Logistics

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TIRAMIZOO
A TMS BUILT FOR URBAN LOGISTICS

Martin Sträb,
CEO & Managing Director

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Quite often, a technology is conceived to help a business meet a specific requirement or compliance. However, contactless delivery solutions existed long before the outbreak of COVID-19, and weren't developed in response to the ongoing pandemic.

To serve the needs of the 21st-century e-commerce customer, shippers were already offering its consignees delivery options such as, "Leave package with neighbour/security guard" or "Don't ring the bell, leave package at door," among others.

It was already in the realm of the customer to receive food, medicines, groceries, or electronics at various postal addresses—home, office, or discreet locations—without ever interacting with a delivery executive. The apps even allowed customers to acknowledge the receipt of the product with a digital signature.

Starting in March 2020, however, contactless delivery was no longer "an option" but rather a mandatory requirement for both shippers and customers. It was around this time when tiramizoo—a TMS solution provider based in Germany—knew it had the technology to thrive in "the new normal," to adapt to the changing landscape in logistics and freight management.

"The contactless delivery features in our technology were developed when there was a need from various industries such as pharma, automotive, and food & beverages. It's not something we invented in four weeks to serve a pandemic," stresses Martin Sträb, CEO and Managing Director of tiramizoo.

Indeed.

Since 2010, tiramizoo has been helping businesses in Germany transition to what it calls "Urban Logistics" in order to survive the cutthroat marketplace brought about by the e-commerce boom. According to Martin Sträb, the TMS software on the market was simply not cut out to enable shippers to manage, ship, track, and report on thousands of deliveries every single day.

While traditional TMS helped freight forwarders track deliveries from Hub A to Hub B, they could not serve the need of the hour, which is connecting the end

customer directly with the shipper. This required logistics companies to handle big volumes of data, execute deliveries in multiple spots with multiple vehicles, and report on every event. With e-commerce eliminating the middlemen structures or wholesalers, the logistics companies working for shippers required a TMS system that offered increasingly last mile or urban logistics services. Furthermore, logistics companies also needed the technology to implement and integrate existing IT systems focusing on urban logistics.

This is precisely where tiramizoo is moving the needle.

### Various Products to Serve Diverse Industries

Offering a "TMS for urban logistics," tiramizoo's solution comprises various products targeting different sizes of customers and their specific use cases. While the Collect and Deliver app is designed for small customers, or even drivers to optimise their route, Just Go is specifically built to serve SMBs and fleet operators that operate multiple vehicles. Meanwhile, Last Mile Master caters to bigger businesses that require fleet and order management, and sophisticated reporting, besides optimising routes for a larger fleet of vehicles.

"We cover the entire aspect of urban deliveries—all the way from digitalising the entire process, doing real time calculations, keeping the customer in the loop till the very end, and providing utmost transparency," says Julian Kellermann, the head of marketing at tiramizoo. According to Julian Kellermann, a tiramizoo client could range from a smaller CEP handling just a handful of deliveries to a larger freight forwarder, making thousands of deliveries per day.

Through its various products, tiramizoo puts a shipper or freight forwarder in a strong position to support their own employees, be it the dispatcher, the driver, or the warehouse personnel. Logistics companies can also automate and digitise monotonous tasks, giving its employees the time and resources to focus on edge-cases and challenges that require individual awareness. At the same time, the end customers are supported with precise ETAs that are transmitted online.

Another noteworthy feature of tiramizoo's TMS is its rare ability to ensure that every urban route-planning resource is used optimally. "Optimal can mean lowest cost in terms of kilometres or time taken but also equal usage of resources if you do not want to discriminate between drivers," explains Julian Kellermann, before adding that tiramizoo's solution allows customers to increase their delivery capacity by 30 percent without any additional cost. "When we analyse fleets, we take the existing data and accordingly put together a plan for delivery. The idea is to ensure the customer optimises the delivery experience and saves as much time, resources, and money as possible," he adds.
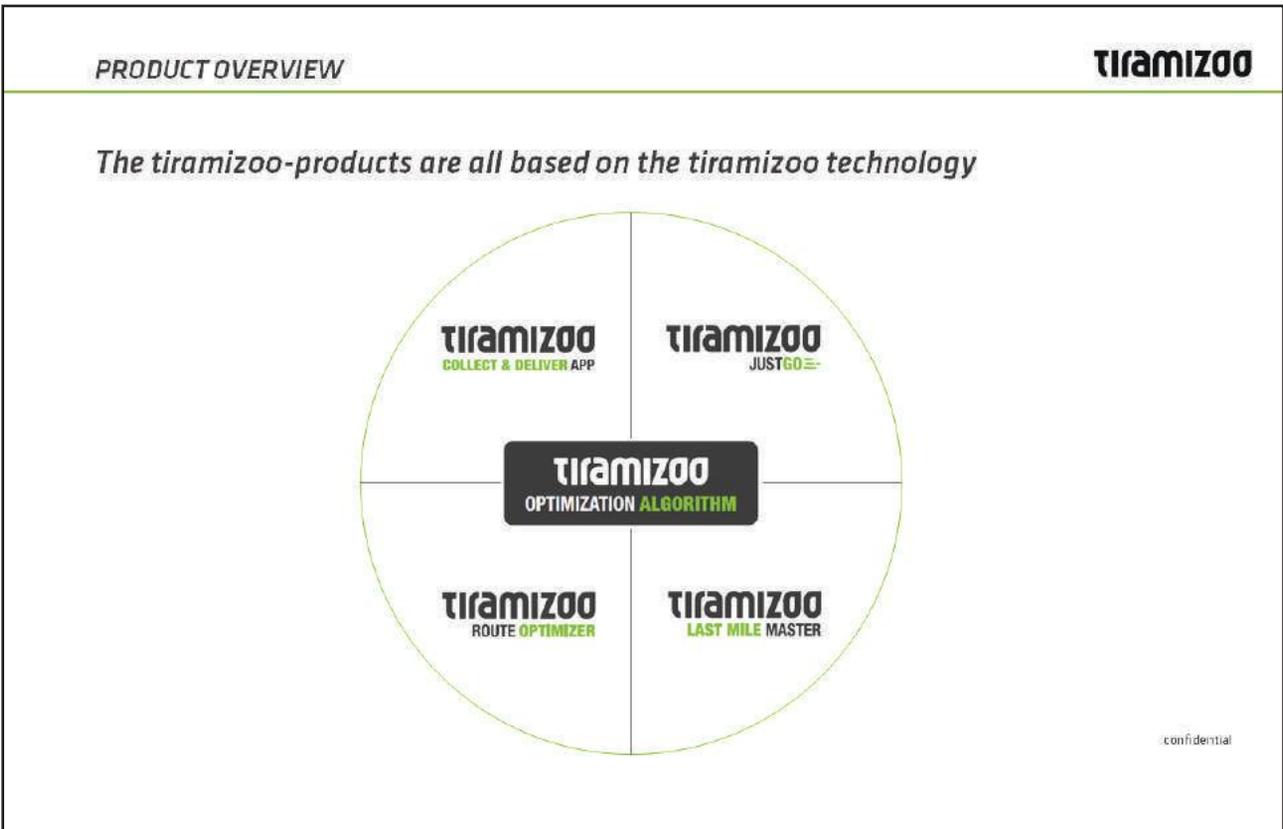
The Engine that Makes It All Tick

It would not be possible to achieve this degree of optimisation without the right technology. Residing at the heart of tiramizoo's TMS is a route-optimisation-engine based on a self-developed algorithm. This route-planning tool delivers users with optimal routes with the fewest vehicles or shortest time needed or fewest kilometres driven, taking into account the various constraints arising in an urban environment: one-way-street, one- or two-men-handling, ground floor or third floor, stairs or elevator, bike or van. As an added benefit, fleet operators also reduce their CO_2 emissions by using fewer resources than needed. The engine can also be used via an API by organisations that already have their own IT architecture and order management system but do not have the means to optimise urban routes.

To elucidate on the benefits of tiramizoo's TMS, Martin Sträb cites the use case of Zalando, Germany´s leading fashion e-commerce marketplace. An association that began with a pilot project in Berlin in 2015, tiramizoo has helped Zalando expand to various cities by offering a scalable and stable system. According to Martin Sträb, Zalando has been able to grow quickly "without jeopardising any customer-relations and guaranteeing a reliable service across Germany."

Apart from "direct" customers like Zalando, tiramizoo has several integrators as customers. "By integrating our modules in their IT landscape, ERP or TMS providers have been able to offer more comprehensive solutions to their customers (e.g. freight forwarders)," notes Martin Sträb. As a matter of fact, tiramizoo has passed various IT-due diligences of major companies such as Daimler, Shell and MediaMarkt. tiramizoo also complies with all legal requirements of every country it is active in, especially with GDPR.

Besides Zalando, tiramizoo is particularly proud of its association with the vast automotive industry in Germany. "We have delivery relationships and have deployed our technology platforms for companies such as Mercedes (Daimler AG) and BMW," adds Julian Kellermann.

Since the outbreak of COVID-19, tiramizoo has seen a steep rise in clients from the pharma industry, be it a single shop or a chain of stores delivering medicines to customers. Again, Martin Sträb highlights that tiramizoo's ability to provide contactless delivery solutions has been crucial. Furthermore, tiramizoo recently offered potential clients its TMS on a trial basis. "At the start of the pandemic, we ran a campaign and offered our Just Go product free-of-cost. So many businesses suddenly needed access to their customers (who were stuck at home) and had to change their delivery model. We had a good response to COVID," says a proud Martin Sträb.

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Ready to Drive Smart City Applications

Apart from its patented TMS for urban logistics, tiramizoo has a second business unit that focuses on its smart city application.

The application, empowered by tiramizoo´s optimisation-engine, was built specifically to optimise communities of smart cities, which are cropping up everywhere in Europe and Southeast Asia. It helps smart cities and public transportation companies to visualise, simulate, optimise and steer commutes/public transportation flows. "These smart city applications are based on our core IP, the algorithm for operating and optimising mass data from urban traffic/ logistics," adds Martin Sträb.

There is little doubt that the future is bright for tiramizoo, a company founded in 2010 with the idea of digitalising and optimising the CEP sector. As part of its roadmap, tiramizoo plans to enhance its platform in three dimensions: geographical expansion, sophistication of TMS, and adaption to new applications. tiramizoo already has a substantial global presence, operating in the DACH-region as well as in Southeast Asia with its own subsidiary in Singapore. Martin Sträb notes that working across the globe "gives tiramizoo an international perspective on the logistics markets" and enables tiramizoo to quickly absorb trends and requirements. Additionally, tiramizoo also benefits from the fact that it owns the IP to its route-planning engine. "We are not depending on a third-party's knowledge, and that is a huge benefit for us," says Martin Sträb.

Over the next 12-18 months, tiramizoo will continue to ramp up its efforts to strengthen its teams located in Germany, Austria, Poland, Singapore, and Malaysia. Julian Kellermann emphasises that tiramizoo is not a "fancy white-board-start-up-fantasy" but the result of real-life-experience. Julian Kellermann recalls, "When we started in 2010, courier companies were using phones, pen and paper, and walkie-talkies. All the information was stored in 'the head' of the dispatcher and driver. There was no transparency. We had the vision to transform this sector to the digital world, and we have succeeded."

Despite all its success, tiramizoo is admittedly just scratching the surface.

Determined to constantly improve its products, tiramizoo is also focused on expanding its smart city application, which is already used in Southeast Asia. "Our tiramizoo smart city application will be further developed in order to help smart cities/ public transportation companies to cope with increasing traffic," concludes Martin Sträb.**LT**

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The annual listing of 10 companies that are at the forefront of providing Contactless Delivery solutions and transforming businesses