



**KLAREO**

**YOUR TECH PARTNER TO OPTIMIZE  
YOUR LAST-MILE LOGISTICS**



01

WHO ARE WE?



# » WHO ARE WE?

At the crossroad of the evolution of purchasing habits and environmental awareness, **KLAREO** was founded by supply chain and software technology experts to address the challenges faced by the different players in urban logistics



**Elie Gharios**

General Manager

25 Years In Supply Chain  
Software Development



**Felix Sportelli**

Technical Manager

15 Years In Cloud Software  
Development



**Alexandre Huart**

Product Manager

PhD In Urban Logistics 15 Years In  
Software Development

# »» OUR MISSION

Work closely with our customers to develop **sustainable and environmentally responsible** delivery management solutions

Enable **innovation** through **technology** and make it **accessible** to **everyone**, at an **optimal cost**

**+5** years  
of existence

**+25**  
employees

**+5K**  
SaaS Users

**+3M**  
Shipping  
orders / 2023

# »» OUR GROUP

**KLAREO** is part of **ITG Group**, a holding that encompasses over a dozen of companies specialized in information and communication technologies

With over **25 years** of experience serving more than **3,000 customers** across **10 countries**, ITG Group is a major player in the digitization of businesses. Through its affiliates, ITG provides services ranging from setting up private data centers to delivering SaaS solutions, along with consulting and integration services.

**+25 years**  
of existence

**+800**  
employees

CA 2023  
**280M€**

**+10**  
countries

**02**  
**OUR**  
**SOLUTIONS**



# » OUR DELIVERY MANAGEMENT SOLUTION

KLAREO offers a Delivery Management Solution (DMS), designed to address all your delivery needs and address your various challenges

## A Unique Solution for all your deliveries

Deploy your delivery strategies through only one solution and one provider

## Pay-as-you-go Billing

With or without a commitment, use our services and only pay for what you use

## A Ready-to-use Solution

Select your modules and quickly connect your information systems thanks to a modular and API-First solution



# KLAREO DELIVERY : MODULAR SOLUTION

Stand-alone fully Integrated modules

## **K.Trace**

Enjoy 360° realtime visibility over your delivery activities thanks to a centralized control tower

## **K.Planning**

Choose the optimal route and transportation plan. Optimize the use of your resources and satisfy your customers expectations

## **K.Analytics**

Analyze and track your performance thanks to a set of customizable indicators

## **K.Notification**

Communicate with your customers and ecosystem at every stage

## **K.Relay**

Manage and control the logistics activities in you relay stores (in-store WMS)

## **K.Billing**

Make cost-conscious decisions and track your cost and billing in realtime



# K.PLANNING

Create and optimize your routes



Thanks to a highly configurable business rule engine and customized optimization algorithms, **you can optimize and manage all your transport plans with a single tool.**

## One tool for all your transport plans

- Delivery from warehouse
- Delivery from store / drive / relay point
- Delivery with load breaks/multi-transporters
- Add to cart
- Own fleet management
- Carrier dispatch, and disptach to collaborative platforms



# K.PLANNING

Create and optimize your routes

## Key Features

- Order integration via API, file import and manual creation
- Data control, address geocoding
- Pre-packaging (Estimation of pull-flow "volume")
- Just-in-time or cutoff-based planning

## Integrated business engine rule (Business Process Manager or BPM)

- Choice of logistics routes
- Capacity and constraints management
- Choosing the best carrier

## Optimizing engine

- Global or sector-based planning
- Regular or multi-site tour management
- Mixed tour management: Delivery and collection
- Consideration of forecasted traffic



# K.TRACE

Central control tower & real-time monitoring of all your flows

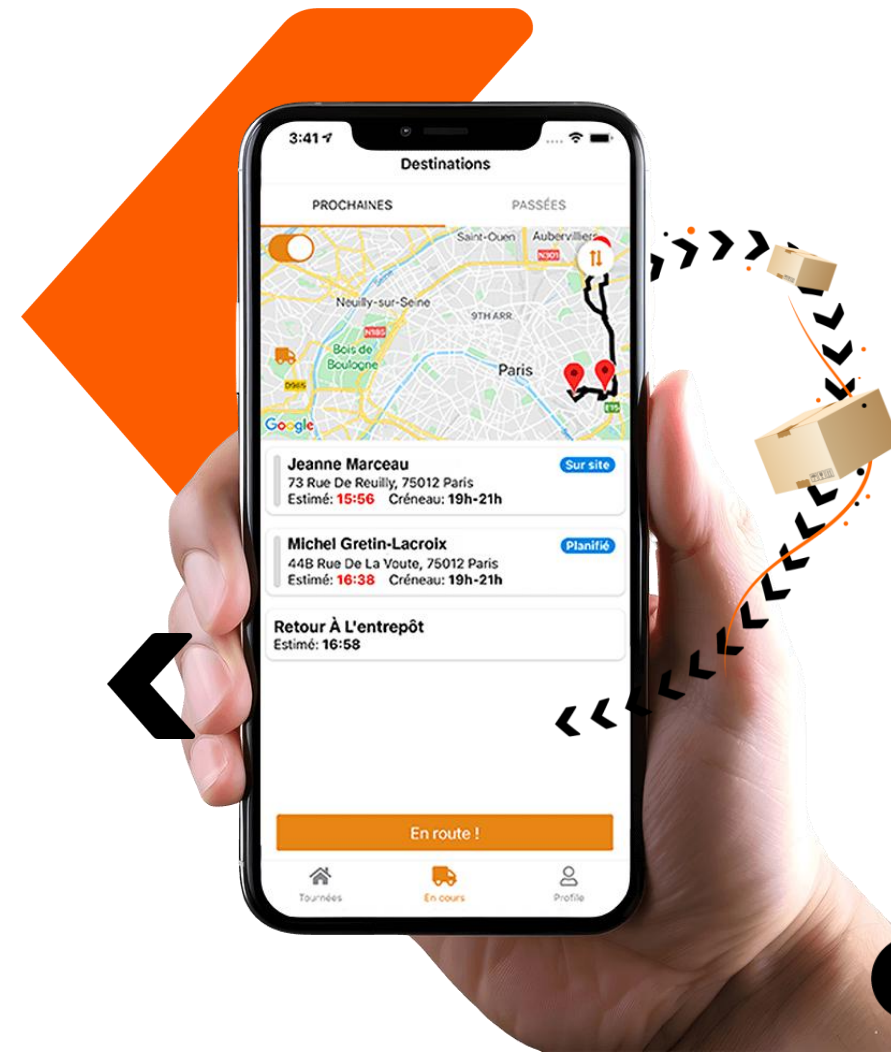


**Benefit from centralized control**, offering **end-to-end visibility** of all your routes..

**Real-time monitoring of execution for the pilot and after-sales service**

- Re)-assignment of carriers and/or drivers
- Own fleet and service provider tracking
- Automatic alerts
- Management of hazards and incidents
- Communication with drivers

**Helping the driver to complete his routes correctly**



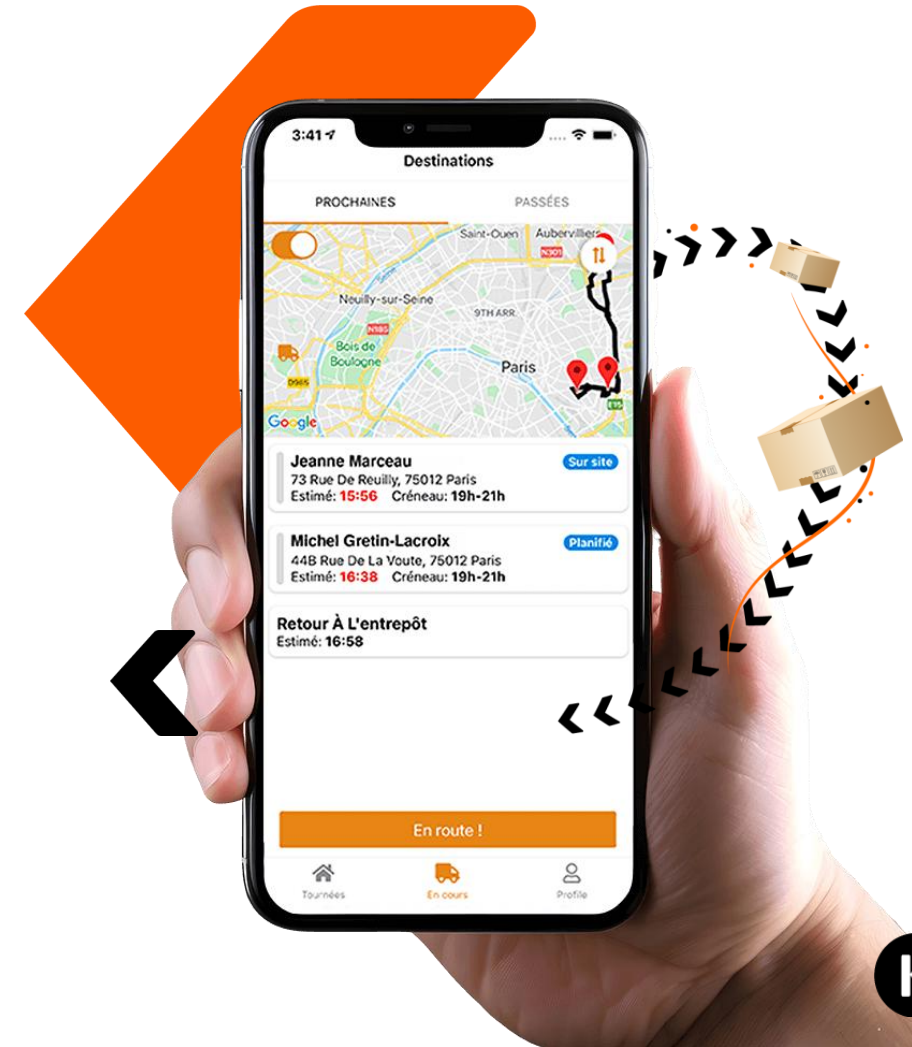
# K.TRACE

Central control tower & real-time monitoring of all your flows



## Key Features

- Map-based tracking by tour and/or order
- Mobile application for drivers with fully customizable workflow
  - Loading/unloading control
  - Delivery scheduling Management
  - View information associated with each delivery
  - Integrated navigation (compatible with Waze, Google Maps and others)
  - Real-time geolocation
  - Dynamic recalculation of ETAs
  - Communication with central and customer
  - Manage reservations, comments and photos
  - Reporting incidents and issues
  - Proof of delivery with electronic signature



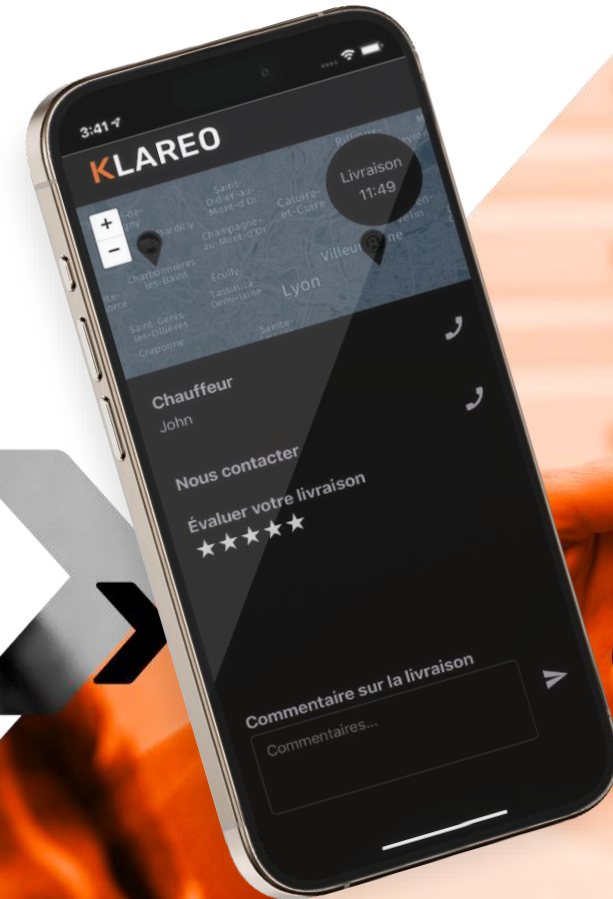
# K.NOTIFICATION

Interaction with your customers at every stage of delivery

**Communicate with your customers** at every stage of the delivery process **to deliver a unique experience.**

## Dedicated customer interfaces

- Make an appointment
- (Re)scheduling a delivery
- Information sharing
- Refusal/no-show management
- Satisfaction survey (NPS)

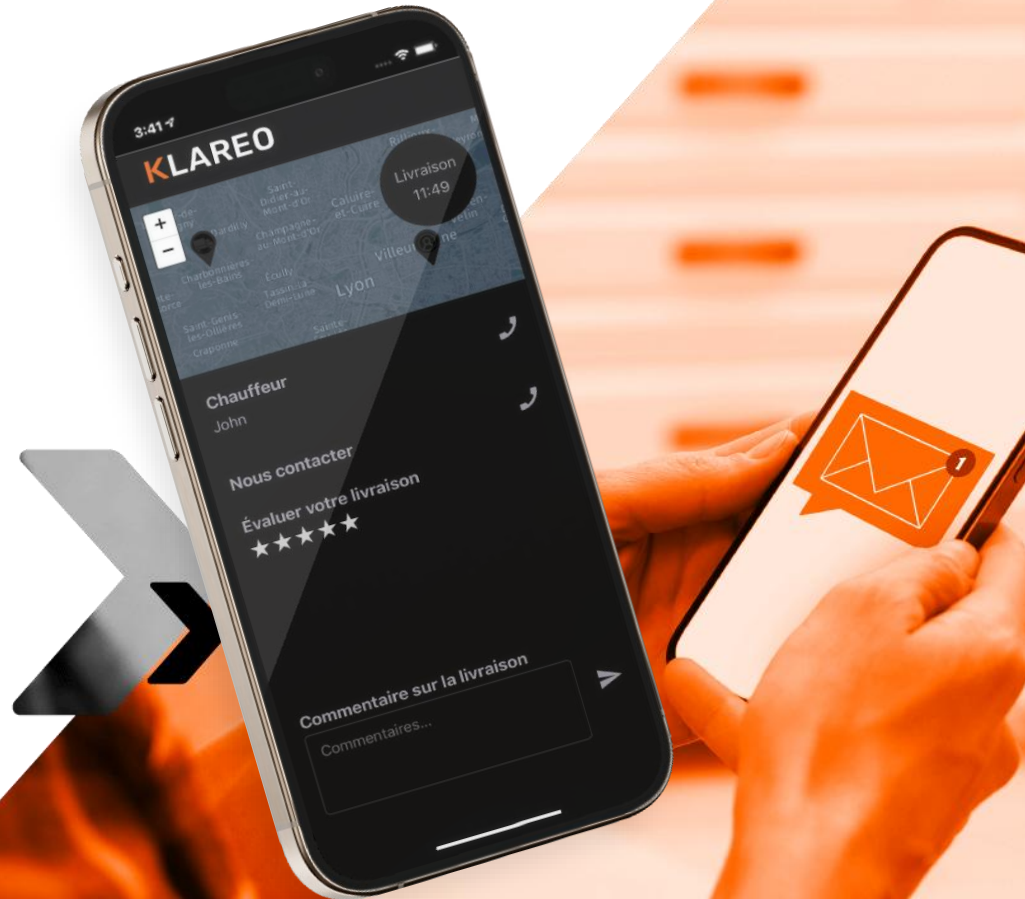


# K.NOTIFICATION

Interaction with your customers at every stage of delivery

## Key Features

- Slot and capacity management
- Customized email or SMS sending by site
- Choice of events to notify
- Customizable customer pages with iFrame integration and CRM tool trackers



# K.RELAY

Management of your load breaks (in-store WMS)



A WMS optimized for urban logistics. Increase your visibility by monitoring the activities of your load break points.

## Monitoring Activities

- Relay points
- Pedestrian drives
- City stores
- Urban distribution centers
- Trunk-to-trunk transfer
- Click and Collect





Management of your load breaks (in-store WMS)



### Key Features

- Management of transfer responsibility
- Goods receiving
- Multi-package, multi-shelf and multi-temperature storage
- Return of goods
- Product return
- Supplier returns
- Interface including distribution lockers



# K.ANALYTICS

Track your key performance indicators

A **Reporting** tool. **Track your key performance indicators (KPIs)** in real time. **Analyze your activity in detail** to steer your decisions.

## Examples of key performance indicators

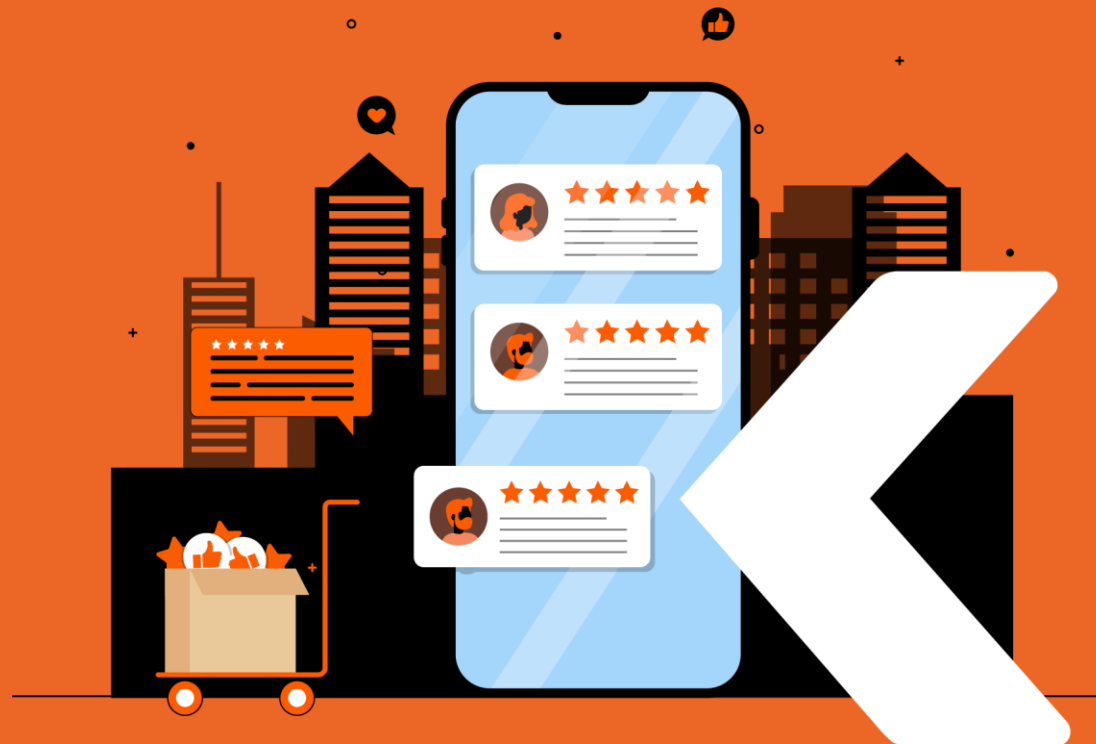
- Customer order quantity
- Punctuality rate
- Rate of cancelled deliveries and reasons for cancellations
- Service quality monitoring
- Monitoring of service provider activity

## Key Features

- Customizable KPIs
- Data export
- Log all events and activities



# 03 CUSTOMERS TESTIMONIALS



# » CUSTOMER TESTIMONIAL



E.Leclerc Chez Moi uses **K.Planning**, **K.Trace**, **K.Notification** & **K.Analytics** modules to manage its delivery services to its customers in Paris.



**Sébastien Macherey**  
General Manager

*“As a major player in the French retail sector, we had to offer our customers an outstanding delivery service. With Klareo, we succeeded in testing and deploying new delivery strategies in less than 2 weeks. Our customers now benefit from end-to-end, real-time visibility over the deliveries”*



# » CUSTOMER TESTIMONIAL



Pickup, a subsidiary of «La Poste, uses **K.Relay**, **K.Notification** & **K.Analytics** modules to manage its urban relay stores in France.



**François Xavier Debrosse**  
**Assistant General Manager**

*The accurate management of storage zones in a store and the ability to manage different parcel temperatures and sizes offered by K.Relay, enables us at Pickup to turn our drives into essential service points in every neighborhood, making everyday life easier for everyone.”*

# USE CASES – SHIP FROM WAREHOUSE

## 2 services

- Click & Collect
- Home delivery

## 3 types of flows

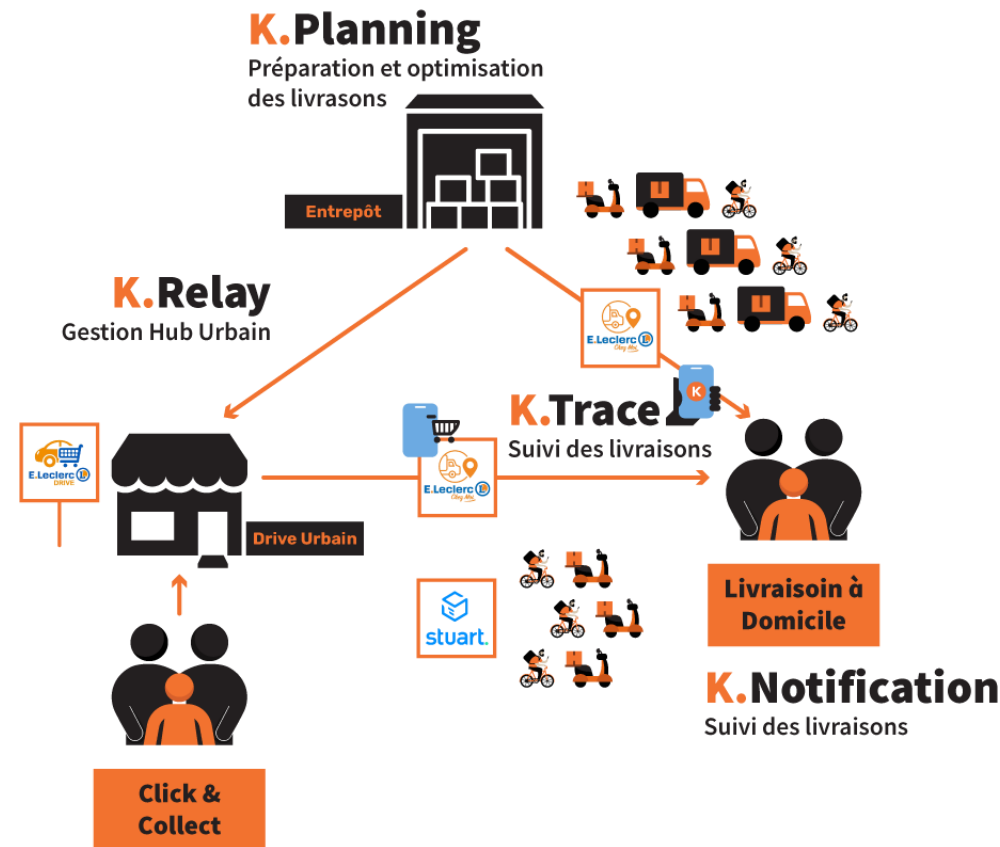
- Direct delivery from the warehouse
- Delivery to Relay stores
- Multi-leg deliveries

## Delivery methods

- Dedicated fleet
- External carriers
- Collaborative platform

## Results till date

- Centralization of various delivery channels
- Improved punctuality
- Real-time customer communication
- High user adoption



## Achieved Results :

- **Centralized and scalable management** of all last-mile delivery activities and strategies.
- **Improved delivery experience and customer satisfaction** thanks to **>99% adoption** rate of the mobile application by the delivery drivers, enabling real-time tracking of deliveries.
- Truck **loading** increased by **+25%**.

# USE CASES – SHIP FROM DRIVE/STORE

## 2 services

- Home delivery
- Collaborative delivery

## 2 types of flows

- Direct delivery (coordinated)
- Outbound delivery rounds (pilot)

## Delivery method

- Dedicated fleet
- External carriers
- Collaborative platforms

### K.Planning

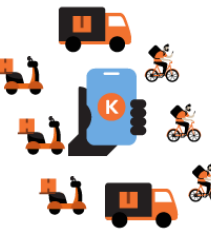
Préparation et optimisation des livraisons



### K.Trace

Suivi des livraisons

Livraison en tournée



Livraison collaborative



## Results till date

- Digitization of in-house deliveries
- Route optimisation
- Customer communication
- Users and providers adoption



### Customer Satisfaction

Deploying tools that enhance the services offered to your customers



### Productivity Gains

Maximize the number of visits in the shortest possible time

Choosing

# KLAREO

gives you the freedom to  
choose



### A Powerful Control Tower

Centralized control enabling global, high-performance monitoring of routes and disputes



### Advanced Technology

100% cloud-based solution, easy to use, built on the latest technologies



### Analytics Tool

Customizable KPIs for in-depth activity analysis

**THANK YOU**