

## Collect.Net – Case study



The logistics and delivery industry became the backbone of ecommerce as the internet proliferated over the last three decades. Moving goods from sellers to buyers in high volumes, with high accuracy, isn't a simple feat.

As technology made transacting a purchase quick and convenient, delivery companies rushed to use technology to improve logistics and delivery experiences for those selling goods and those buying them.

Delivery companies face a challenge, which their customers simply expect them to accomplish: move a package from one place to another quickly and deliver it to the right person, securely, at the right time, then verify the accuracy. Yet convenience for customers is subjective and involves several variables, depending on the customer's lifestyle – most people don't have the luxury to wait at home for a package and the process at the post office isn't best.

## Delivery Process Automation



Collect.Net moves in to solve the challenges of last mile delivery, or even getting an item to a friend, through automation and mobile technology. In 2015, entrepreneur Kaur Ojakivi, approached Estonian logistics automation company, Cleveron, to buy automated parcel lockers to support his small business's delivery efforts. His plan was to place lockers in Tallinn and Tartu, Estonia and share them with other small businesses, as nearly 85% of Estonians preferred their items to be delivered to a secure parcel locker.

His timing was perfect; Cleveron had already thought of creating an open network of automated parcel lockers and Kaur's need for them proved that there was demand. Cleveron had also purchased the collect.net domain, making Kaur the right person to add to the Cleveron team to bring the idea to fruition.

The idea resulted in what Collect.Net is today. Utilizing Cleveron's PackRobot –an automated robotic arm that moves packages in and out of appropriate lockers –Collect.Net established a network of locker towers placed in locations where people come together, like a mall or corporate center. In addition, Collect.Net's mobile software adds a greater degree of security to Cleveron's system, as the technology secures the process of delivering and receiving packages.



Since the human element isn't completely removed from the last-mile delivery process, the adoption of robotic locker towers is seamless. Collect.Net's software, combined with Cleveron's automated lockers, creates the opportunity for businesses to add more delivery locations, in the most convenient locations. Businesses purchase the towers and take advantage of Collect.Net's network of users to deliver and receive packages.



**Mobile Technology  
Meets Robotics**

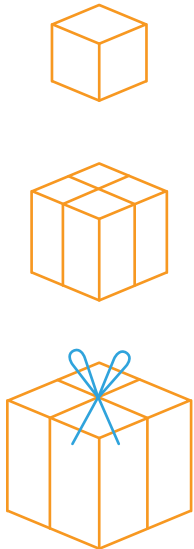


Mobile technology facilitates the Collect.Net process and ensures security, as access to packages delivered to customers or items left in lockers is secured through mobile authentication.

The Collect.Net mobile app creates a network of package delivery companies, automated terminals, and their customers. Naturally, a peer-to-peer network is created, since anyone can leave an item or package in a Collect.Net locker for another person. This allows any ecommerce company to safely and

securely deliver packages to customers using a Collect.Net terminal, or a person can leave an item, like keys to car or apartment, for a friend. Thus, local logistics for merchants no longer need to be outsourced.

## Breaking down the process:



- 01** A merchant (or friend) uses the Collect.Net mobile app or logs in online at [www.collect.net](http://www.collect.net) and enters the destination of the package and the recipient's information.
- 02** Collect.Net recommends the terminal closest to the recipient, or the recipient chooses the location beforehand.
- 03** The merchant or delivery company bring the package to the automated terminal, the robot measures the dimensions of the package and securely packages it in an appropriate locker.
- 04** The recipient is notified of the delivery and provided with an access code and QR code to retrieve the package.
- 05** The recipient picks up the package at any convenient time using the access code or QR code.

As the PackRobot inspects the dimension of the packages, space is optimized. Also, since robots conduct the packing, automated parcel lockers are stacked much higher than humans can reach, making them even more effective.

## Messente's APIs Authenticate Users and Expand Access

Securely delivering a package to the correct person is a key pillar of Collect.Net's service. Authenticating users as they sign up for Collect.Net through the app ensures that only the appropriate person receives a notification and QR code, or code, to access a package through a Pack-Robot.

Utilizing Messente's two-factor authentication API, Collect.Net identifies every client by verifying their phone numbers. Ultimately, the two-factor authentication API allows Collect.Net to verify that the user signing up for the service through the app is holding the mobile device in which the app was installed. Once confirmed, the QR codes and numerical codes are delivered to the device through their mobile app.



However, Collect.Net's goal is to provide everyone the best solution to receive packages, so that packages wait for people and not vice versa, which requires the company to provide access to those who choose not to use the mobile application. Further, removing the mobile app requirement allows Collect.Net to reach a demographic that is not as tech savvy. Lastly, delivery companies benefit from negating the mobile app by making Collect.Net terminals straightforward delivery locations for customers.

Messente's SMS API breaks down barriers to entry. Globally pervasive SMS technology grants Collect.Net a much larger market to service with their innovative software. As SMS messages can reach any mobile phone, even the least tech savvy people can use Collect.Net, and delivery companies do not need to require customers to adopt yet another process to receive packages.

Kaur selected Messente as Collect.Net's SMS and 2FA partner because he believes in finding companies that are the best at what they do and outsource the work.

*"Specialists are the best partners. Don't do everything on your own, rather pick the experts and build trust."*

– Kaur Ojakivi, Managing Director of Collect.Net.

## Additional Information

Collect.Net is a subsidiary of Cleveron AS, a parcel delivery automation company for retail and logistics. Cleveron pack robots are being tested with Walmart Stores, Inc. in the United States, a significant accomplishment, as Walmart continues to innovate by combining their ecommerce and brick and stores to deliver a better customer experience. For more on Collect.Net, visit [www.collect.net](http://www.collect.net), and to learn about Cleveron, visit [www.cleveron.eu](http://www.cleveron.eu).

## Learn more about Messente and our offerings:

[messente.com](http://messente.com)  
[marketing@messente.com](mailto:marketing@messente.com)

UK +44 20 3892 7025

EE +372 880 3220

US +1 971 258 0123

