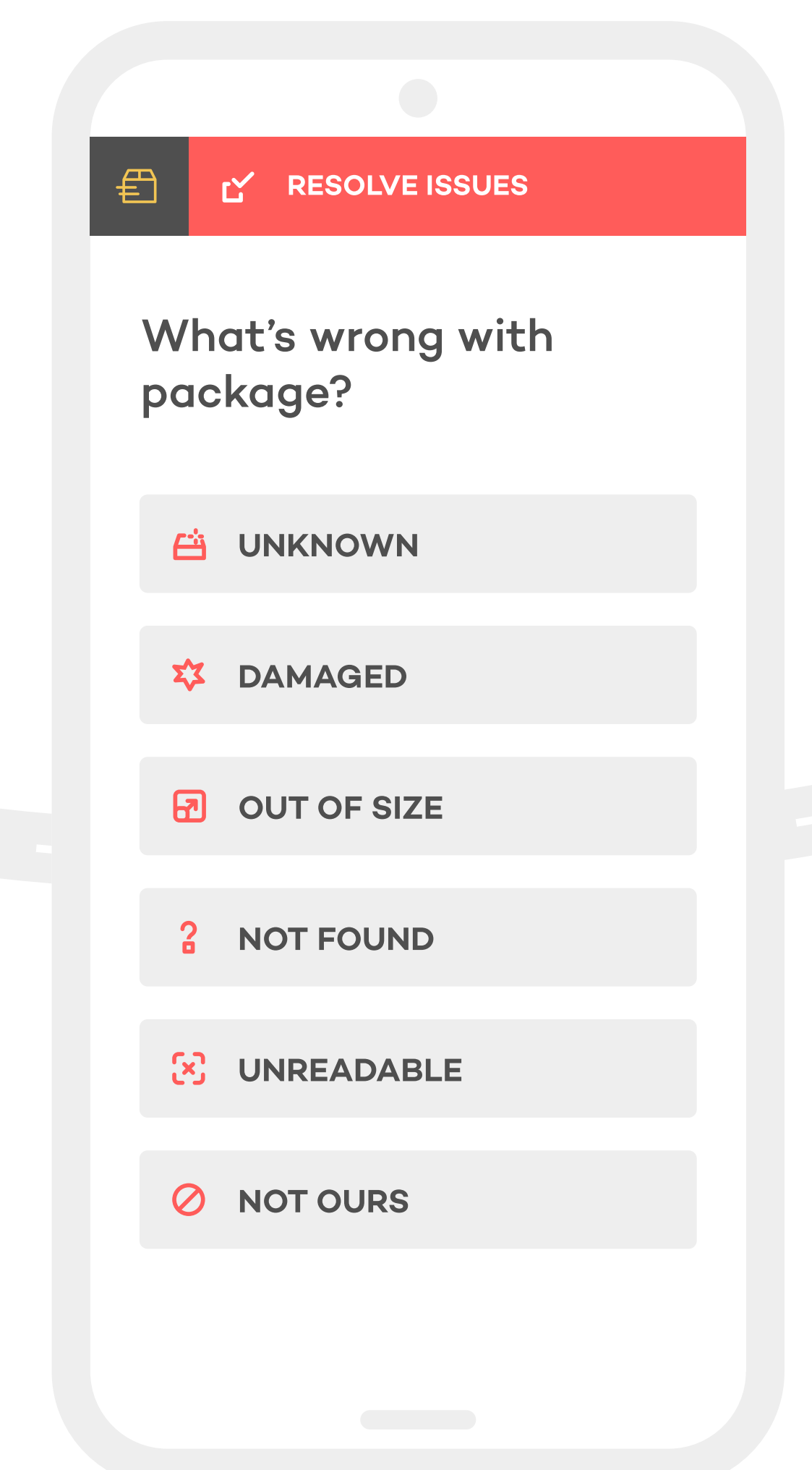
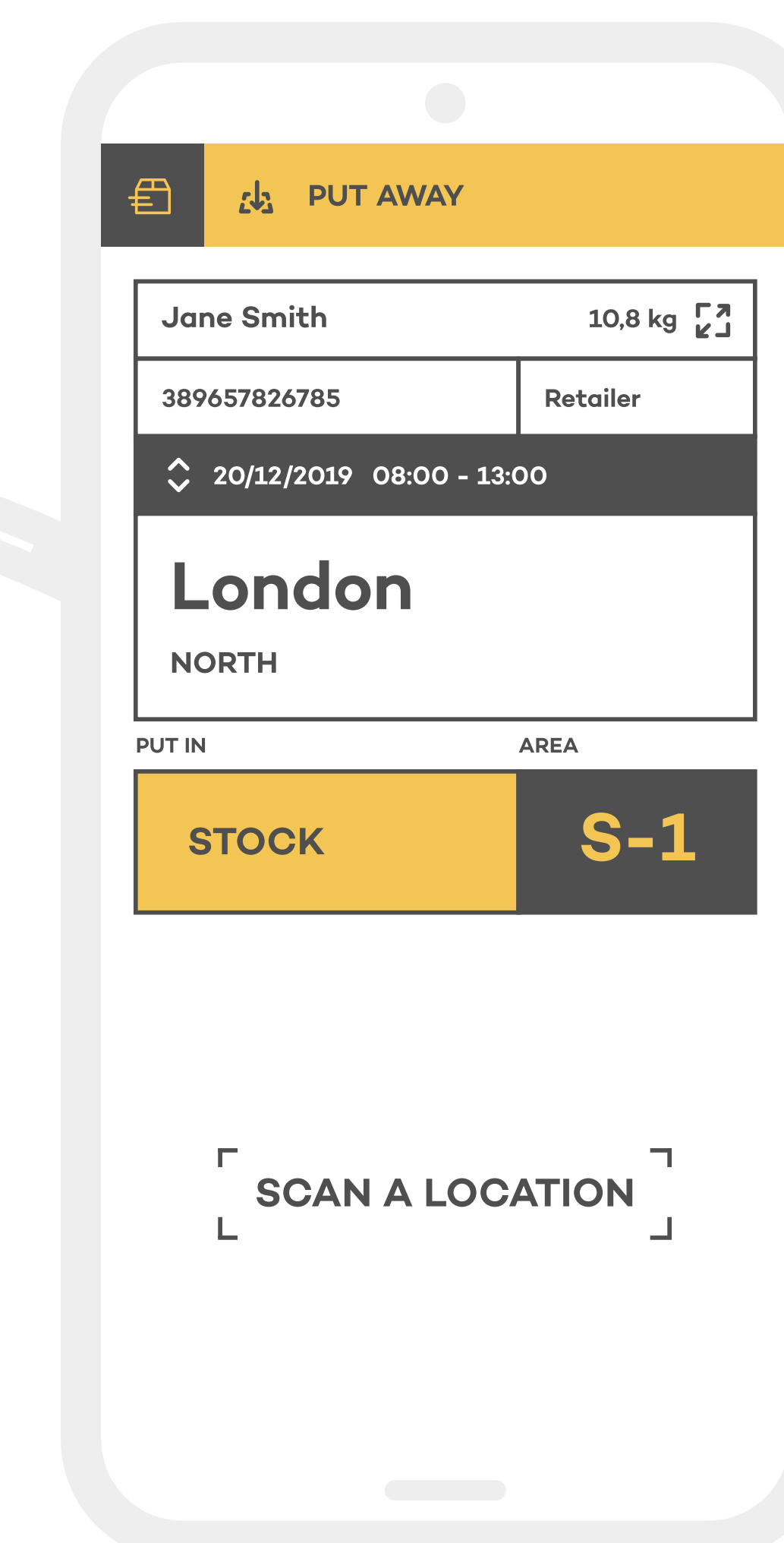
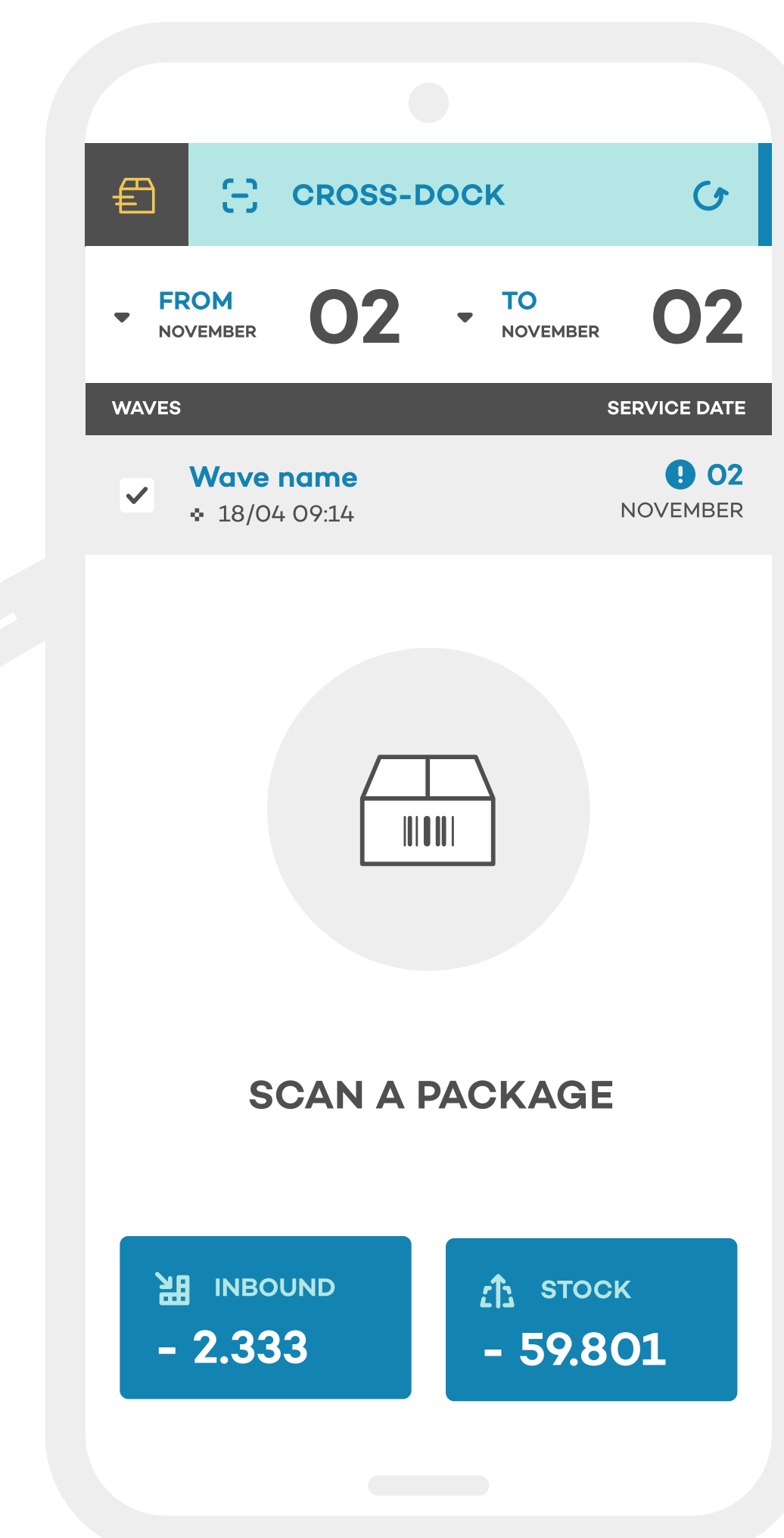
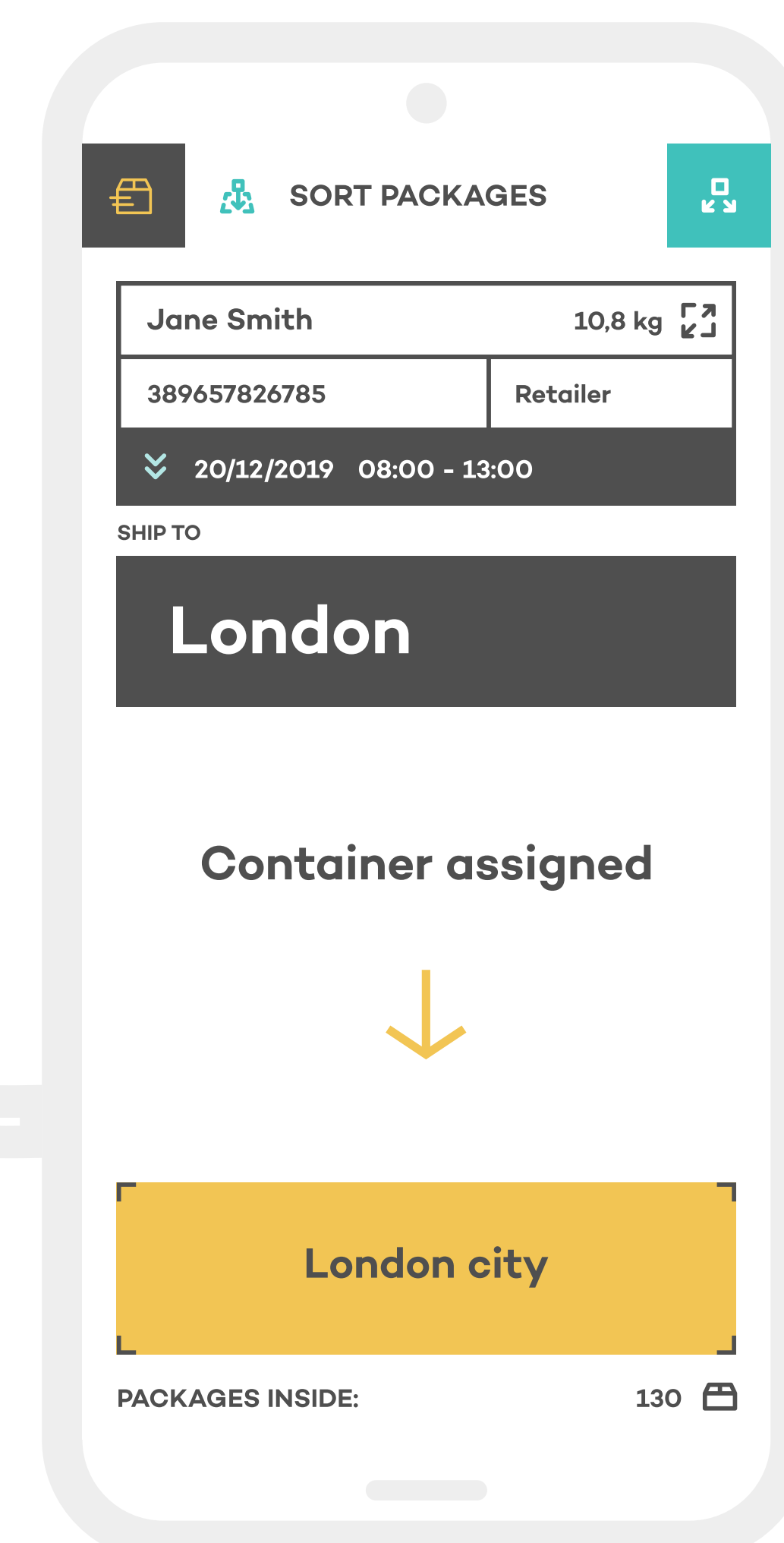
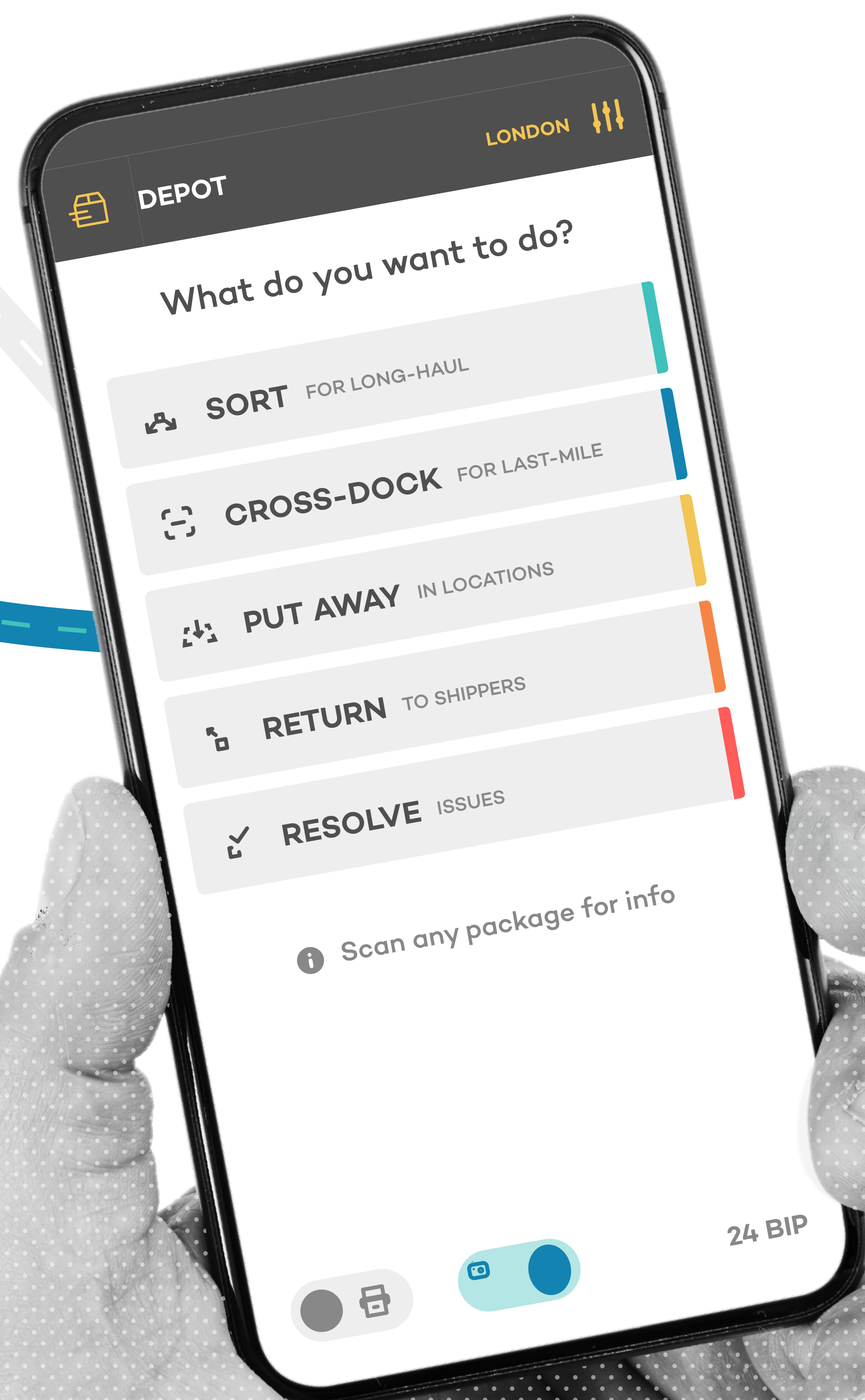
Stock management

Warehouse organisation is efficient thanks to location units.



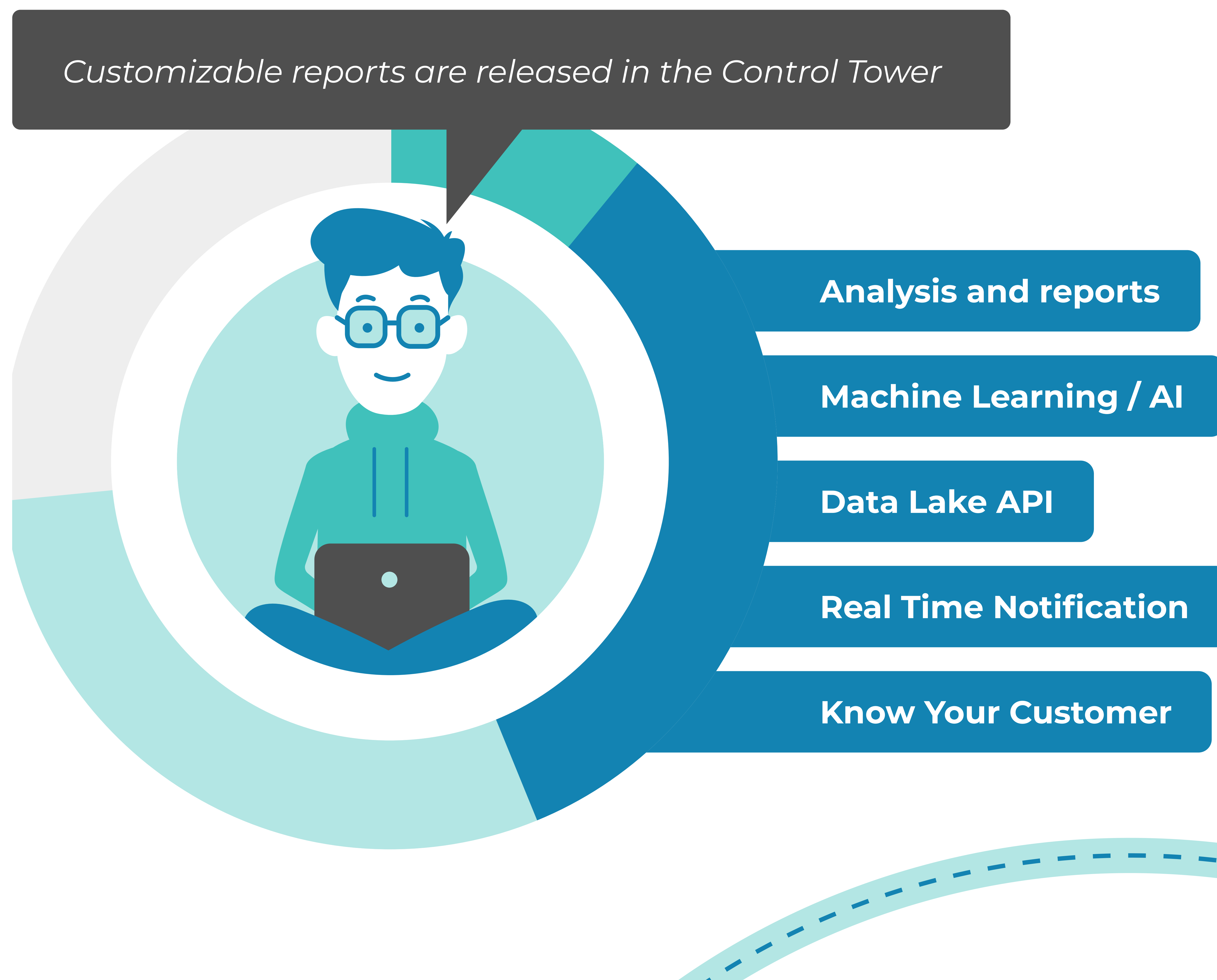
Resolve issues

Workflow processes are automated also in case of exception for an efficient service.

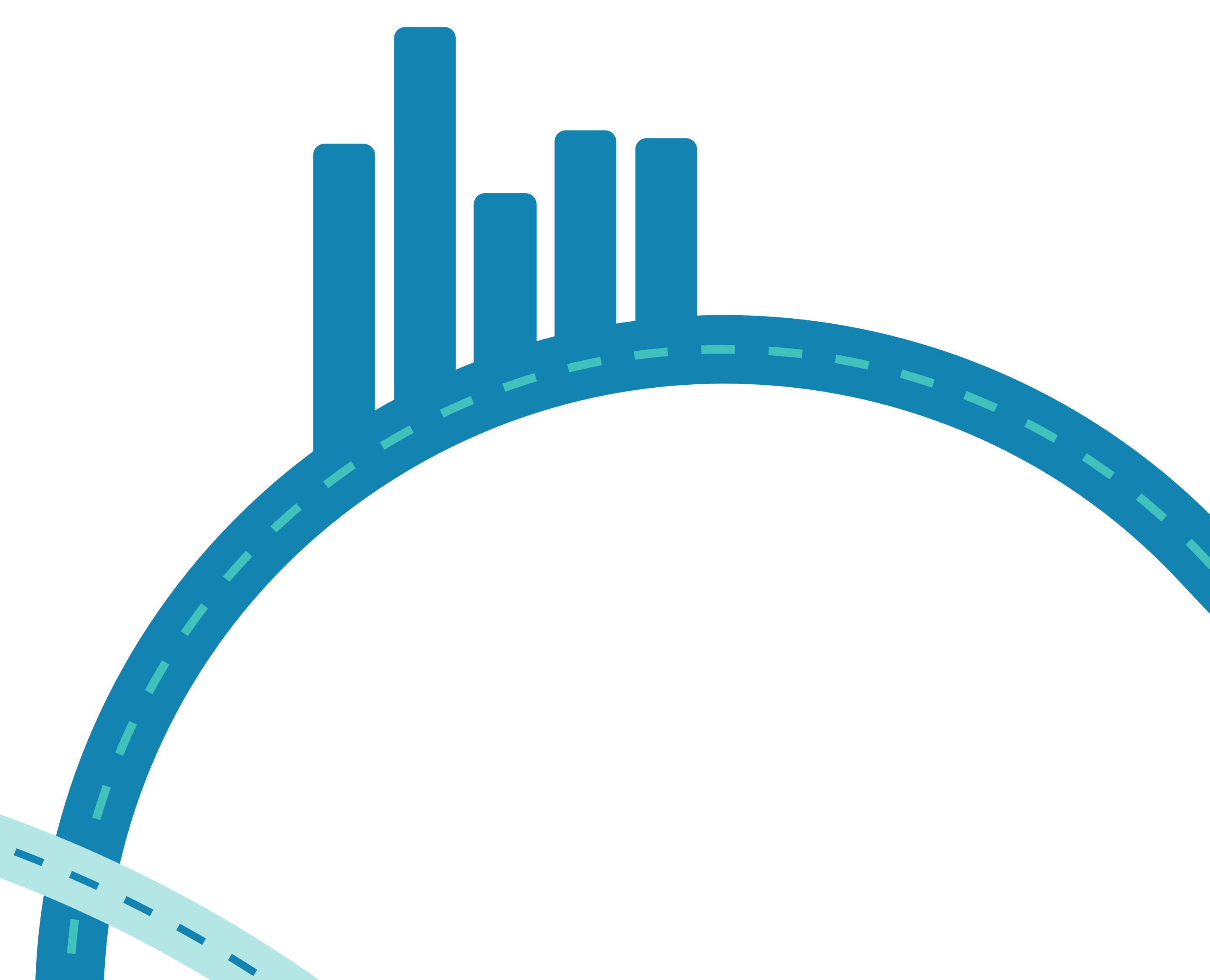


Milkman Continuous Intelligence

Collecting both real-time data and historical analytics about logistics and shopper habits, supports system optimisation. **Milkman Continuous Intelligence** digitises tribal data, saving changes and adjustments occurring throughout the entire delivery path, improving future processes.



Collecting data throughout the multiple touchpoints of the shopping journey, from the first interaction with the product to home delivery, allows organisations to satisfy customers' expectations.



Customer Voice and Case Studies

Coop, Poste Italiane, Public Group and many more have already adopted **Milkman Home Delivery Platform**, recognising **Last Mile** as a strategic lever to achieve a competitive advantage and gain trust from the shoppers.

The voice of our customers:



With **Milkman Home Delivery Platform**, we've been able to re-invent the home delivery market, offering a real **omnichannel approach**. We can now manage real-time data and transform them into logistics instructions to reflect customer's preferences. This ensures **successful first attempts**, reducing overhead costs and carbon emissions.

Francesco Montuolo
CEO, MLK Deliveries Poste Delivery Now

[Download the case study](#)



Milkman Home Delivery Platform allows customers to **personalise the delivery slot and balance convenience and cost** for each and every order. Enabling our customers to choose from a wide range of flexible delivery windows and most convenient shipping fees, was crucial for our operations team to better align and plan logistics and routing.

Marco Di Falco
EasyCoop Co-Founder

[Download the case study](#)



Milkman Technologies was a lifesaver. During quarantine, right before Christmas, couriers weren't able to cope with the increase in shipments. We decided to engage taxi drivers, sitting idle at the time, but we didn't have any courier software. Milkman Home Delivery Platform, in two weeks, turned taxis into a delivery fleet and our shops into dark stores.

Spyros Triantafillou
Public Group Last Mile Manager

[Download the case study](#)



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