



UNILEVER TEAMS UP WITH DELIVERECT FOR GLOBAL ICE CREAM DELIVERY

CHALLENGE

To distribute Ben & Jerry's in diverse consumer markets, Unilever utilized cloud kitchens and local food companies' refrigerated storage facilities worldwide. However, working with numerous suppliers posed several challenges, such as:

- **Sales reporting**
- **Inventory management**
- **Streamline operations**
- **Enhance Ben & Jerry's direct-to-consumer ice cream delivery**

SOLUTION

Deliverect's comprehensive solution seamlessly integrated sales data into Unilever's ERP system, streamlining operations and enhancing the back-office IT structure. This partnership significantly reduced the time and material costs of deploying a bespoke solution while simplifying tax handling. Moreover, the integrated menu management solution made shaping and modifying stores across delivery platforms easier, eliminating unnecessary extra tablets and simplifying operations.

RESULTS

- 📄 Efficient inventory management.
- 🕒 Promoted an agile startup culture within the Direct-to-consumer services (D2C) team, aligning with Unilever's strategic goals.
- 📅 Decrease in development time and material costs; potential development and deployment costs were reduced by 50%.



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"The Deliverect team is quick to develop, quick to act, and quick to respond to our various technical needs. We are very happy to work with them and consider them to be part of our team."

**MANUEL AUGUSTO, GLOBAL
HEAD OF VIRTUAL STORES,
QUICK COMMERCE DELIVERY
[ICNOW] UNILEVER.**



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