

# Berry Smart Logistics, Ltd.

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# Last-Mile Delivery Management Ecosystem

June 21, 2021

## Overview

The platform is developed to be used internally by Berry Smart Logistics for its last mile delivery operations. The platform is intended to be sold as a SaaS with white-labeling to other SME couriers and/or online trades that offer their own delivery in the city.

## Specifications

The platform is developed with the latest trends in software development with a technological stack involving Docker Products / React / ReactNative / RubyOnRails / Python / PostGIS / PostgreSQL / ML / CI+CD pipelines / Containerization / Microservice Architecture

## Features

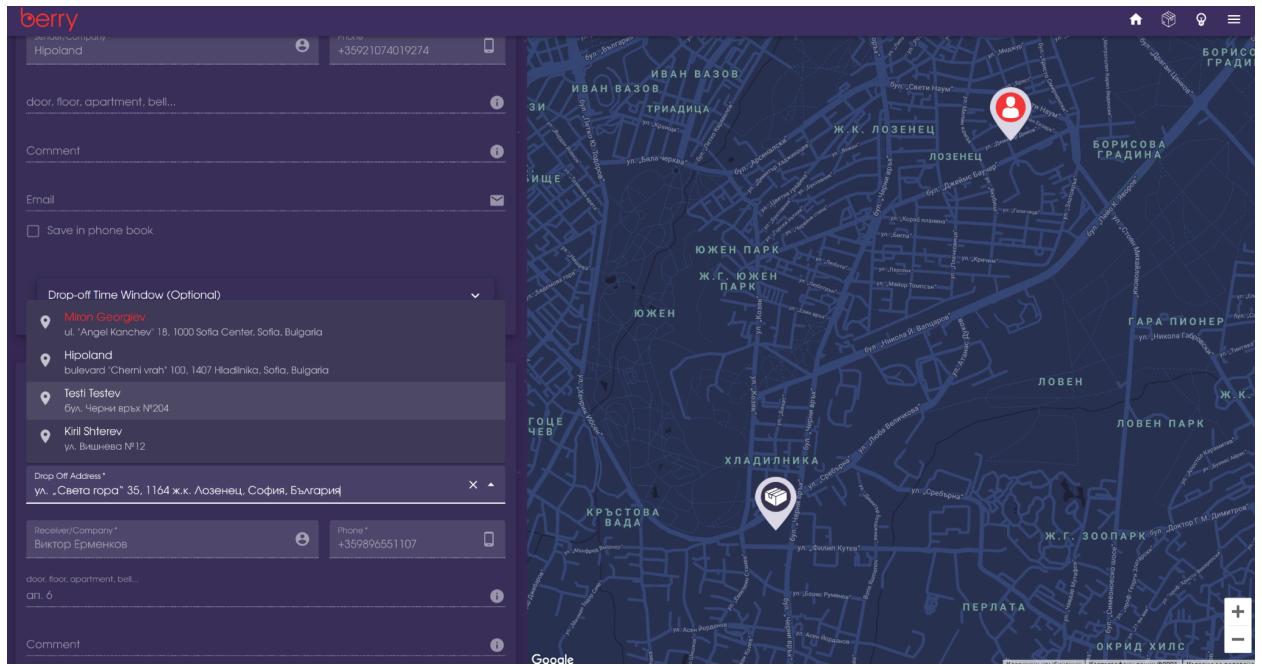
### I. Merchant/Dispatcher Panel

A web/mobile app that is the main administrative and control panel of the owner of the fleet.

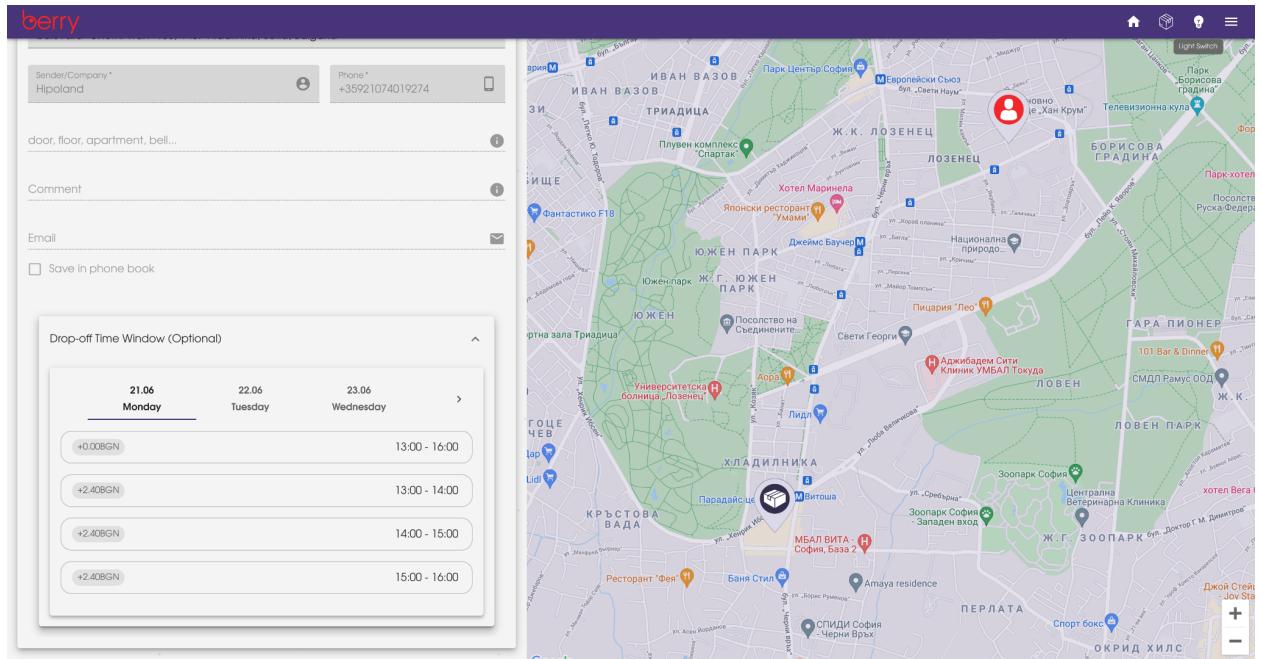
## 1. Cockpit/Map

The screenshot shows the Berry Smart Logistics platform's cockpit interface. On the left, there are two main sections: 'Pick Up' and 'Drop Off'. The 'Pick Up' section includes a 'Pick Up Address' input field, a 'Package #1' icon, and a 'Drop Off Address' input field. It also features a 'Request Courier' button and a note about VAT. The right side of the interface is a detailed map of the Sofia region, showing various neighborhoods and landmarks. A red route line is drawn across the map, indicating the delivery path.

This screenshot provides a closer look at the Berry Smart Logistics platform's cockpit interface, focusing on the Sofia city center. The left panel contains fields for 'Drop Off Address' (set to 'ул. „Свата гора“ 35, 1164 ж.к. Лозенец, София, България'), 'Receiver/Company' (Victor Ermakov), and 'Phone' (+359896551107). Below these are fields for 'door, floor, apartment, bell...', 'Comment', and 'Email'. A checkbox for 'Save in phone book' is also present. The right panel shows a detailed map of the central Sofia area, with specific locations like 'ИВАН ВАЗОВ', 'ТРИАДИЦА', 'Ж.К. ЛОЗЕНЕЦ', 'ЮЖЕН ПАРК', 'ХЛАДИЛИКА', and 'ЛОВЕН' marked. Two location markers are visible on the map: a red pin near 'Лозенец' and a white pin near 'Хладилника'.



- Light theme available



- Address book suggestions
- Address autocomplete
- Live map update with markers

4

- Live price calculations
- Live input error hinting
- Package size selection

Package Size\*

-  Fits in a big envelope ✓
-  Fits in a shoebox
-  Fits in a big backpack
-  Fits in big suitcase
-  Fits in a car boot

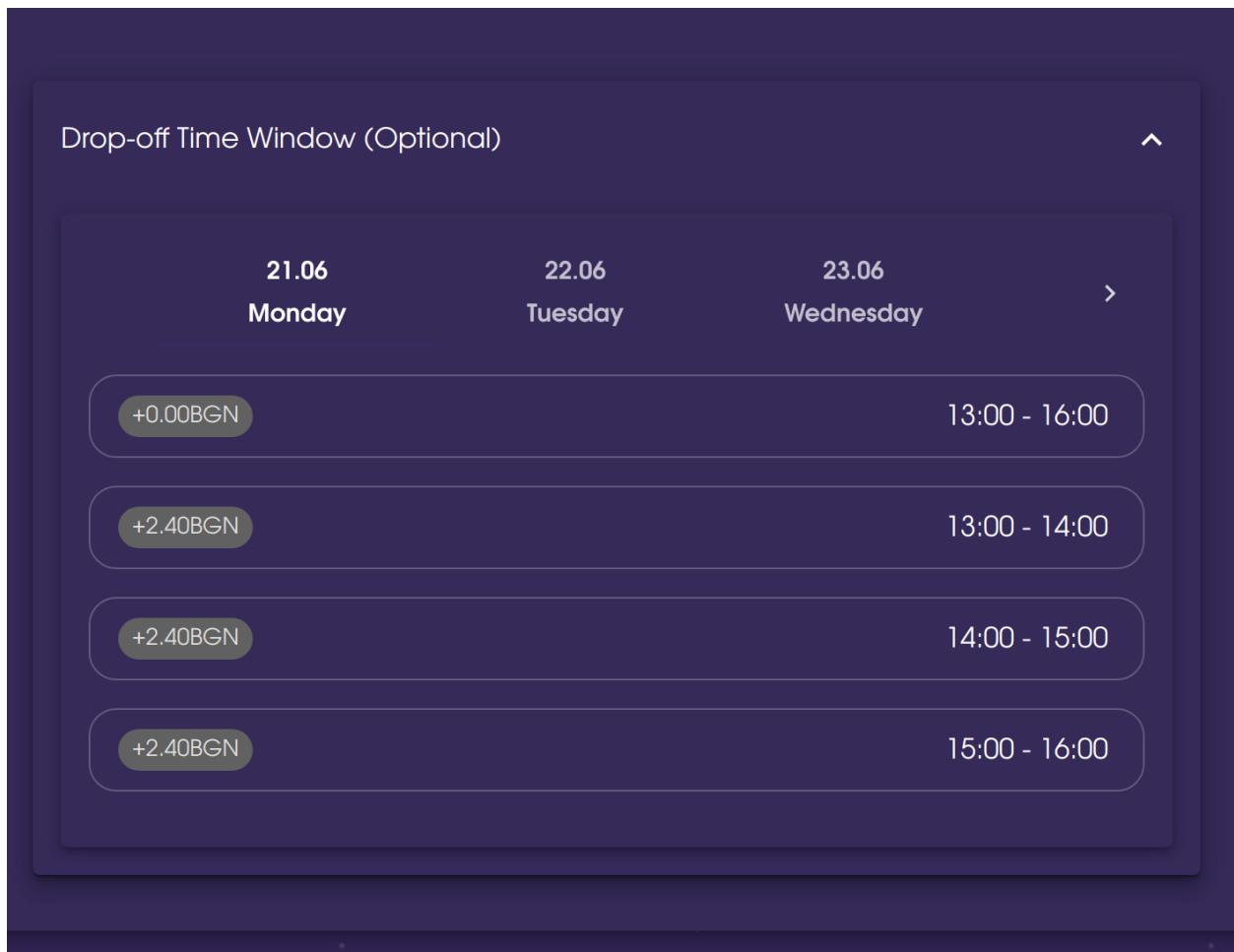
Box/Envelope

Recycled (+0.25BGN)

**0 BGN (no VAT)**

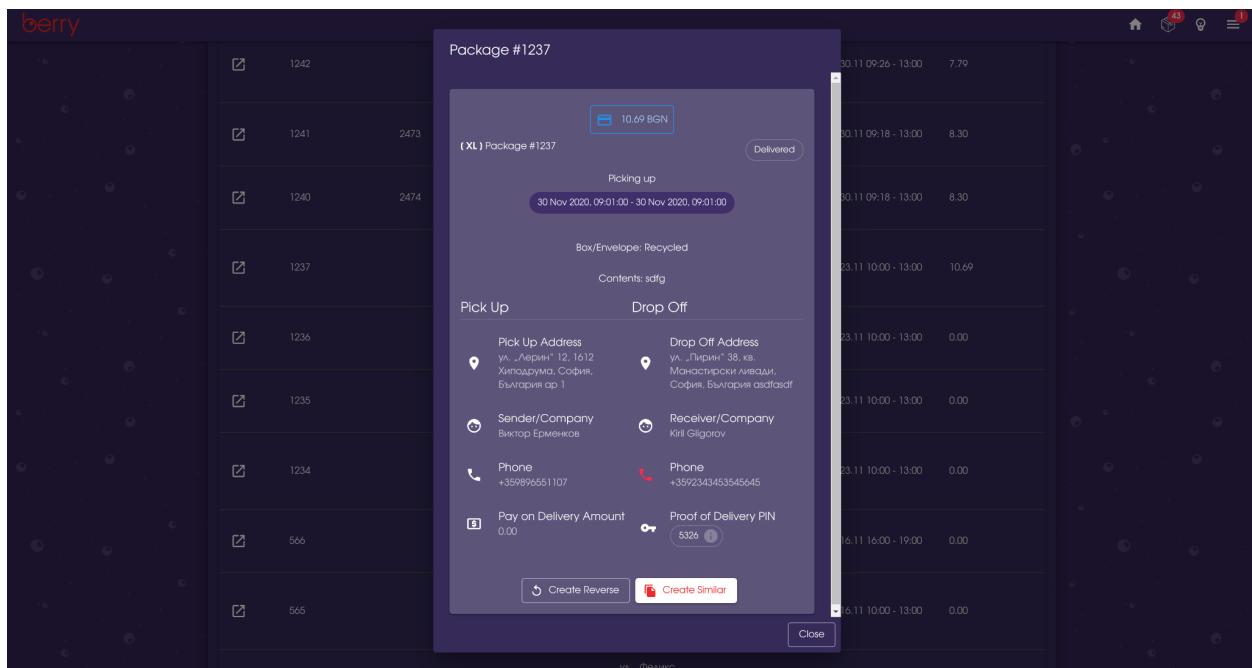
5

- Delivery window selection



## 2. All deliveries view

<input type="checkbox"/>	1265	111015	Димитър Павлов	ул. Вили Казасян №8	Approved	12.02 10:00 - 13:00	7.06
<input type="checkbox"/>	1264	111014	Деница Анастасова	ул. „Алеко Константинов“ 41, 1805 Оборище, София, България	Approved	12.02 10:00 - 13:00	7.06
<input type="checkbox"/>	1263	111013	Даниел Стефанов	ул. „Ангел-Ви“ 26, 1303 Център, София, България	Approved	12.02 10:00 - 13:00	5.18
<input type="checkbox"/>	1262	111012	Даниел Обретенов	ж.х. „Левски“ В 20А, 1836 ж.х. „Левски“ В, София, България	Approved	12.02 10:00 - 13:00	9.79
<input type="checkbox"/>	1261	111011	Грета Петкова	ж.х Гоце Делчев бд.232	Approved	12.02 10:00 - 13:00	6.32
<input type="checkbox"/>	1260	111010	Георги Мирчев	ул. Риккардо Вахарини №8	Approved	12.02 10:00 - 13:00	6.06
<input type="checkbox"/>	1259	111009	Георги Джангозов	ж.х Гоце Делчев бд.258	Approved	12.02 10:00 - 13:00	6.66
<input type="checkbox"/>	1258	111004	Благовест Белин	ж.х Младост-1А бд.560	Approved	12.02 10:00 - 13:00	10.46
<input type="checkbox"/>	1257	111003	Ана Павлова	ж.х Красно село бд.200	Approved	12.02 10:00 - 13:00	6.07
<input type="checkbox"/>	1256	111004	Благовест Белин	ж.х Младост-1А бд.560	Cancelled	12.02 10:00 - 13:00	10.46
<input type="checkbox"/>	1255	111003	Ана Павлова	ж.х Красно село бд.200	Cancelled	12.02 10:00 - 13:00	6.07
<input type="checkbox"/>	1254	111002	Виктор Ерменков	ул. „Свeta гора“ 35, 1164 ж.к. „София“	Cancelled	12.02 10:00 - 13:00	6.11



- List of all deliveries with statuses and information
- Reverse delivery option
- Similar delivery option

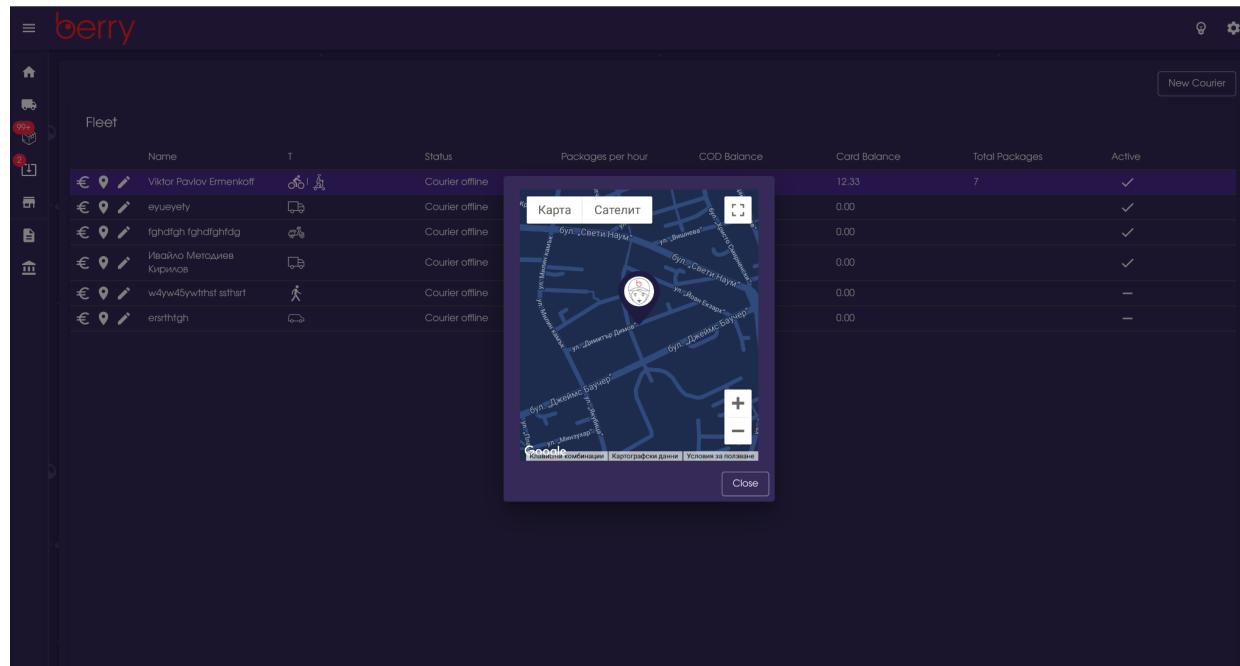
- Cancel delivery option
- Live table updates
- Live courier track on map
- Full delivery/contact info window

### 3. Fleet view (screenshots from development version)

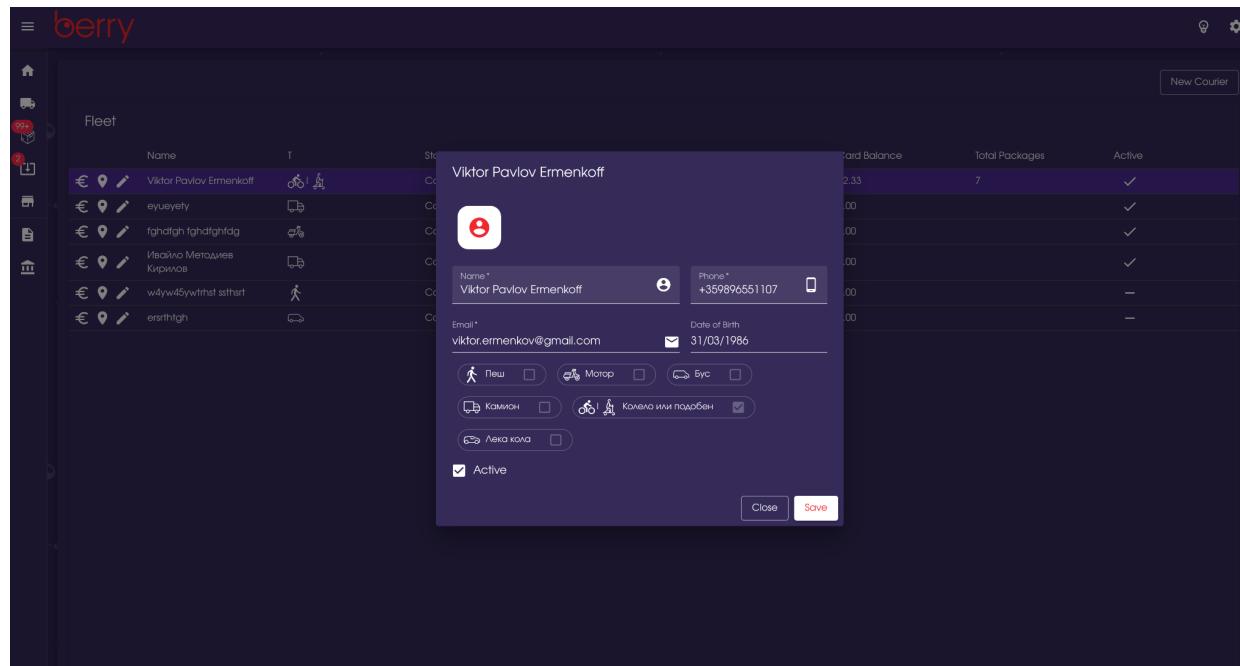
Name	T	Status	Packages per hour	COD Balance	Card Balance	Total Packages	Active
€📍📝 Viktor Pavlov Ermenkoff	🚲 🚲	Courier offline	3.19	83.43	12.33	7	✓
€📍📝 eyueyety	🚚 🚲	Courier offline		0.00	0.00		✓
€📍📝 fghdfgh fghndfghfdg	🚚 %	Courier offline		0.00	0.00		✓
€📍📝 Илья Митомин Киримов	🚚 🚲	Courier offline		0.00	0.00		✓
€📍📝 w4yw45ywtrhst sthsrt	🏃	Courier offline		0.00	0.00		—
€📍📝 erisrthigh	🚚	Courier offline		0.00	0.00		—

- Courier live listing

- Courier live tracking



- Courier cash on delivery tracking
- Courier rating
- Courier effectiveness calculations algorithm
- Add/Edit courier



#### 4. Address Book

The screenshot shows the berry software interface with a dark purple header and sidebar. The sidebar on the left contains various icons for navigation. The main area is titled "Address Book" and displays a table with the following data:

Name	Phone	Opens	Closes	Address	Address+	Email
Кирил Шерев2	+895435345	08:30	09:30	ул. „Весел“ 19, 1000 София, София, България	Партер, до стените АриЕ2	
Кирил Шерев	+895435345	08:30	09:30	ул. Весел №21	Stuff	
Kiril Metodiev	+359896551107	09:01	17:00	бул. Черни връх №204	fantastiko	
Александра Вранчанска	+3598957800233	09:00	10:00	жк Младост-2 бл.272	вх.Б ап.9	
Кирил Шерев	+895435345	06:30	07:30	ул. Весел №21	Stuff	
Кирил Шерев	+895435345			ул. Весел №21	Stuff	
Виктор Ерменков	+359896551107	09:00	10:30	ул. „Света гора“ 35, 1164 ж.к. Лозенец, София, България	опт. б. вход А	viktor.ermenkov@gmail.com
Кирил Шерев	+895435345	08:30	09:30	ул. Весел №21	Stuff	

- List/Add/Edit/Delete Addresses/Depots

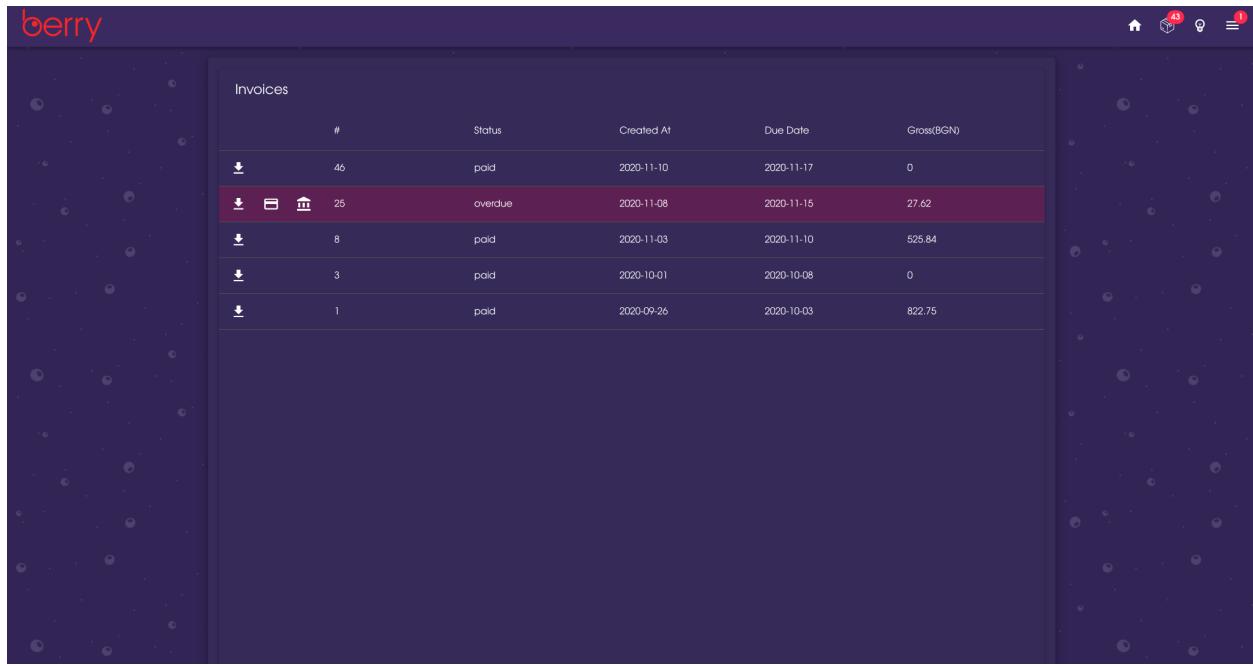
**Address Book**

Name	Phone	Opens	Closes	Address	Address+	Email
Кирил Шерев2	+895435345	08:30	09:30	ул. „Весели“ 19, 1000 Център, София, България	Партер, до ателие АртЕ2	
Кирил Шерев	+895435345	08:30	09:30	ул. Весели №21	Stuff	
Kiril Metodiev	+359896551107	09:01	17:00	бул. Черни връх №204	fantastiko	
Александра Враненска	+3598967800233	09:00	10:00	жх Младост-2 бд.272	ех.Б оп.9	
Кирил Шерев	+895435345	06:30	07:30	ул. Весели №21	Stuff	
Кирил Шерев	+895435345			ул. „Света гора“ 35, 1164 к.к. Азовенец, София, България	апт. б. вход А	viktor.ermenkov@gmail.com
<input checked="" type="checkbox"/> <input type="checkbox"/> Name _____	<input checked="" type="checkbox"/> <input type="checkbox"/> Phone _____	<input checked="" type="checkbox"/> <input type="checkbox"/> Opens _____	<input checked="" type="checkbox"/> <input type="checkbox"/> Closes _____	<input checked="" type="checkbox"/> <input type="checkbox"/> Number + Street/Munid _____	<input checked="" type="checkbox"/> <input type="checkbox"/> Room, department, bet. _____	<input checked="" type="checkbox"/> <input type="checkbox"/> Email _____

**Address Book**

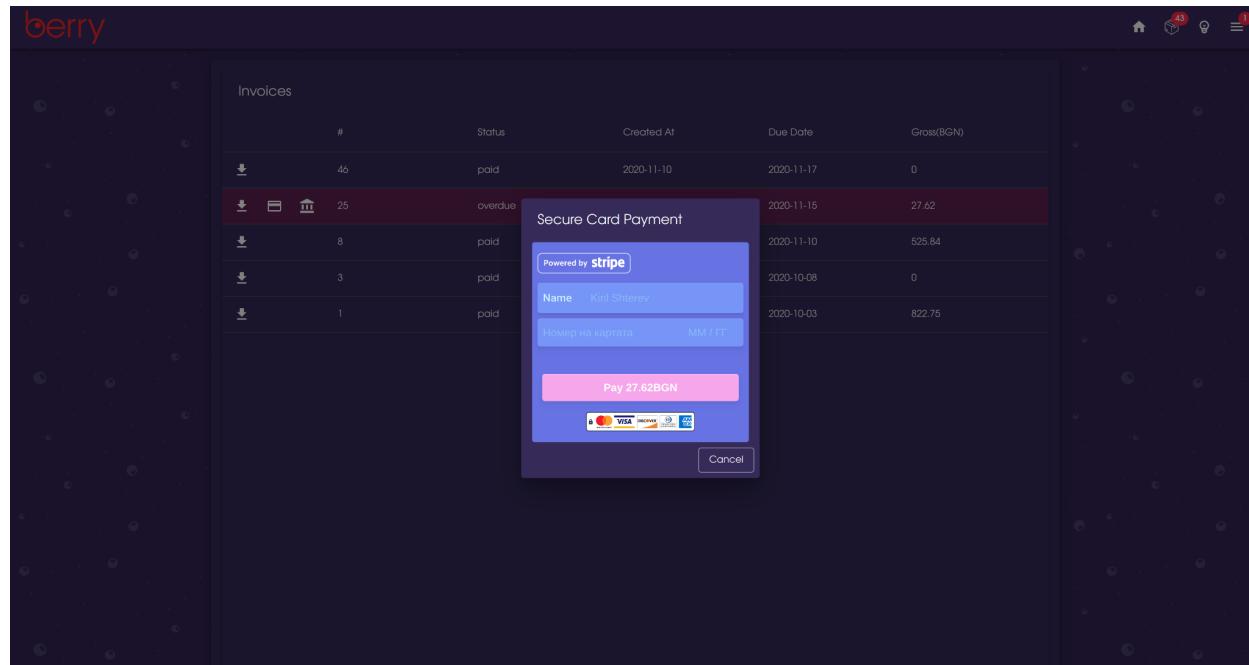
Name	Phone	Opens	Closes	Address	Address+	Email
Кирил Шерев2	+895435345	08:30	09:30	ул. „Весели“ 19, 1000 Център, София, България	Партер, до ателие АртЕ2	
Кирил Шерев	+895435345	08:30	09:30	ул. Весели №21	Stuff	
Kiril Metodiev	+359896551107	09:01	17:00	бул. Черни връх №204	fantastiko	
Александра Враненска	+3598967800233	09:00	10:00	жх Младост-2 бд.272	ех.Б оп.9	
Кирил Шерев	+895435345	06:30	07:30	ул. Весели №21	Stuff	
Кирил Шерев	+895435345			ул. Весели №21	Stuff	
<b>Are you sure?</b>						
Кирил Шерев	+895435345	08:30	09:30	ул. Весели №21	Stuff	

## 5. Invoices View



	#	Status	Created At	Due Date	Gross(BGN)
<a href="#"></a>	46	paid	2020-11-10	2020-11-17	0
<a href="#"></a>	25	overdue	2020-11-08	2020-11-15	27.62
<a href="#"></a>	8	paid	2020-11-03	2020-11-10	525.84
<a href="#"></a>	3	paid	2020-10-01	2020-10-08	0
<a href="#"></a>	1	paid	2020-09-26	2020-10-03	822.75

- Issued invoices
- Pay with card option (Full Stripe integration)



Invoices

	#	Status	Created At	Due Date	Gross(BGN)
<a href="#"></a>	46	paid	2020-11-10	2020-11-17	0
<a href="#"></a>	25	overdue	2020-11-08	2020-11-15	27.62
<a href="#"></a>	8	paid	2020-11-03	2020-11-10	525.84
<a href="#"></a>	3	paid	2020-10-01	2020-10-08	0
<a href="#"></a>	1	paid	2020-09-26	2020-10-03	822.75

Secure Card Payment

Powered by [stripe](#)

Name: Karl Olsenev

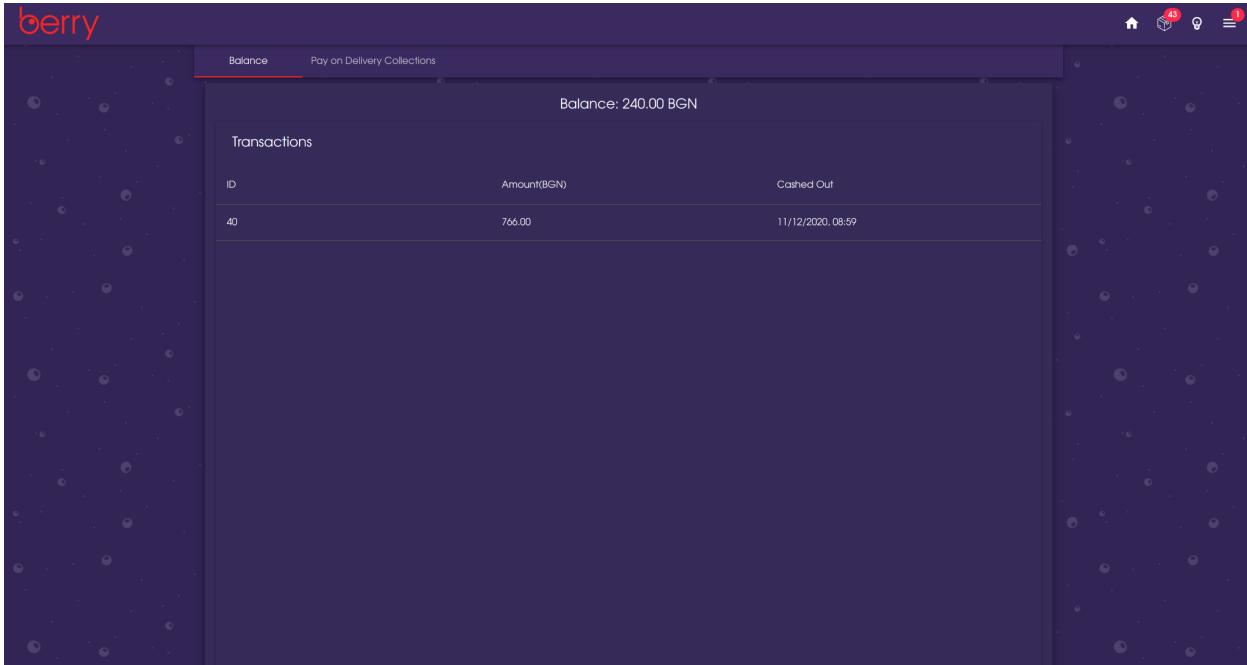
4111 1111 1111 1111 MM / YY

[Pay 27.62BGN](#)

[Cancel](#)

- Pay by bank option

## 6. Pay on delivery ballance view

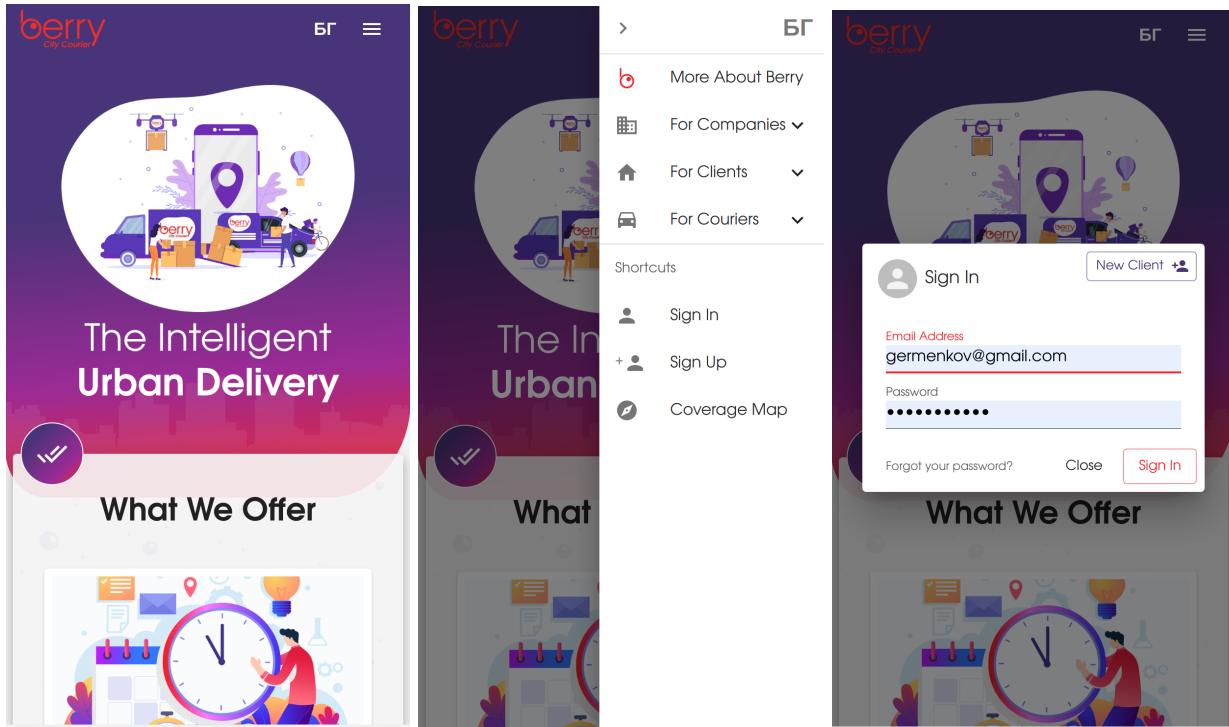


Pay on Delivery Collections						
Package #	Reference ID	Name	Transaction	Amount(BGN)	Collected	Cashed Out
556		Georgi Ermenkov		100.00	13 Nov 2020, 15:13:23	No
558		Viktor		100.00	13 Nov 2020, 15:13:07	No
557		Viktor		40.00	13 Nov 2020, 15:12:59	No
1248	Kiril Gilgorov	40	123.00	11 Dec 2020, 08:57:14	11 Dec 2020, 08:59:14	
1243	Методи Евлампьев	40	150.00	30 Nov 2020, 09:32:08	11 Dec 2020, 08:59:14	
1242	Kiril Gilgorov	40	95.00	30 Nov 2020, 09:31:42	11 Dec 2020, 08:59:14	
1241	2473	Виктор Ерменков	40	164.00	30 Nov 2020, 09:22:39	11 Dec 2020, 08:59:14
1240	2474	Виктор Ерменков	40	164.00	30 Nov 2020, 09:22:20	11 Dec 2020, 08:59:14
560	Виктор Ерменков	40	50.00	13 Nov 2020, 15:13:58	11 Dec 2020, 08:59:14	
559	Виктор Ерменков	40	20.00	13 Nov 2020, 14:53:35	11 Dec 2020, 08:59:14	

- Cash/Card collections by couriers

## II. Customer facing web-app

### 1. Website/Infosite



## 2. Blog/Press Pages

The image displays two mobile screenshots of the **berry** City Courier website. The top navigation bar features the brand name "berry" and "City Courier" in white, along with language ("БГ") and menu ("≡") icons.

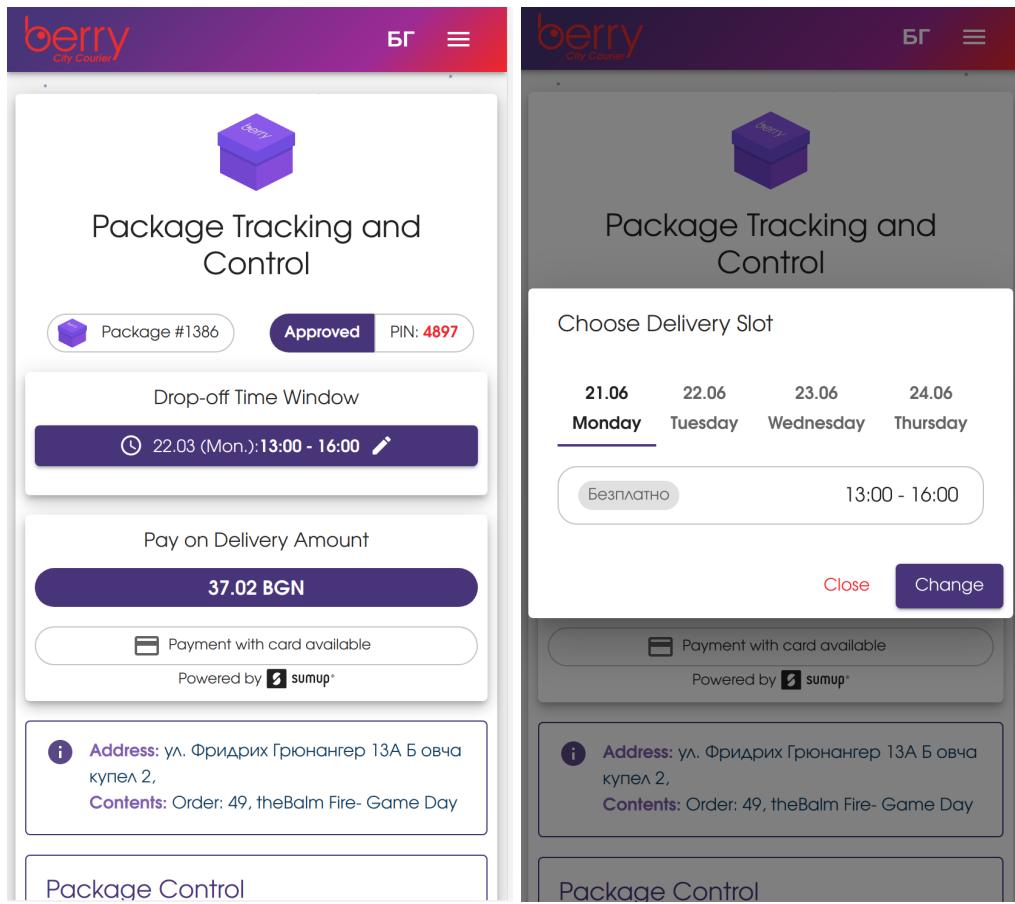
**Screenshot 1: Our clients**

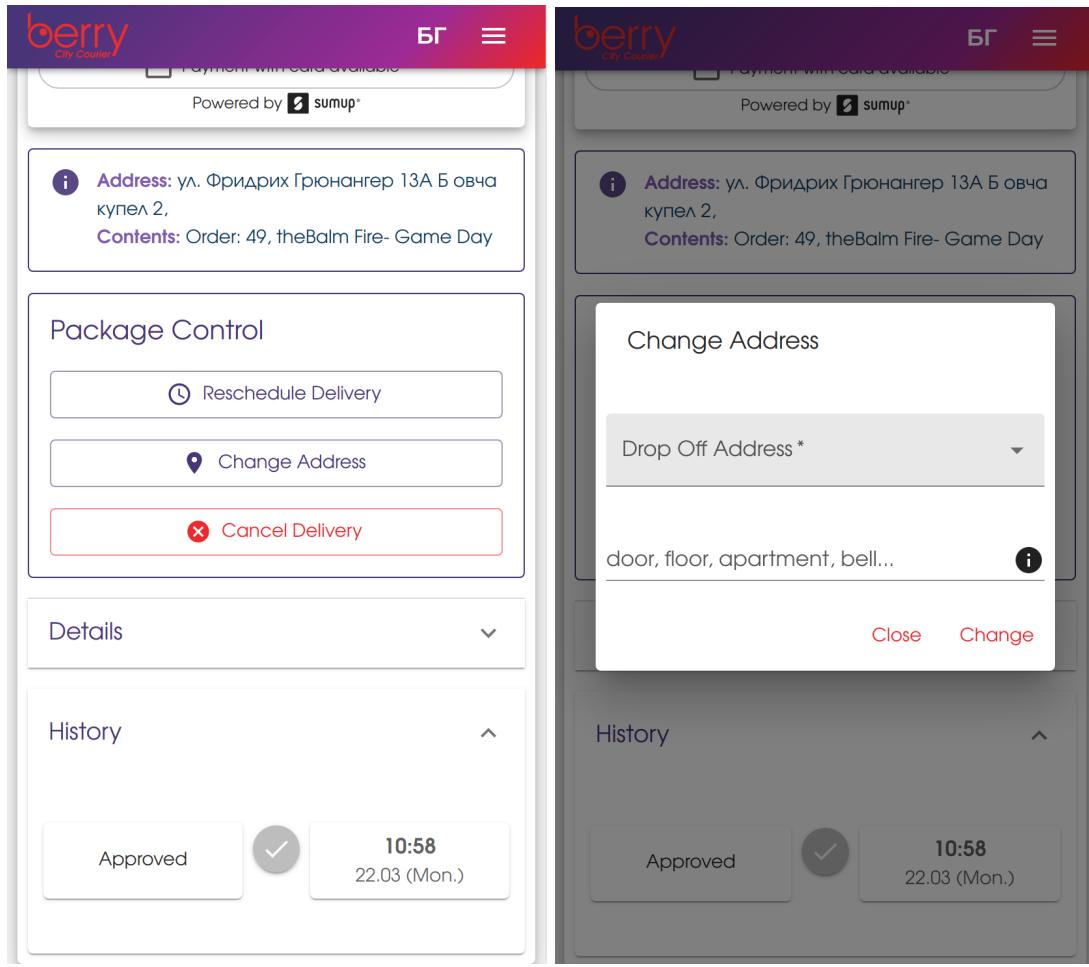
This screen shows a section titled "Our clients" with three logos: Cloudcart (red square with a white infinity symbol), Zora (black square with white text), and another logo partially visible.

**Screenshot 2: berryblog.**

This screen shows a blog post titled "Куриерът и дигиталният град" (The Courier and the Digital City). The post discusses how the delivery service adapts to the digital city, mentioning exponential growth and success. It includes a thumbnail image of a city street at night and a "Continue reading..." button.

### 3. Package Tracking and Control Page





The image displays two side-by-side screenshots of a mobile application interface for "berry City Courier".

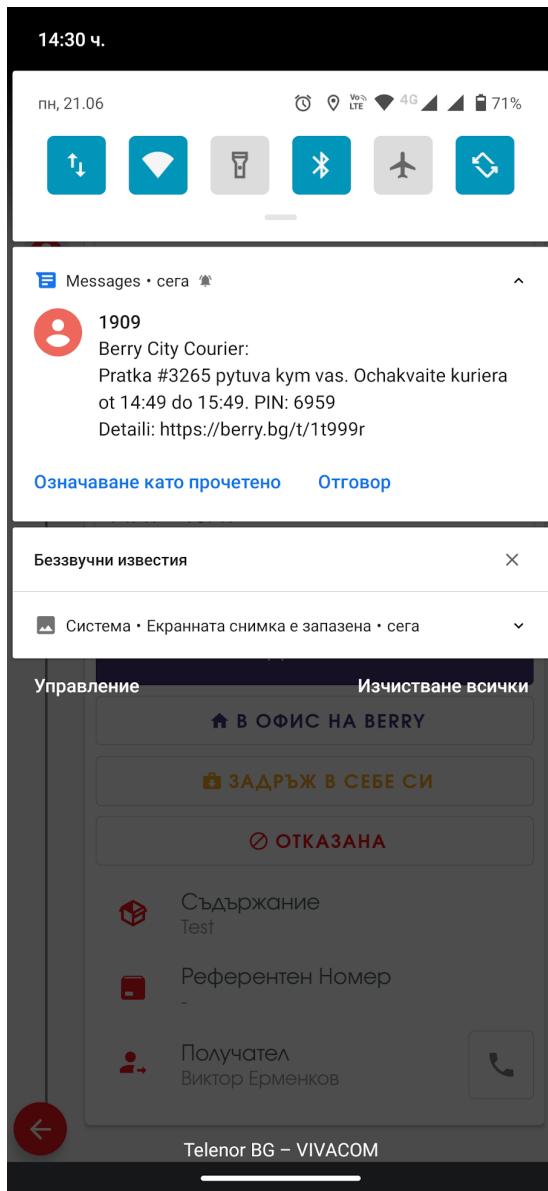
**Screenshot 1 (Left): Package Tracking and Control**

- Header:** berry City Courier, BG, three-dot menu.
- Top Center:** Berry logo (purple box).
- Title:** Package Tracking and Control.
- Buttons:** Package #1369, Delivered, PIN: 2774.
- Information Box:** Address: ж.к. Младост 2 272 младост 2, Contents: Поръчка: 34, Тестов продукт...., Plump Your Pucker- Amplify, Plump Your Pucker- Elaborate.
- Control Panel:** Package Control, One-Click Return.
- Details and History:** Details, History.

**Screenshot 2 (Right): Package Control**

- Header:** berry City Courier, BG, three-dot menu.
- Title:** Package Control.
- Buttons:** One-Click Return.
- Section Headers:** Details, History.
- Feedback:** Please rate your courier to help us make your experience better. (Rating: ★★★★☆)

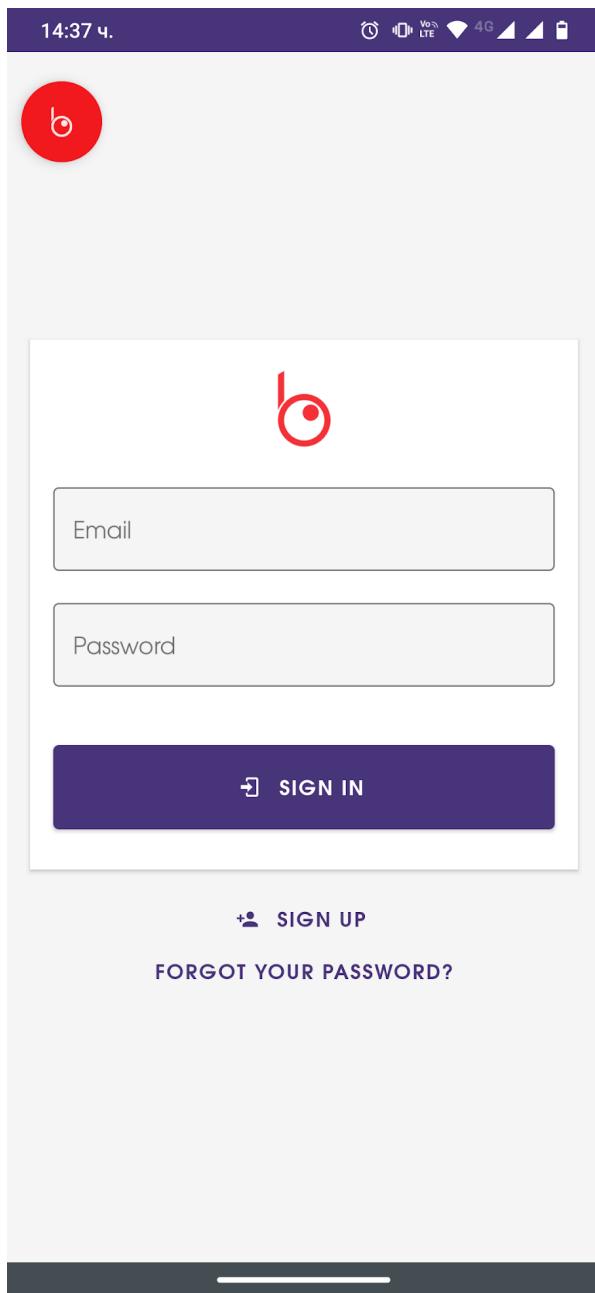
## 4. SMS Notification (screenshot in Bulgarian-Latin)



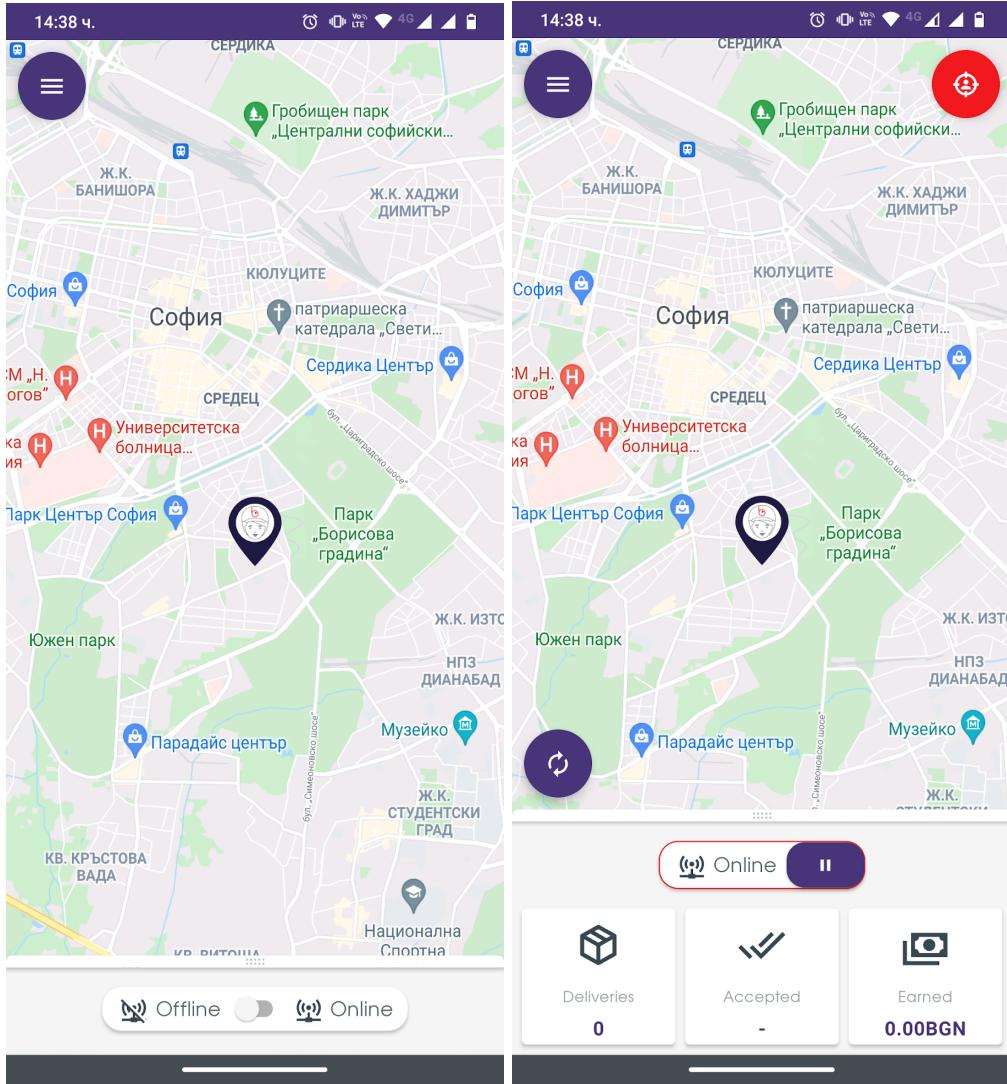
### III. Courier Android/iOS Apps

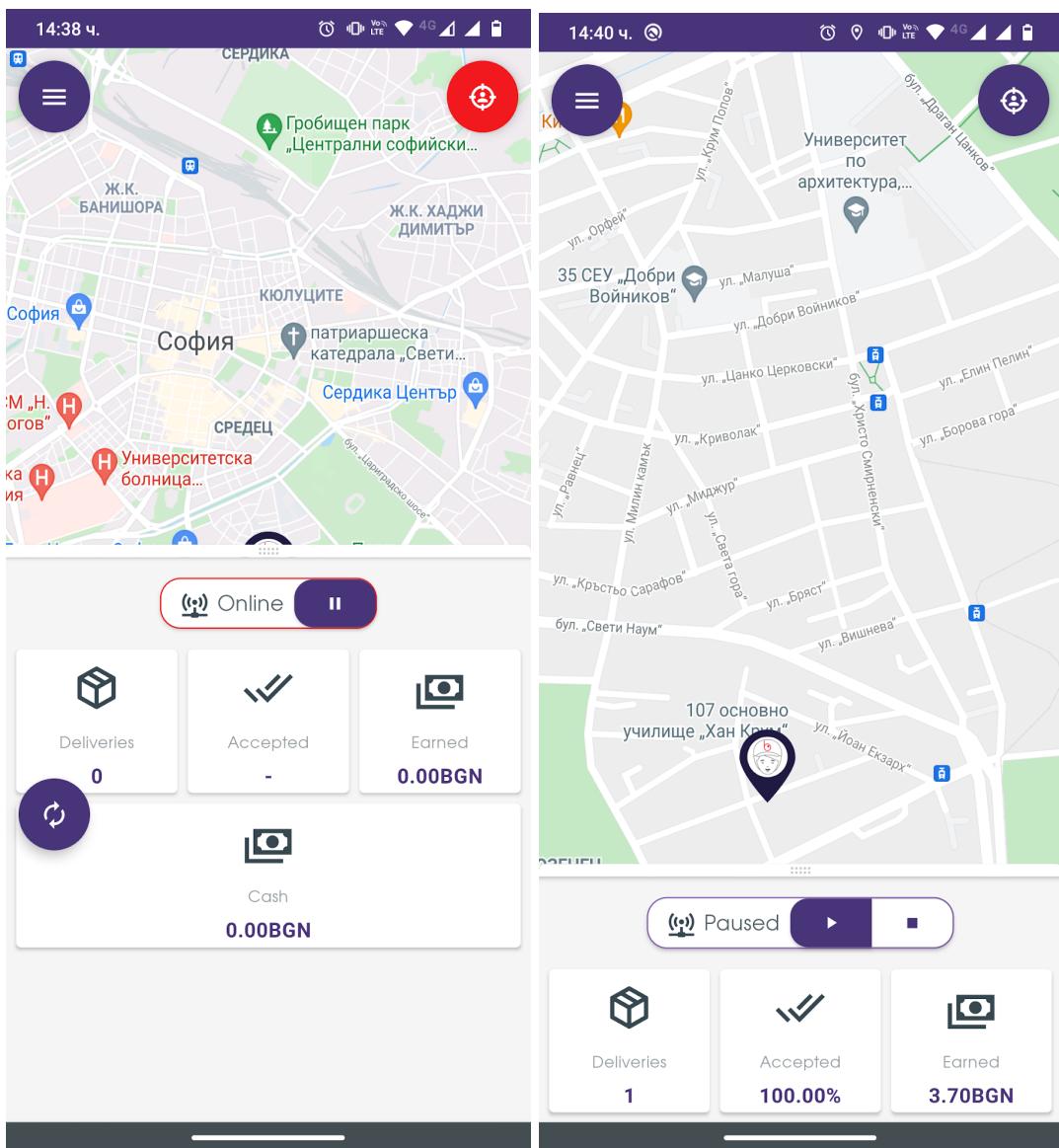
This mobile app provides all the needed features to maximize the courier performance, effectiveness and wellbeing at the job

#### 1. Sign in/Sign Up Screens

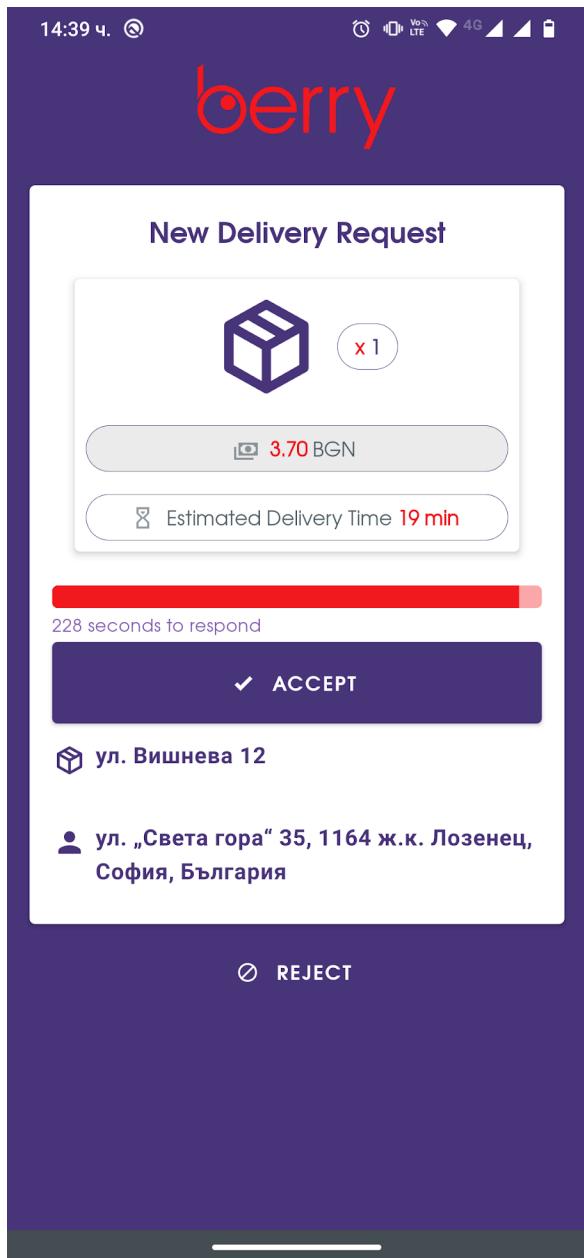


## 2. Stand-by screen Offline/Online/Paused

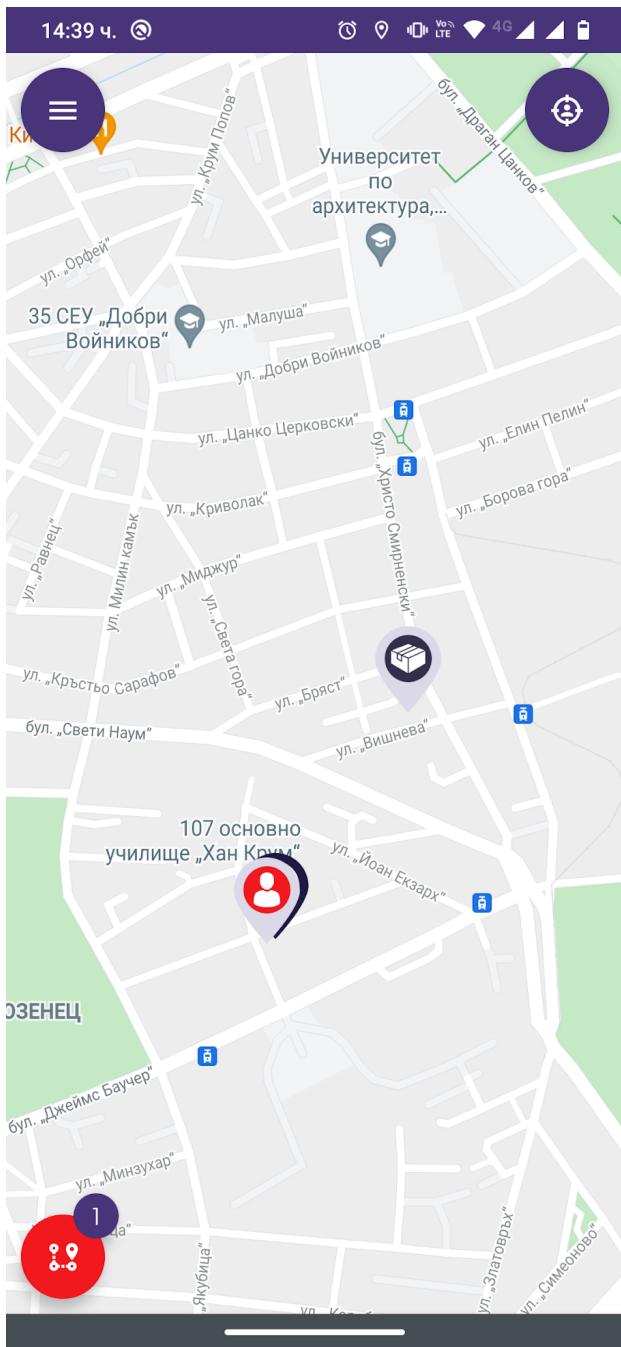




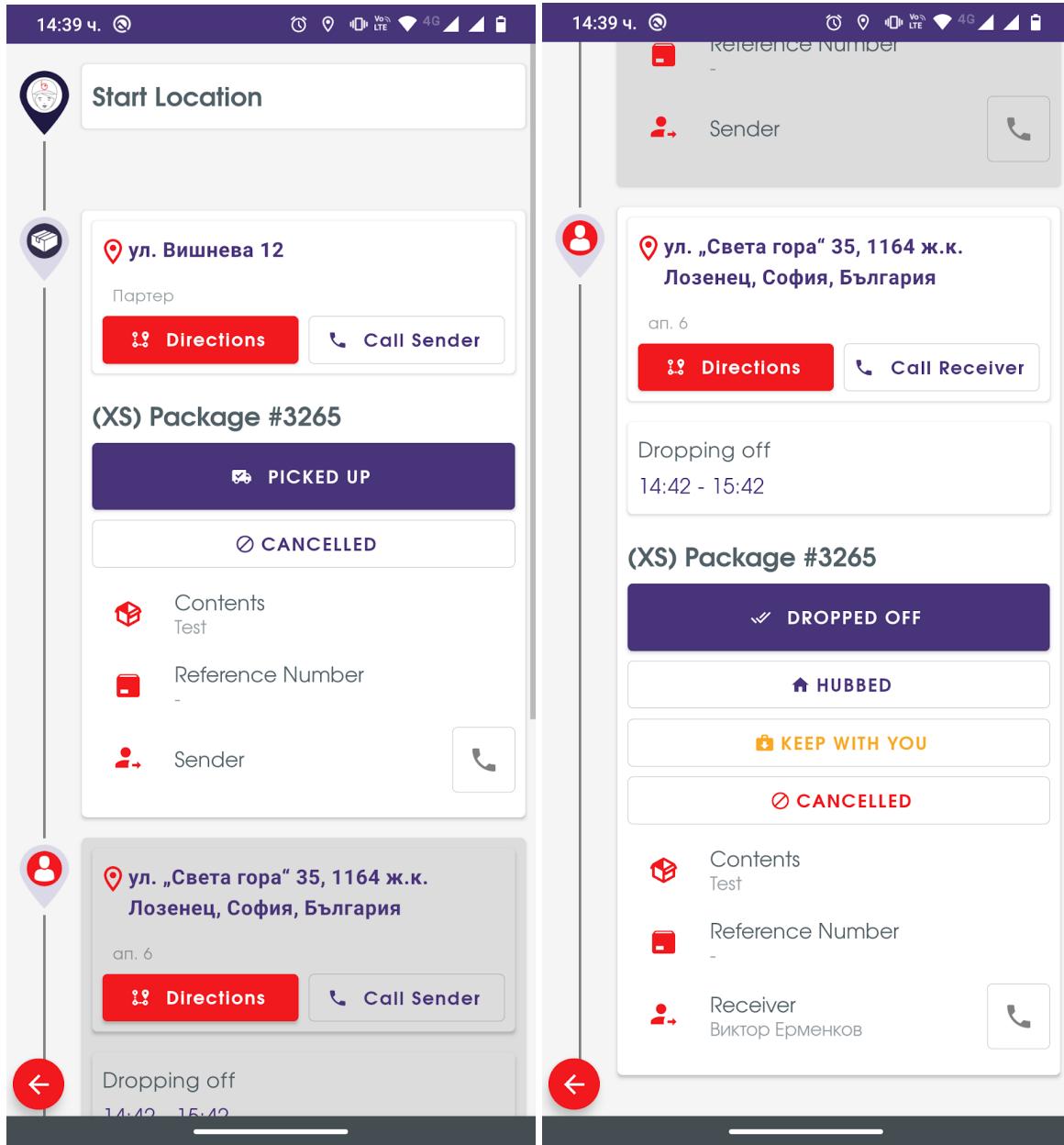
## 3. New delivery notification screen

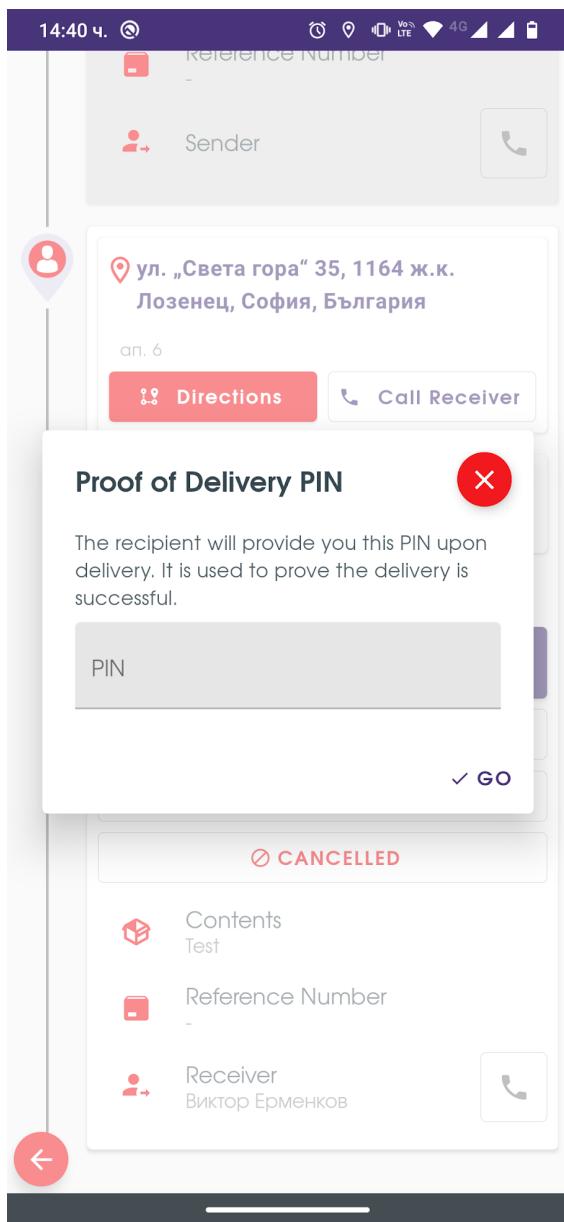


## 4. Active deliveries map view

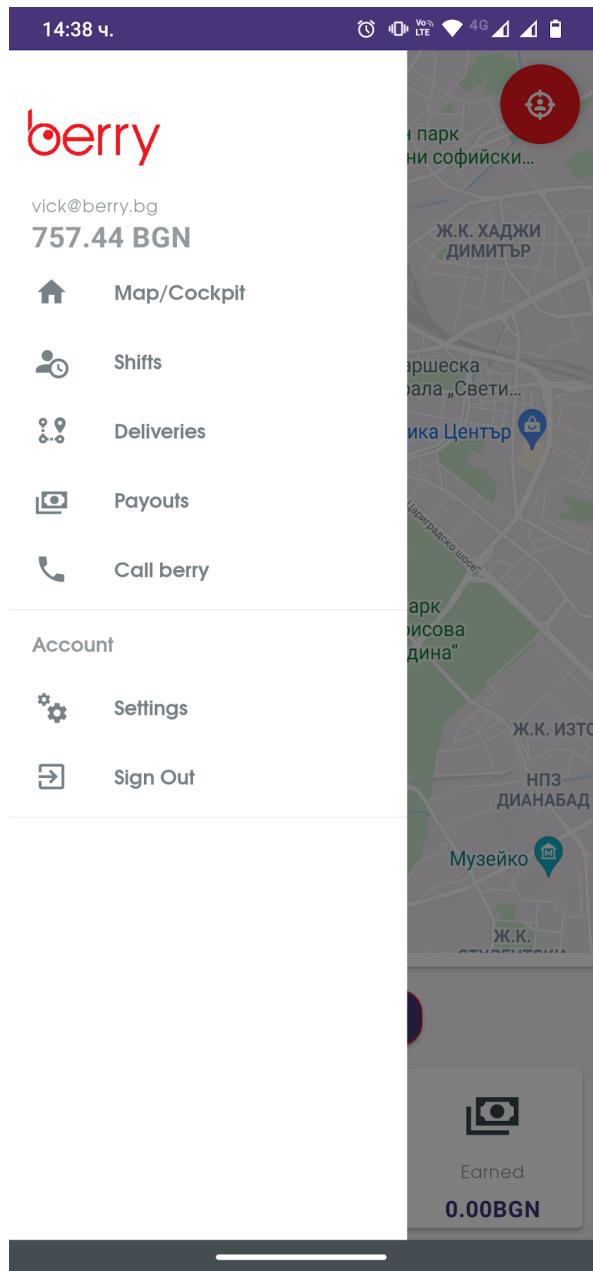


## 5. Active deliveries list view





## 6. Side menu



## 7. Shifts view

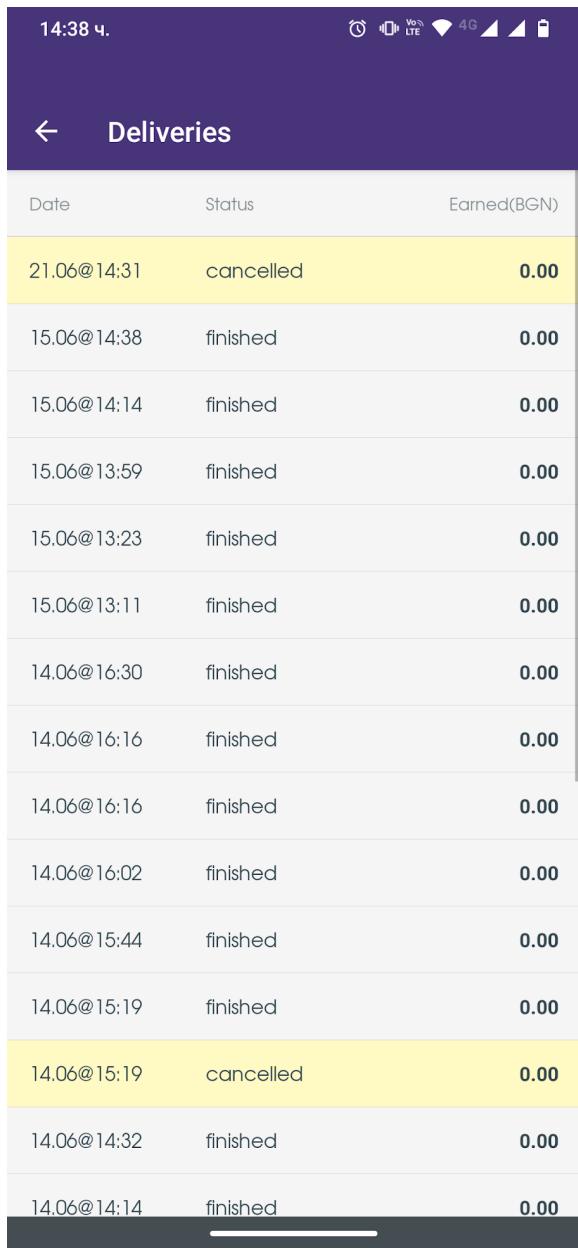
The screenshot shows a mobile application interface for managing shifts. At the top, there is a header bar with the text "Shifts" and a back arrow icon. Below the header, there is a table with two columns: "Start" and "End". Each row represents a shift request, and each row contains a "REQUEST" button. The shift requests listed are:

Start	End	
25.06 13:00	25.06 16:00	REQUEST
25.06 10:00	25.06 13:00	REQUEST
24.06 13:00	24.06 16:00	REQUEST
24.06 10:00	24.06 13:00	REQUEST
23.06 13:00	23.06 16:00	REQUEST
23.06 10:00	23.06 13:00	REQUEST
22.06 13:00	22.06 16:00	REQUEST
22.06 10:00	22.06 13:00	REQUEST
21.06 13:00	21.06 16:00	REQUEST

At the bottom of the screen, there is a footer section with the title "Процес на взимане на смени:" (Process for requesting shifts) and a numbered list:

1. Заявка на смени  
Всеки **четвъртък в 21:00** тук се появяват смените за следващата седмица.  
Трябва да заявиш удобни за теб смени с натискане на бутона "Заяви"

## 8. Delivery tours view



The screenshot shows a mobile application interface titled "Deliveries". At the top, there is a header bar with the time "14:38 ч.", signal strength, battery level, and other icons. Below the header is a back arrow and the title "Deliveries". The main area is a table with three columns: "Date", "Status", and "Earned(BGN)". The table lists 15 rows of delivery information. The first row (21.06@14:31) and the last row (14.06@14:14) have a yellow background. All other rows have a white background. The "Status" column shows mostly "finished" entries, except for the first and last ones which are "cancelled". The "Earned(BGN)" column shows "0.00" for all entries.

Date	Status	Earned(BGN)
21.06@14:31	cancelled	<b>0.00</b>
15.06@14:38	finished	<b>0.00</b>
15.06@14:14	finished	<b>0.00</b>
15.06@13:59	finished	<b>0.00</b>
15.06@13:23	finished	<b>0.00</b>
15.06@13:11	finished	<b>0.00</b>
14.06@16:30	finished	<b>0.00</b>
14.06@16:16	finished	<b>0.00</b>
14.06@16:16	finished	<b>0.00</b>
14.06@16:02	finished	<b>0.00</b>
14.06@15:44	finished	<b>0.00</b>
14.06@15:19	finished	<b>0.00</b>
14.06@15:19	cancelled	<b>0.00</b>
14.06@14:32	finished	<b>0.00</b>
14.06@14:14	finished	<b>0.00</b>

## 9. Payouts view

14:38 4.

⌚ 4G LTE 4G 🔍

## Payouts

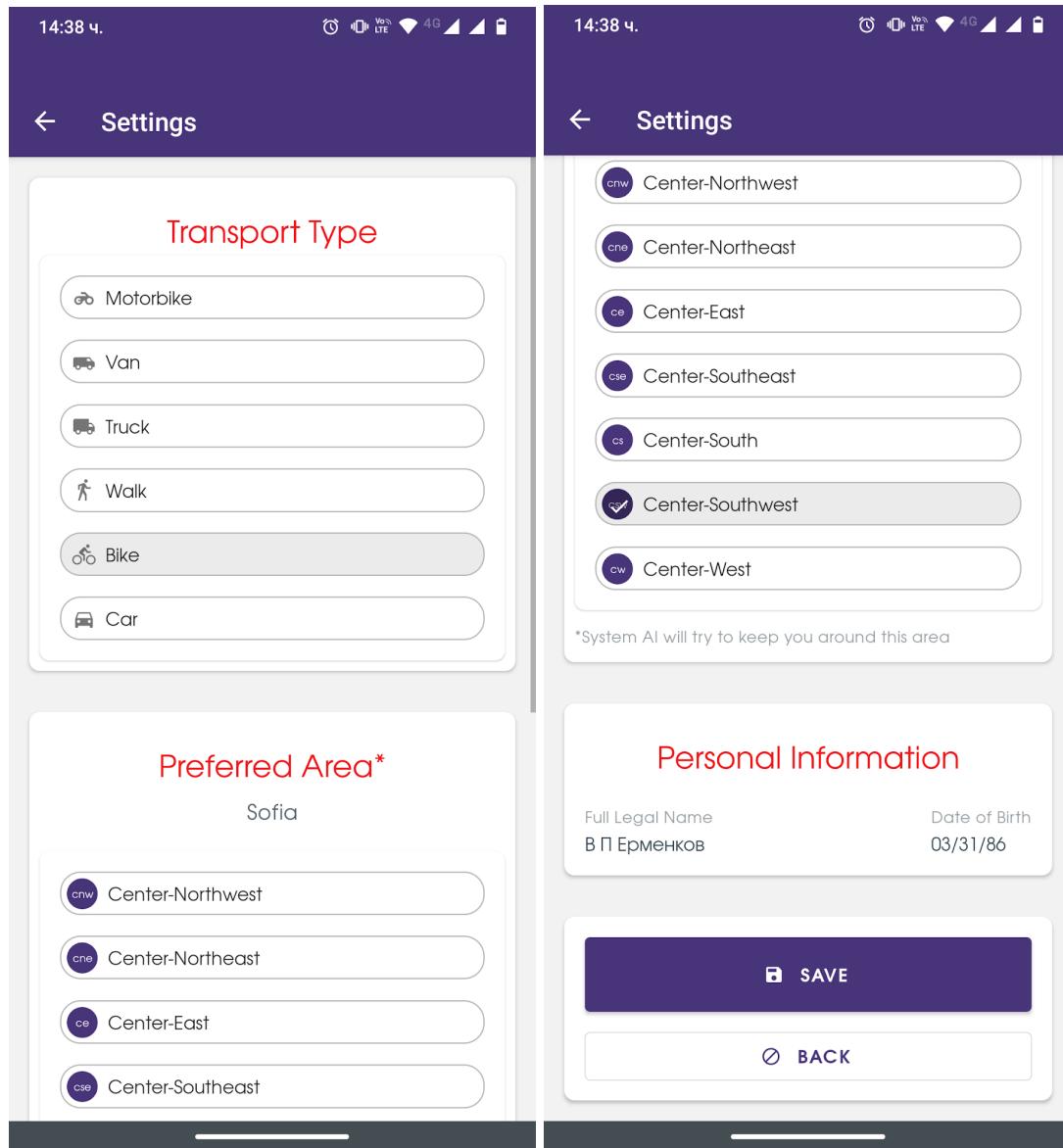
ID	Date	Status	Amount(BGN)
8	01.12.20	successful	7.98

1/1 < >

Legend

- Paid Out
- Cancelled
- Other

## 10. Settings view



## IV. Back-end

The so called back-end or the gears that run the processes behind the apps are listed in this section:

- Full CI/CD automated process for fast and one-command deployment
- AI powered route optimization and distribution algorithm for package-courier
- Scheduled tasks involving payment processing, invoice generation, delivery distribution, courier shifts generation, courier performance coefficient calculations and much more...
- Runs in docker containers
- Runs on Google Cloud Platform (currently)
- Built with RubyOnRails and Python
- Extensive end-to-end automated tests
- Payment processor integration (stripe)
- Geo services integration (Google Maps/Places + BG Maps)
- SMS integration for client notifications

