



Scaling and Innovating in Online Grocery: Powering nemlig.com for Growth

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Thriving in the online grocery business takes speed, flexibility, and a deep understanding of customer needs. The team at nemlig.com knew that success required consistently delivering the highest quality goods at the right time. Any delay in the supply chain impacts product quality, freshness and—ultimately—the bottom line.

With slim profit margins and a need to maximize operational efficiency, nemlig.com was constantly under pressure to provide faster, better, and more affordable service, all while increasing flexibility and scalability.

- Founded in 2010, **nemlig.com** is now the largest online grocery service in Denmark. With over 1400 employees, the company manages around 350 vehicles on high-volume days. Processing around 70,000 orders each week, the company understands the importance of efficiency and scale.

A Globally Unprecedented Challenge

When the pandemic hit, businesses in all sectors scrambled to adjust. At nemlig.com, the unprecedented surge in demand was immediate, and required significant adjustments.

The sudden need to process tens of thousands of orders each week placed massive strain on both the operational capacity and scalability of the company.

Kristian Treschow, nemlig.com's Head of Application Management IT, brings a unique perspective to the company's story, having started his journey in the warehouse. He explains, **"Before the pandemic, many of our new customers had never shopped online before. These were people who insisted on feeling the weight of an avocado or assessing the marbling on a steak. The pandemic, and their first experiences with us, broke down barriers. They quickly came to see online grocery as vital. They were saving time, while also protecting themselves and their families."**

Scaling and Optimizing to Keep Pace

As demand soared and nemlig.com quickly worked to expand, their existing logistics processes became a bottleneck, dictating sales capabilities rather than adapting to customer demand.

As Kristian says, **"We thought we had a relatively scalable solution. It turns out, we didn't. Our logistics—how much we could pack and deliver—ended up driving the entire business. We needed a solution that could provide the insights and transparency that could help us overcome the limitations of our current distribution setup, and meet the demand."**

Optimizing Delivery Routes

The company identified a significant improvement that could help them meet ever-growing demand. As Kristian explains, **"We determined it would be better to develop longer routes, where we can load more orders in one car. That would allow us to serve a larger geographical area in one trip, and avoid rush hour traffic in urban areas."**

This strategic shift had the potential to generate significant cost savings and efficiency improvements. But making the change would only be possible if they could find a way to accommodate necessary breaks for drivers, as required by union agreements and legislation. To meet these challenges, nemlig.com turned to AMCS Fleet Planner.

Longer Routes, Faster ROI

The benefits of driving longer routes, which include cost savings as well as reduced CO2 production and fewer vehicles on the road, would become evident in a matter of weeks—not years. **"Normally, the rule of thumb is that if the return of investment is less than two years, it's a good business case,"** Kristian explains. **"So, having something deliver ROI in a month, that's a no brainer."**

This approach is also better for drivers. Kristian continues, **"Instead of one short route in the morning, and possibly another in the afternoon, they can have one longer route. They'll have a full day's work, and be done, without having to go back on the road."**

A One-stop Distribution Shop

„The flexibility and scalability of the AMCS solution have been key to nemlig.com's success. As Kristian explains, **“We chose AMCS Fleet Planner because it's a single source for everything distribution related. Also, it's highly configurable.”**

Kristian provides some specific benefits to individual departments.

- ▶ **The transportation department loves the transparency and detail. Specifically, they appreciate the ability to quickly determine how much we need to pay subcontractors, and a detailed view of daily production enables them to be proactive.**
- ▶ **Customer service is benefitting from increased visibility. The team can see existing and potential delays track vehicles in real time, and even help guide a lost driver.**
- ▶ **Subcontractors can view the comprehensive information they need to pay their drivers.**

Kristian adds, **“It's actually providing the business, across different departments, with valuable insights and the ability to act proactively. That's a very big help for the company.”**

An Increasingly Efficient Future

Currently, nemlig.com performs manual checks to ensure drivers show up for their routes— a process that's both time-consuming and costly. In the near future, the team plans to explore using the geofencing capabilities of AMCS Fleet Planner to automate the process.

Geofencing will enable the company to streamline operations while delivering significant cost savings. As Kristian details, **“We're currently spending around DKK 1 million a year on manual check-ins. Automating that process gives us a very large, direct cost savings, very quickly.”**

As the company moves forward with a strategy of hiring their own drivers, rather than relying on subcontractors, Kristian anticipates a larger need for the AMCS Fleet Management solution.

“As we get our own vehicles, we need to make sure that they are always running, that they are serviced correctly,” he explains.

Looking ahead, nemlig.com sees AMCS as a crucial strategic partner. Kristian concluded, **“Efficient last mile distribution is key if you want to succeed in this business and AMCS will be a fundamental piece of our whole business concept.”**

Advice from nemlig.com

When what advice he would offer others facing similar challenges, Kristian responded with

Kristian Treschow
Head of Application
Management IT



“Go cloud and go all in. We've chosen a hybrid solution where we do all route planning in an external system. And we use the Fleet Planner platform for the execution of the last mile. I think we could benefit greatly from having both route optimization and fleet management in one system. There's a lot of synergies that we could benefit from.”

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