## Context

Digital processing

### **Key Milestones / Track Record**

Logistics transformation

Strategic shift
Private label sales

Technology shift

2013

**Oamoo** 

Multi-animals E-commerce Shipping from CZ 2016

**ZooDirect** 

Dogs & cats E-commerce Shipping from LU 2018

**ZooDirect** 

Redesigning of the front end and adding functionnalities (subscriptions) 2020

**Hub ZooDirect** 

Global architecture redesign

- -AI + algorithm
- -Flow improvement

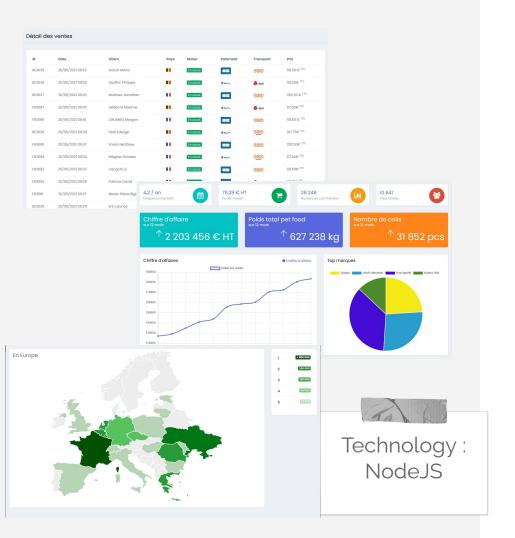
More flexibility
More reactivity
Technological mastery
Strategic control
Data control

**Outsourced developments** 

In-house developments

## Architecture

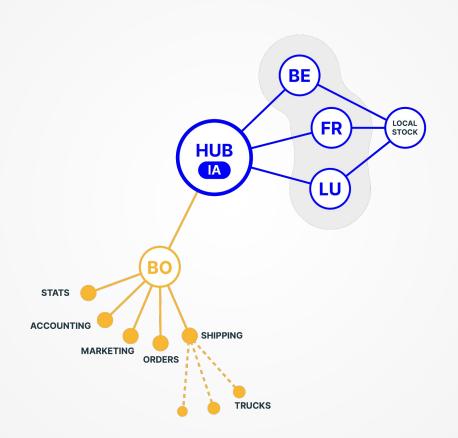
Developments evolution



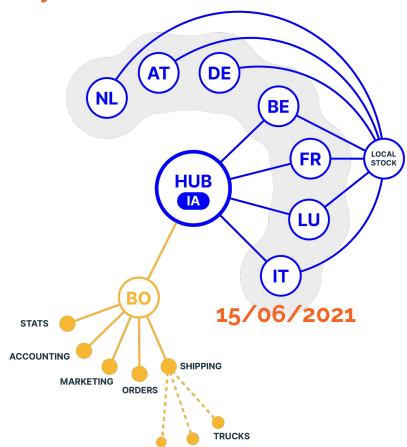
# Now (march 2021)

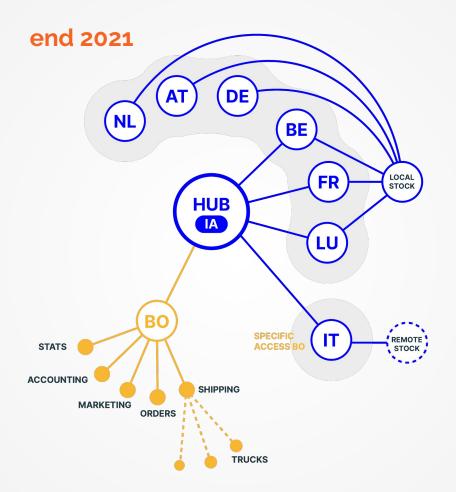
- Independant and autonomous front end (shipments, payments, products, ...)
- New technology = performance improvement
- Data aggregation
- Algorithm and Al for data analysis
- Automation & improvement of workflows
- Infrastructure flexibility
- Real-time database

### april 2021



#### may 2021





spring 2022

