



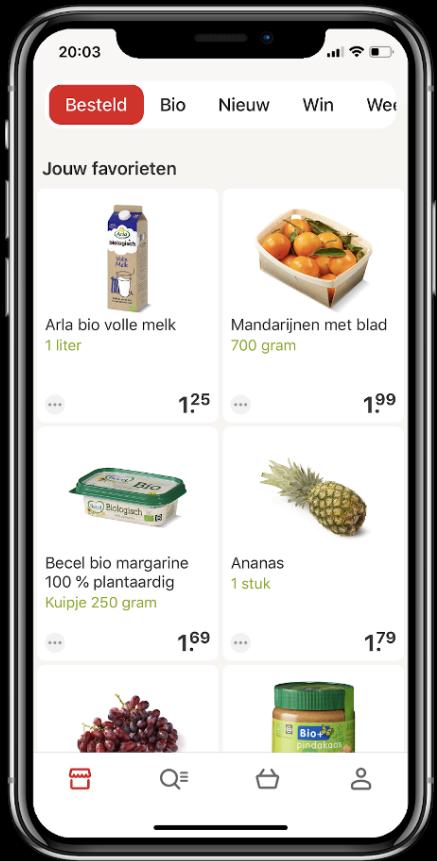
Architecting for the unusual

@daniel_gebler
@picnic









Mobile



Fulfillment



Delivery



20
Days
per year

912km
Trips to
Store

230kg
Waste per
person

WHY

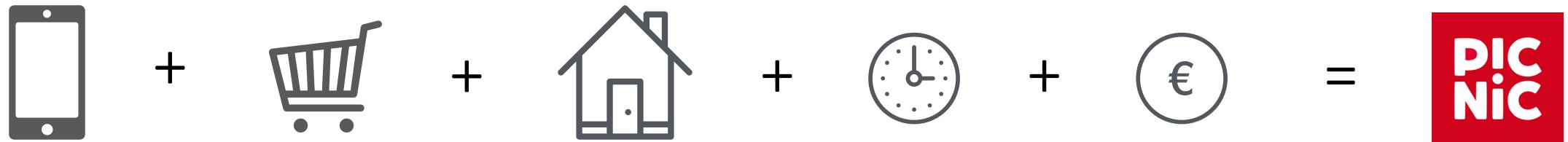
EXPENSIVE

WAITING

CUMBERSOME

1.5%

Our Value Proposition



Mobile

Groceries

Home

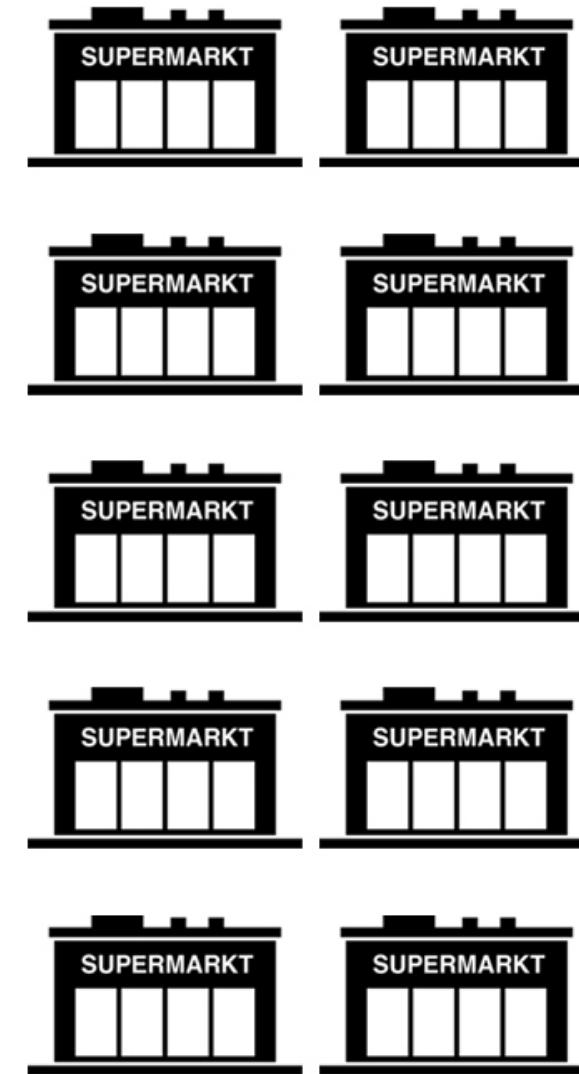
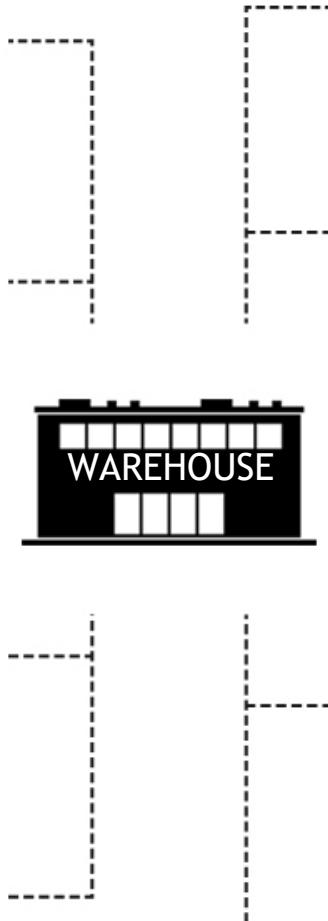
On-Time

Lowest Price

THINK

Traditional Supermarket

Producers



Consumers



PEOPLE WHO ARE REALLY SERIOUS ABOUT SOFTWARE
SHOULD MAKE THEIR OWN HARDWARE

Alan Kay

PEOPLE WHO ARE REALLY SERIOUS ABOUT ECOMMERCE
SHOULD MAKE THEIR OWN LOGISTICS

Picnic

LESS IS MORE



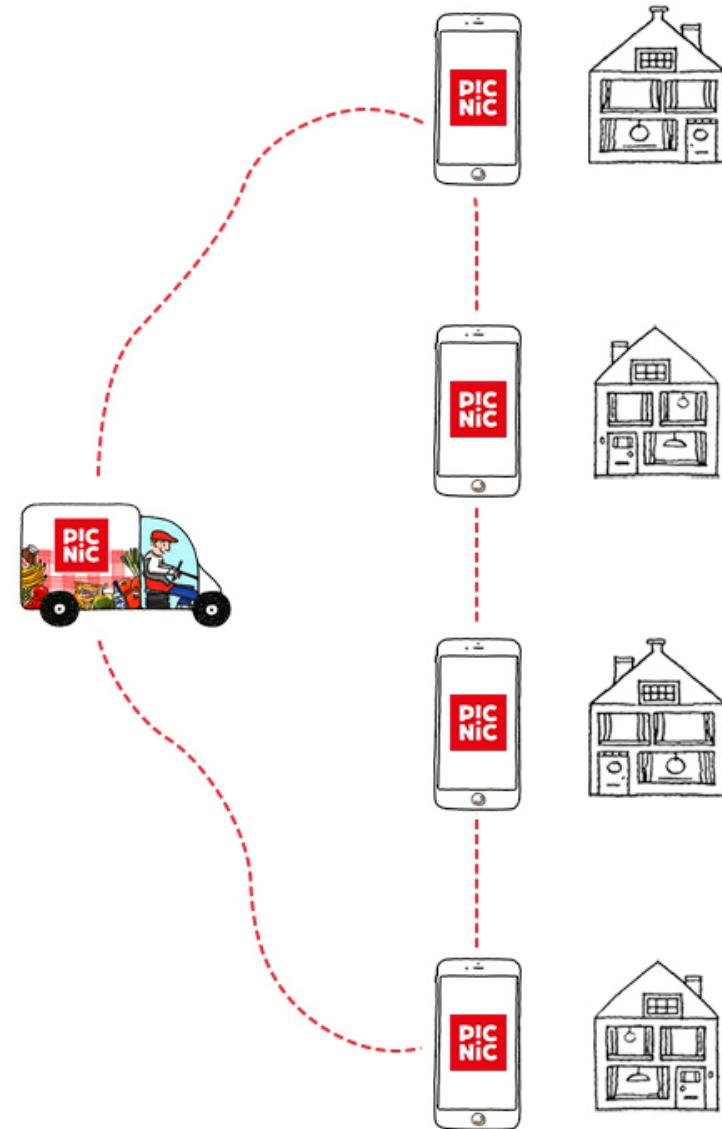
Picnic

Producers

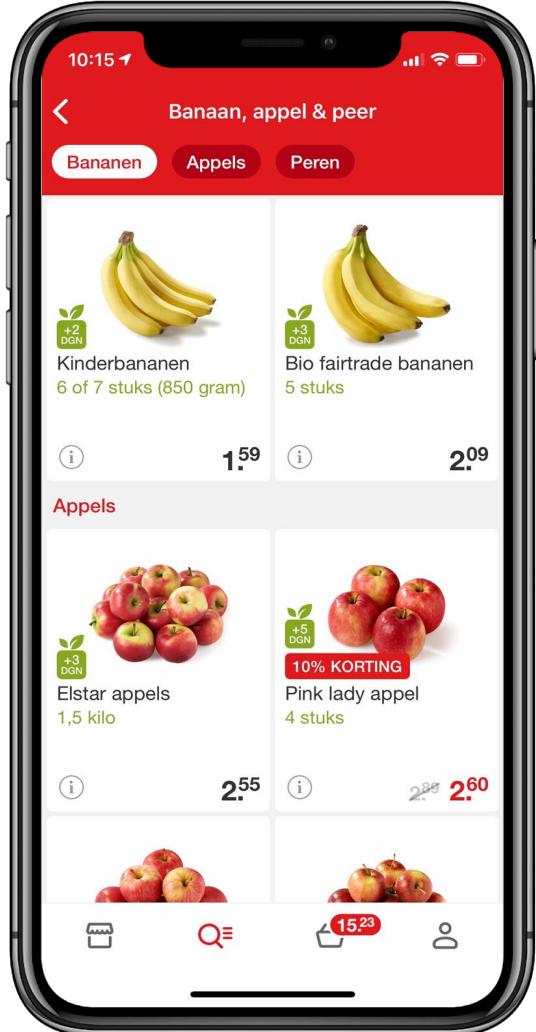


Picnic

Consumers



The Supermarket in your Pocket



1s of countries



100s of cities



1,000s of local products



10,000s of global products



1,000,000s of customers

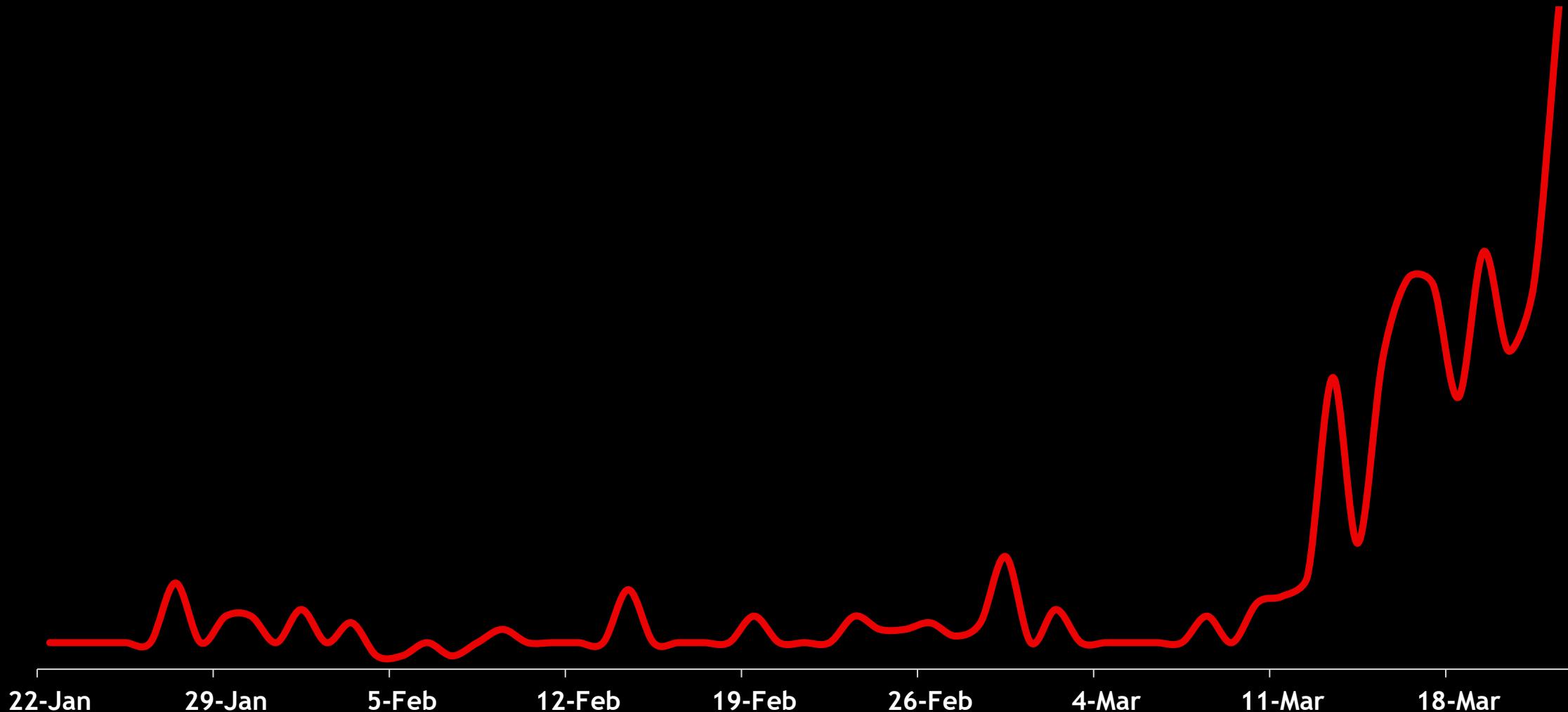
PICNIC X: CONTINUOUS INNOVATION





...online food exploded

Unprecedented shift of grocery demand towards online



Source: Google Zeitgeist "online boodschappen"

... everything changed in our business ...

1 Higher demand

2 Bigger orders ('hamsteren')

3 Less traffic

4 Contactless delivery

5 No more returns

6 More applications

7 Unsafe training

And not only more customers, but also very different demand...

30 January 2020

Top Keywords	Conv	Adds / Search
1 kipfilet	67%	0.8
2 eieren	71%	0.8
3 chips	76%	1.3
4 kaas	54%	0.7
5 geraspte kaas	73%	0.8



18 March 2020

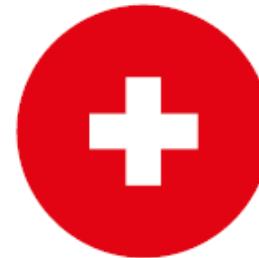
Top Keywords	Conv	Adds / Search
1 wc papier	75%	1.1
2 paracetamol	74%	1.1
3 bloem	73%	1.2
4 eieren	68%	0.8
5 toiletpapier	75%	1.1



Online delivery faces similar challenges as hospitals

Health

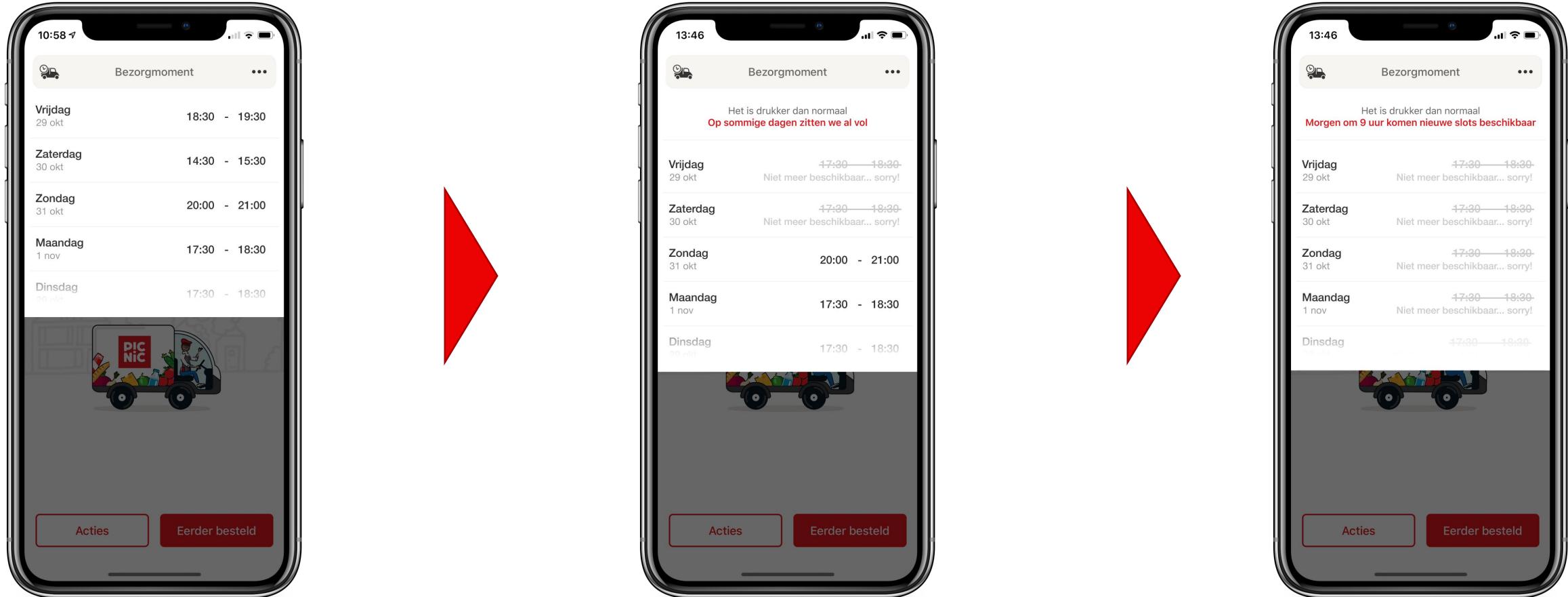
Secure health of all employees across all locations



Capacity

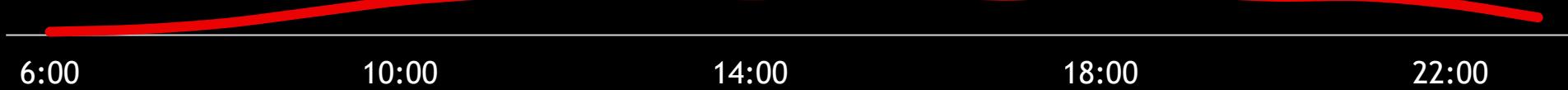
Maintain and grow capacity to keep food supply running

Unprecedented demand grabs all capacity

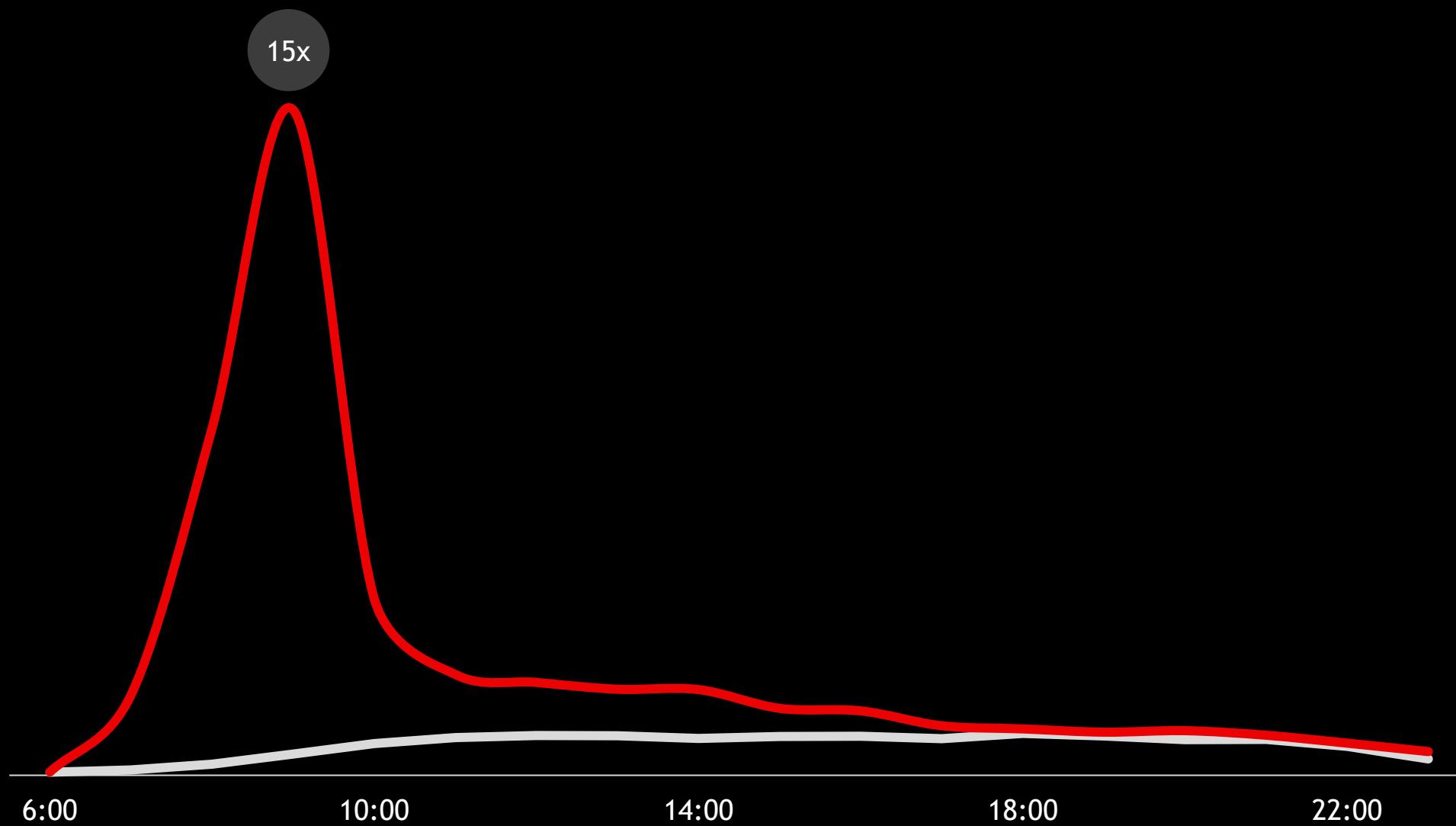


...and infra load skyrockets

From...



...To



Flattening the curve is no option

Scale up as much as you can!



Pod scaling isn't enough...



Pod scaling isn't enough...

...advanced cluster scaling required



From fragile to antifragile



Fragile



A large great white shark is shown swimming in clear, deep blue ocean water. The shark is captured from a side-on perspective, moving towards the right. Its body is dark grey on top, fading to white on the bottom. It has a prominent dorsal fin and a long, powerful tail. Sunlight filters down from the surface, creating bright highlights on the shark's skin and casting shadows in its mouth and along its body. The water is slightly rippled at the surface.

Robust

Antifragile



How to design, build and operate antifragile Tech?

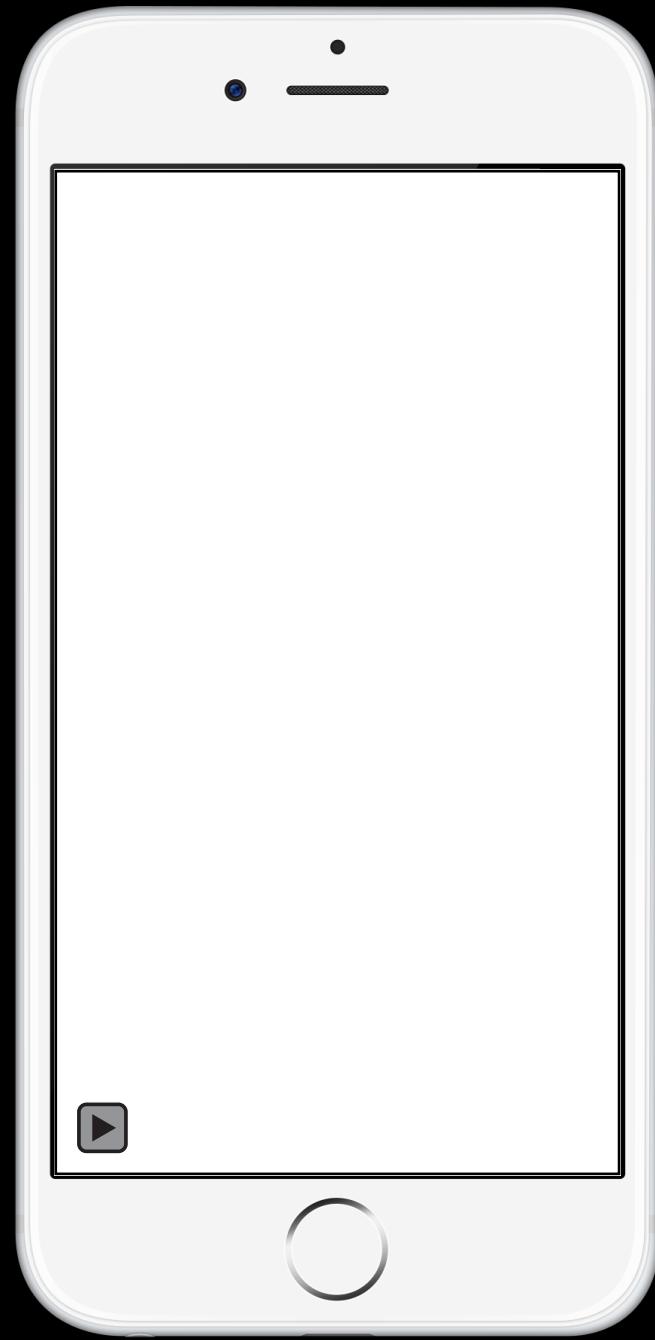
The Distribution Challenge

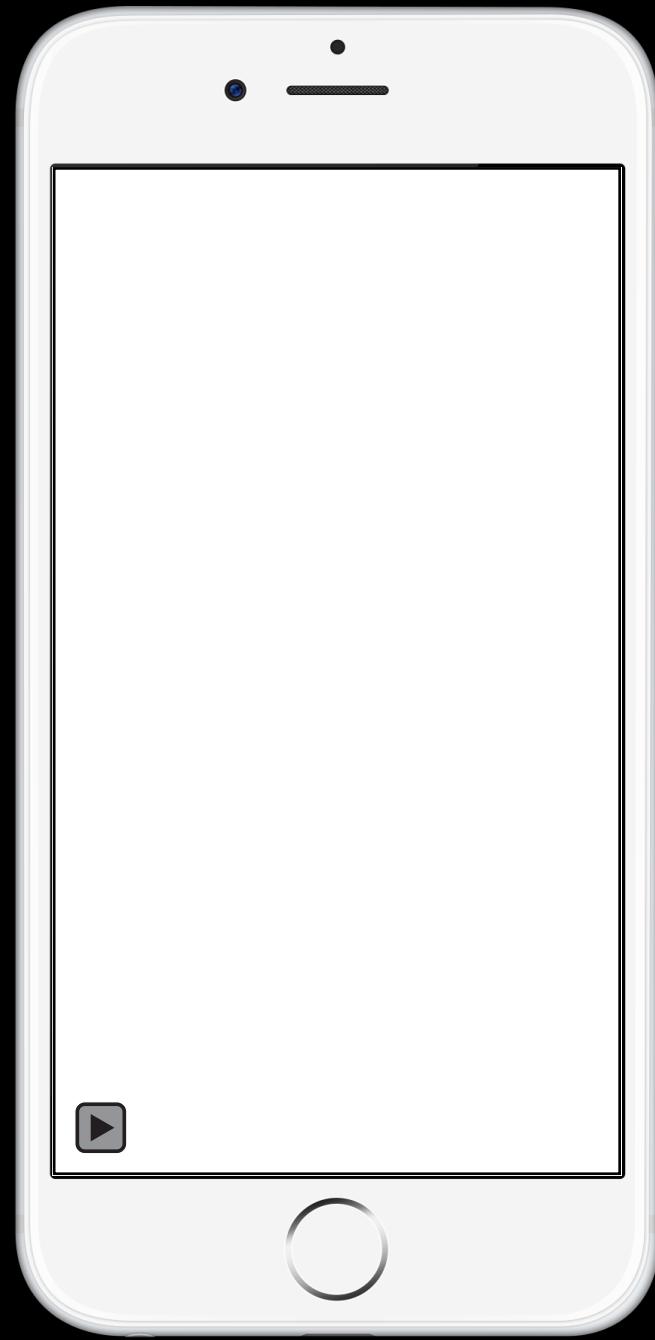


20 min window

99% on-time

1% no show





3 Principles for Tech Excellence

1. Get the product right

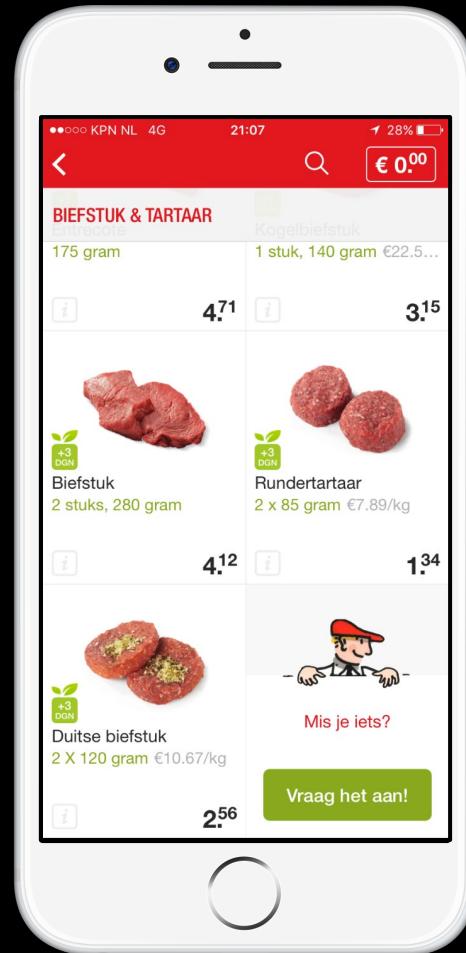


Each week

100s of products

1,000s of suggestions

10,000s of interactions





Embrace Failure

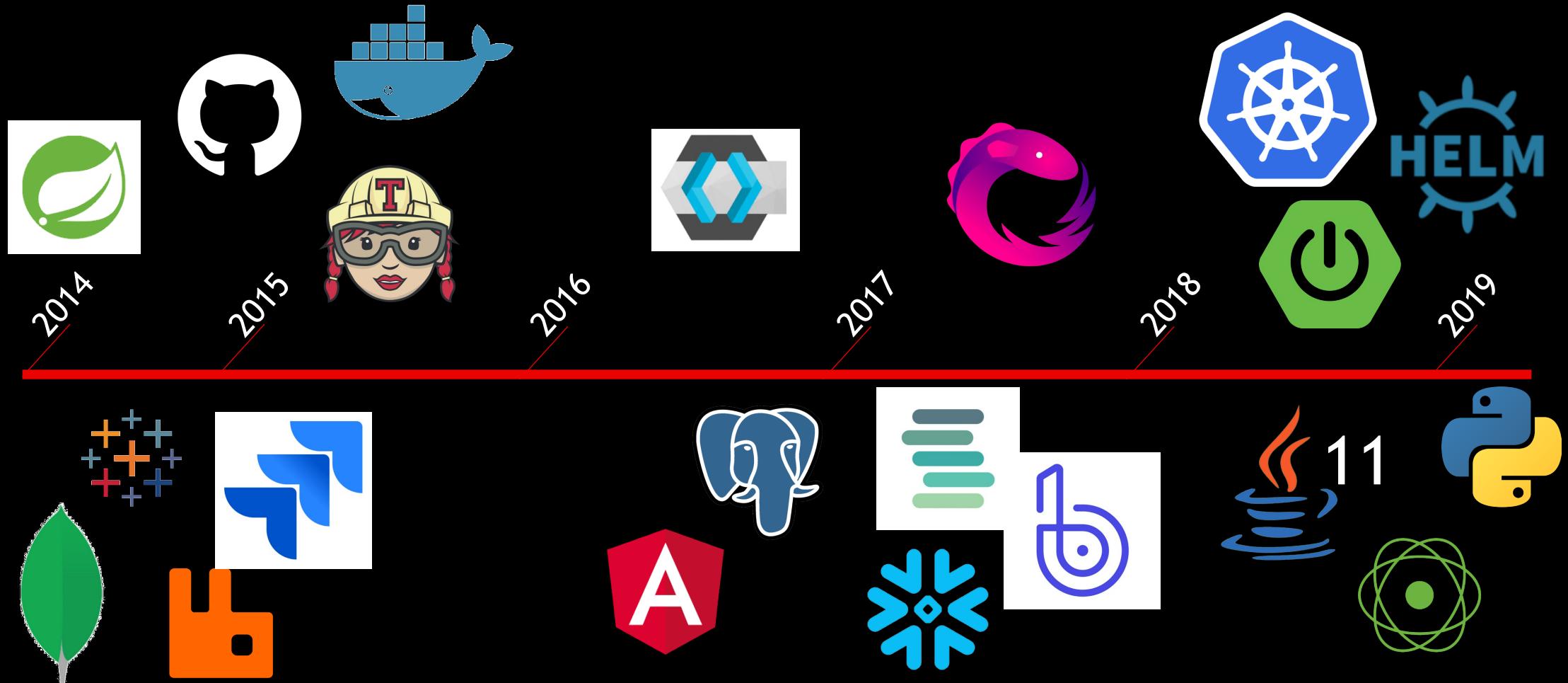
Post mortem, kanban, continuos deployment, 5 whys

How Today's **Entrepreneurs** Use Continuous Innovation to Create Radically **Successful** Businesses

Get Lean

Start validating learning - Use the Scientific Method

2. Get the tech Right

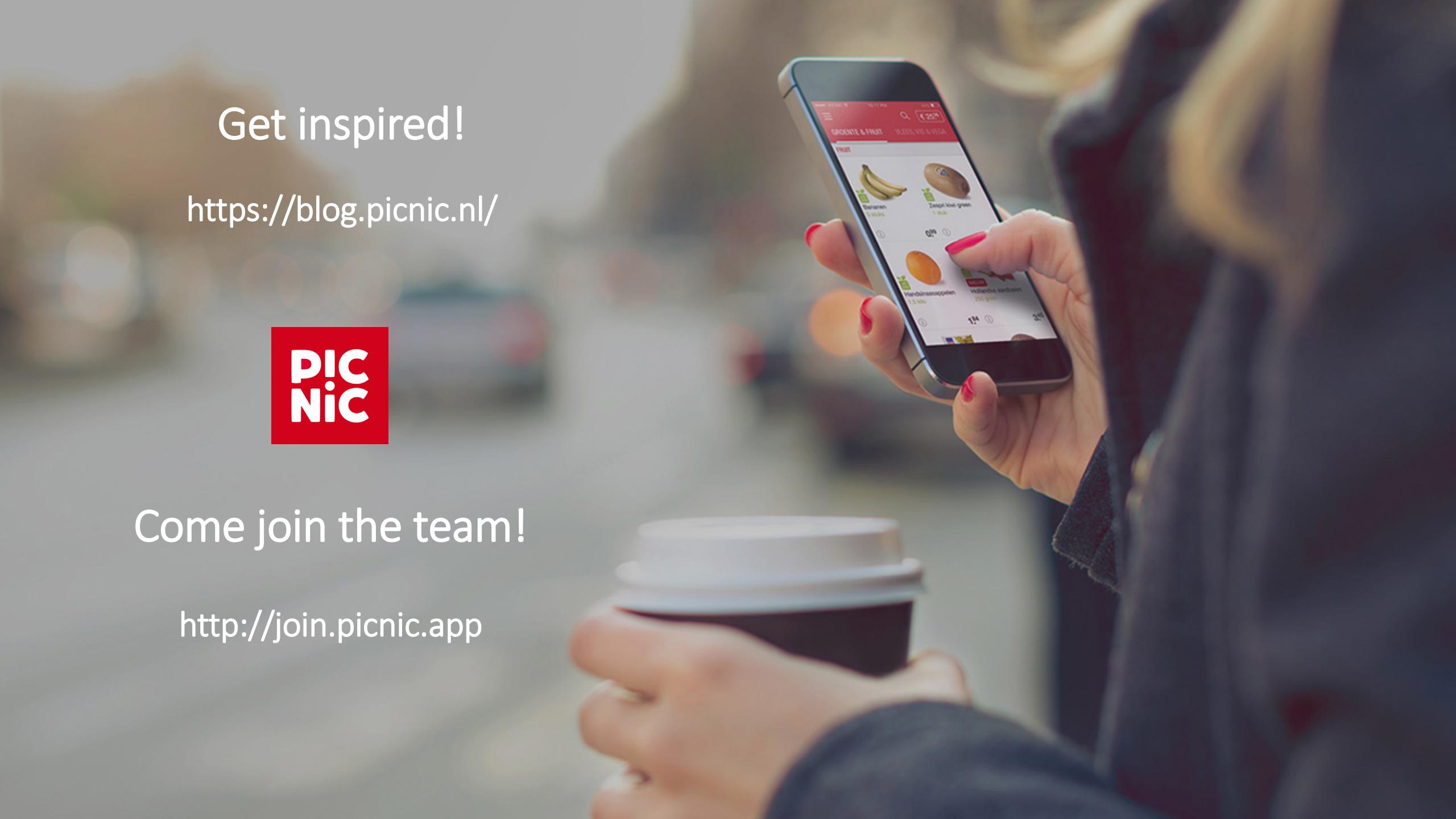




<http://picnic.tech>

3. Keep on learning





Get inspired!

<https://blog.picnic.nl/>



Come join the team!

<http://join.picnic.app>