



Quick Commerce Delivereasy picks StrongPoint's Order Picking solution

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(Oslo, 24 September 2024) StrongPoint, a leading provider of in-store and e-commerce retail technology solutions, announces that Delivereasy, the leading Quick Commerce technology company in New Zealand, will start using StrongPoint's Order Picking solution to fulfil grocery orders.

The first grocery customer for the grocery picking will be FreshChoice New Zealand. FreshChoice is a Woolworths Group owned supermarket brand with over 45 stores across New Zealand.

"StrongPoint's Order Picking solution has enabled Delivereasy to rapidly deploy a Quick Commerce picking solution to one of New Zealand's largest and most established supermarket brands. We are extremely impressed not only with the solution but also with the support from the local team Advanced Locker, StrongPoint's local partner. We are able to incorporate the SaaS into our operational model within weeks, with no additional support needed from StrongPoint, thanks to the well-documented solution and standard APIs," said Daniel Burgess, Chief Revenue Officer at Delivereasy.

"This is an excellent example of how our Order Picking SaaS solution creates opportunities for StrongPoint beyond our traditional core markets. It is also further proof of the world-class nature of our grocery e-commerce solution and its broad applicability for quick commerce and more traditional larger volume orders," said Jacob Tveraabak, CEO of StrongPoint.

StrongPoint's local partner in New Zealand, Advanced Locker (Adl Online), is the implementation partner. This agreement marks the first implementation of StrongPoint's Order Picking solution in the region. The e-grocery market in New Zealand is expanding, as evidenced by a similar success achieved by one of Europe's largest grocery retailers with their own solution.

"Advanced Locker has been a StrongPoint partner for many years. We are pleased to now be expanding our offering to also encompass StrongPoint's full solution portfolio for grocery retail e-commerce in the region," says Advance Lockers CEO Dean Burrows.

The implementation is scheduled to commence shortly. The rollout will cover 20-45 grocery stores.

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About StrongPoint

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 500 employees in Norway, Sweden, the Baltics, Finland, Spain, the UK and Ireland and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries. StrongPoint provides in-store cash management and payment solutions, electronic shelf labels, self-checkouts, task and labor management software, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and grocery order picking solutions, both manual and automated. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approx 1.4bn NOK [ticker: STRO].

Attachments

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