

SUCCESS STORY: Fillogic

Transforming a Physical Retail Ecosystem to Address Consumer Demand

THE IDEA

Embracing Technology to Transform the Retail Landscape

Having spent decades as transportation/logistics operators, Fillogic's leadership team saw an opportunity to make local logistics for fulfillment and delivery easier for retail businesses. The company is on a mission to help their retail partners decipher the writing on the wall, as technology continues to rapidly transform the landscape in which they all work.



THE CHALLENGE

Creating Software to Manage Order Processing, Delivery, and Returns

Modern consumers expect to be able to order a product online, have it fulfilled locally, and shipped / delivered through their choice of methods, including curbside pickup, expedited, and same-day delivery. They also demand a simplified return process.

These expectations are creating new logistics challenges for retailers of all shapes and sizes. Fillogic sought to address this challenge with a custom software solution to manage the logistics of retail order fulfillment - connecting the needs of customers, business owners, carriers, retail staff, final mile sortation, and more.

PROJECT SNAPSHOT

Challenge

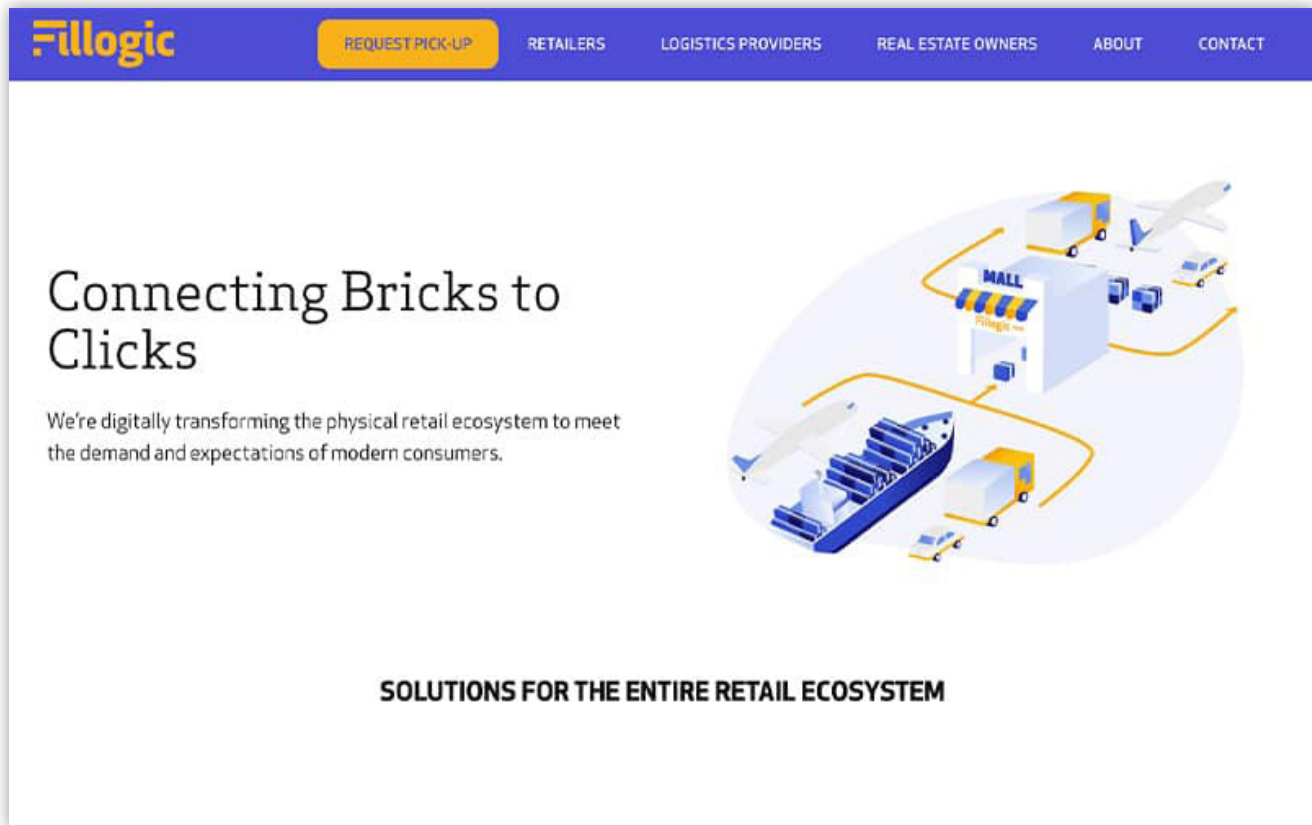
Make localized logistics a competitive advantage for retail businesses through technology that supports fulfillment, delivery, and visibility

Solution

Create a powerful, intuitive software solution to meet the demand and expectations of modern consumers

Services Delivered

- Elixir, Phoenix, and React Native development; product design; project and product support; and staff augmentation



The screenshot shows the Fillogic website. The header is blue with the Fillogic logo on the left and navigation links: REQUEST PICK-UP (in a yellow button), RETAILERS, LOGISTICS PROVIDERS, REAL ESTATE OWNERS, ABOUT, and CONTACT. The main content area has a white background. On the left, the text reads: 'Connecting Bricks to Clicks' followed by 'We're digitally transforming the physical retail ecosystem to meet the demand and expectations of modern consumers.' On the right is an illustration of a retail ecosystem with a central 'MALL' building, a ship, a truck, and an airplane, all connected by orange lines. Below the illustration, the text reads: 'SOLUTIONS FOR THE ENTIRE RETAIL ECOSYSTEM'.

THE SOLUTION

Multiple Solutions to Power a Modern Business

Revelry partnered with Fillogic from the beginning to build the core software that drives their business, contributing to multiple technological solutions, including:

- An Elixir and Phoenix web app to manage logistics
- A React Native internal application
- Product design services to create user interfaces and support overall branding
- Multiple API integrations with partner regional carriers
- Best-in-class micro-services to deploy and scale across multiple physical locations

Building a Team to Scale and Succeed

The Fillogic team knew the initial version of the product was just the beginning. To position the company for future growth, Revelry partnered with Fillogic to build a team that could scale and sustain the product over time. Services included:

- **Building a leadership team:** The Fillogic VP of Engineering and Head of Product transferred from Revelry to continue growing the company
- **Building a technical team:** Fillogic utilized Revelry's apprenticeship program to recruit and train new engineers
- **Continued staff augmentation** to extend Fillogic's capability to grow and succeed.

Want to Create Something Together? Let's Connect.

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