banbutsu

banbutsu dcp GmbH _ Wallstr. 14a _ 10179 Berlin

Press contact

Mark Berthold
mark.berthold@bcw-global.com
+49 172 6849329

banbutsu supports local retail

Berlin, 16.12.2020. banbutsu is a software company headquartered in Berlin. Derived from the Japanese meaning ("everything under the sun"), the company aims to connect products and services at the right moment in time, to offer customers optimized experiences. With the help of AI and Expert Systems, banbutsu creates cloud platforms that enable these 'connections'. The result is a virtual marketplace with nearly limitless potential, across sectors. Just one application of this power is connecting local retail and ecommerce to the fastest, most cost-effective, and sustainable delivery solution.

The lockdown threatens retail
The existing challenges of local retailers are exacerbated by the ongoing COVID-19 crisis with its recurring lockdowns. In addition, the upcoming Christmas season is the main business of the year for most retailers, so the current second lockdown is threatening their existence. In response to this problem, banbutsu offers retailers a specially developed, open platform that integrates seamlessly with existing applications, such as websites. Thus, no third-party application is required for this integration. The advantage: the service is simple and scalable.

banbutsu was developed with the aim of creating a holistic solution for the retail shopping experience. It combines the simplicity of e-commerce with the immediacy of in-store shopping, offering the end customer a complete end-to-end shopping journey - from initial contact with the product to home delivery. This offering virtually augments urban store inventory, standardizes product information, and connects brands with mobility services to reach customers in their neighborhoods in real time. The advantage for participating retailers: They can develop new target groups in perspective and increase their reach.

Unnecessary delivery routes are eliminated
With **banbutsu courier**, the participating retailers can now use their locations as mini-warehouses to support their e-commerce business, making logistics much more efficient. Distributing goods via large logistics centers often results in long and unnecessary delivery routes that eat up valuable time and resources. Small- and medium-sized retailers are enabled by banbutsu's technology to compete alongside big-box retailers who have established their own large-scale logistics infrastructure. In addition, banbutsu increases delivery options for end consumers, broader reach for retailers, and helps avoid excessive packaging that often results from long-distance shipments.
banbutsu has just launched an application that allows all users of the Shopify e-commerce platform to easily integrate the banbutsu service into their existing online store.

First cooperation with Berlin beauty retailer
In Berlin, the cooperation with purish.com, a beauty and cosmetics retailer that also uses Shopify as an e-commerce platform, is currently being launched. The advantage for end consumers is that the focus on short supply chains and regional service providers enables prompt delivery. In conjunction with banbutsu, purish.com offers its Berlin customers same-day delivery if they order by 4:00 p.m. In doing so, the company is mediated

banbutsu dcp GmbH
Wallstr. 14a
10179 Berlin
Germany

Phone +49 30 886633 100
Fax +49 30 886633 150
info@banbutsu.com
www.banbutsu.com

Registered Office
Berlin

Managing Directors
Dr. Olaf Bader
Thomas Fellger
Michael Wolters

Local Court
Charlottenburg
HRB 207978 B

via banbutsu with local courier drivers who distribute the goods efficiently and quickly. This principle can be easily rolled out to other Shopify stores in a flash. Negotiations with other retailers are in full swing.

banbutsu is currently active in Berlin and Munich and will soon be represented in all other major cities in Germany. The service reach covers an area of more than 160 postal codes in Berlin and more than 200 postal codes in Munich. banbutsu works with various delivery service providers to constantly open up new delivery areas and avoid dependencies. banbutsu is part of the iconmobile group, which has nearly 20 years of experience in digital transformation, ecosystems and platforms in various key industries.