Fillogic

The Leading Platform for Local Market Logistics

The Future is **Channel-Free**

Ecommerce. Brick and mortar. Mobile apps. Wholesale. Etc. Most retailers are stuck thinking about their SKUs in these buckets.

However, customers don't shop by channel; they increasingly shop across channels. They simply want to purchase what they need, when they want it, and get it as fast as possible – regardless of whether it's shipped direct or available for in-store pickup, curbside delivery, or locker/parcel pickup.

To meet these expectations, retailers must also adopt a channel-free mindset.

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📍 What's the Difference? Omnichannel vs. Channel-Free

Retailers with an omnichannel logistics strategy:

- Have multiple groups of inventories – one per channel
- Waste capacity by housing and operating those groups separately
- Cause silos throughout the supply chain
- Lack integration and visibility across inventory
- All resulting in inefficiency, wasted time, and lost profits

A channel-free logistics solution focuses on the entire retail strategy – no matter where the product is shelved, bought, or returned.

Channel-free logistics offers:

- **Scalability** – Retailers and brands can quickly provide fulfillment and delivery of products where and when they are needed

- **Streamlined operations** – Connected technology and infrastructure integrates all cogs in the supply chain and delivers customer orders through one inventory

- **Faster inventory turns** – Returned/consolidated/liquidated/out of stock/end of season products are able to make it back to store shelves quicker

  Fillogic's solution gets product back on the shelf in 7 days or less – which is **200% faster** and **50% less expensive** than traditional methods

  Retailers **improve full-price sales days by 180%** because of the quick turns (that's an additional 25 days of full-price sales!)

- **Increased circularity & sustainability** – By using existing infrastructure, inventory is housed closer to the end consumer, lessening transit time and miles traveled. It also keeps more product on the shelf and out of landfills.

Fillogic's solution gets product back on the shelf in **7 days or less.**

- **50% reduction** in distance to end consumer: 20% reduction in transport emissions

- **<1% of returned product landfilled**, compared to 58% business-as-usual

- **Maximized profits and opportunities** – retailers can more efficiently adapt to rapid change and increase opportunities and profits.

The Fillogic Advantage

Our Channel-Free Ecosystem helps retailers by:

- Using proprietary technology to connect your supply chain
- Unlocking logistics capacity in the middle and final mile through existing infrastructure
- Managing inventory as one unit – not siloed by channel
- Putting your inventory closer to customers through the Fillogic Hub Network
- Establishing a more cost-effective and sustainable supply chain

Our Enterprise-Grade Platform assists retailers by:

- Integrating seamlessly with existing retail systems
- Helping consolidate inventory at strategic points
- Simplifying inventory management, distribution, and end-to-end order visibility

Delivery Marketplace gives retailers the ability to:

- Intelligently forward-deploy inventory
- Rapidly fulfill orders (DTC and B2B)
- Conveniently process returns and simplifing reverse logistics
- Optimize transportation for all service levels
- Complete last-mile deliveries in 3 days or less

Fillogic is an experienced team of retail and logistics professionals, technologists, serial entrepreneurs and creative problem solvers with more than 160 years of combined experience. We are driven to help our partners decipher the writing on the wall as technology continues to rapidly transform the retail landscape.

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fillogic.com