



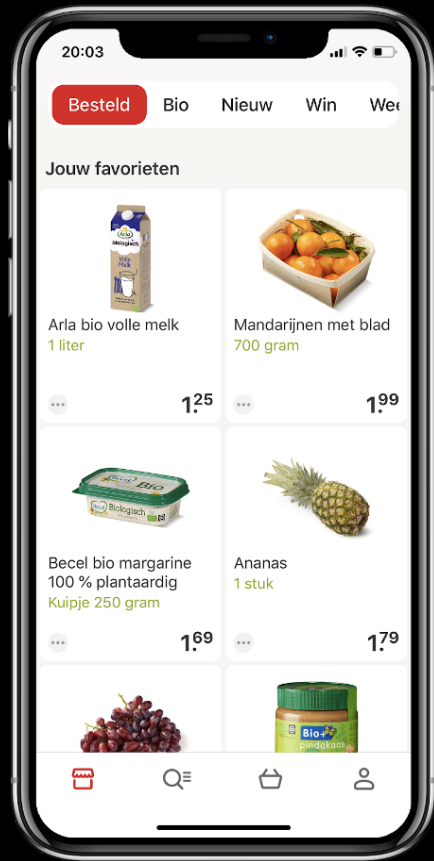
Architecting for the unusual

@daniel_gebler
@picnic









Mobile



Fulfillment



Delivery



20
Days
per year



912km
Trips to
Store



230kg
Waste per
person

WHY

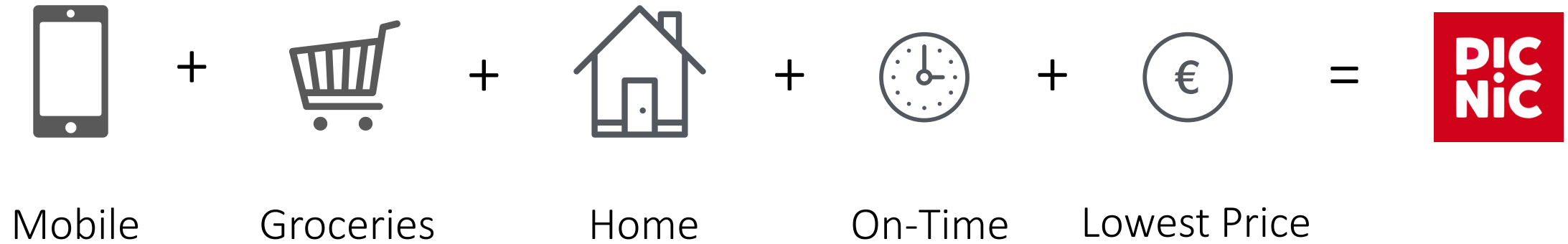
EXPENSIVE

WAITING

CUMBERSOME

1.5%

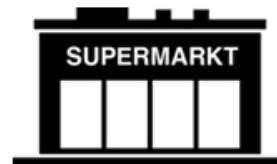
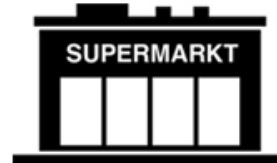
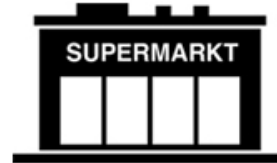
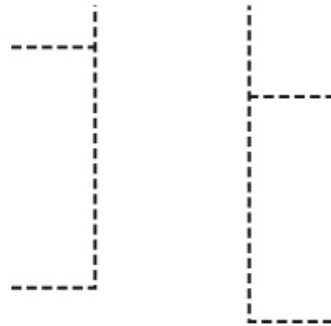
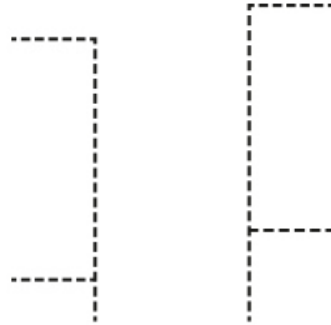
Our Value Proposition



THINK

Traditional Supermarket

Producers



Consumers



PEOPLE WHO ARE REALLY SERIOUS ABOUT SOFTWARE
SHOULD MAKE THEIR OWN HARDWARE

Alan Kay

PEOPLE WHO ARE REALLY SERIOUS ABOUT ECOMMERCE
SHOULD MAKE THEIR OWN LOGISTICS

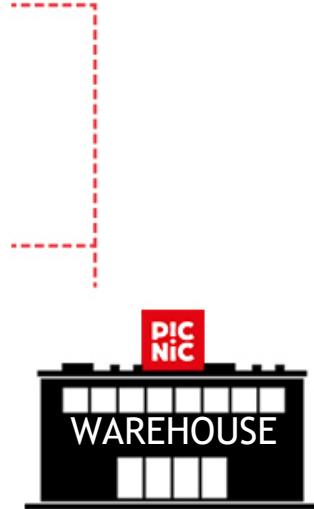
Picnic

LESS IS MORE



Picnic

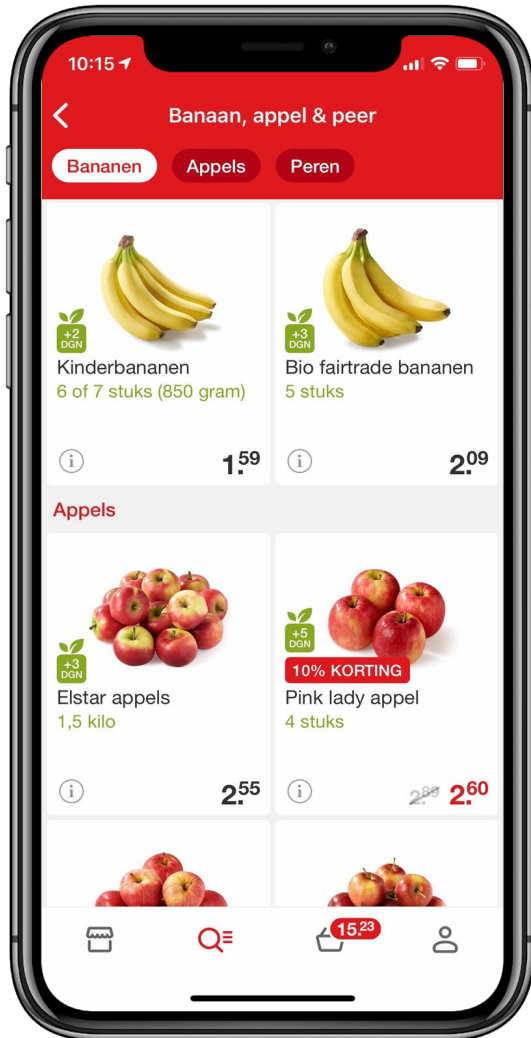
Producers



Consumers



The Supermarket in your Pocket



1s of countries



100s of cities



1,000s of local products



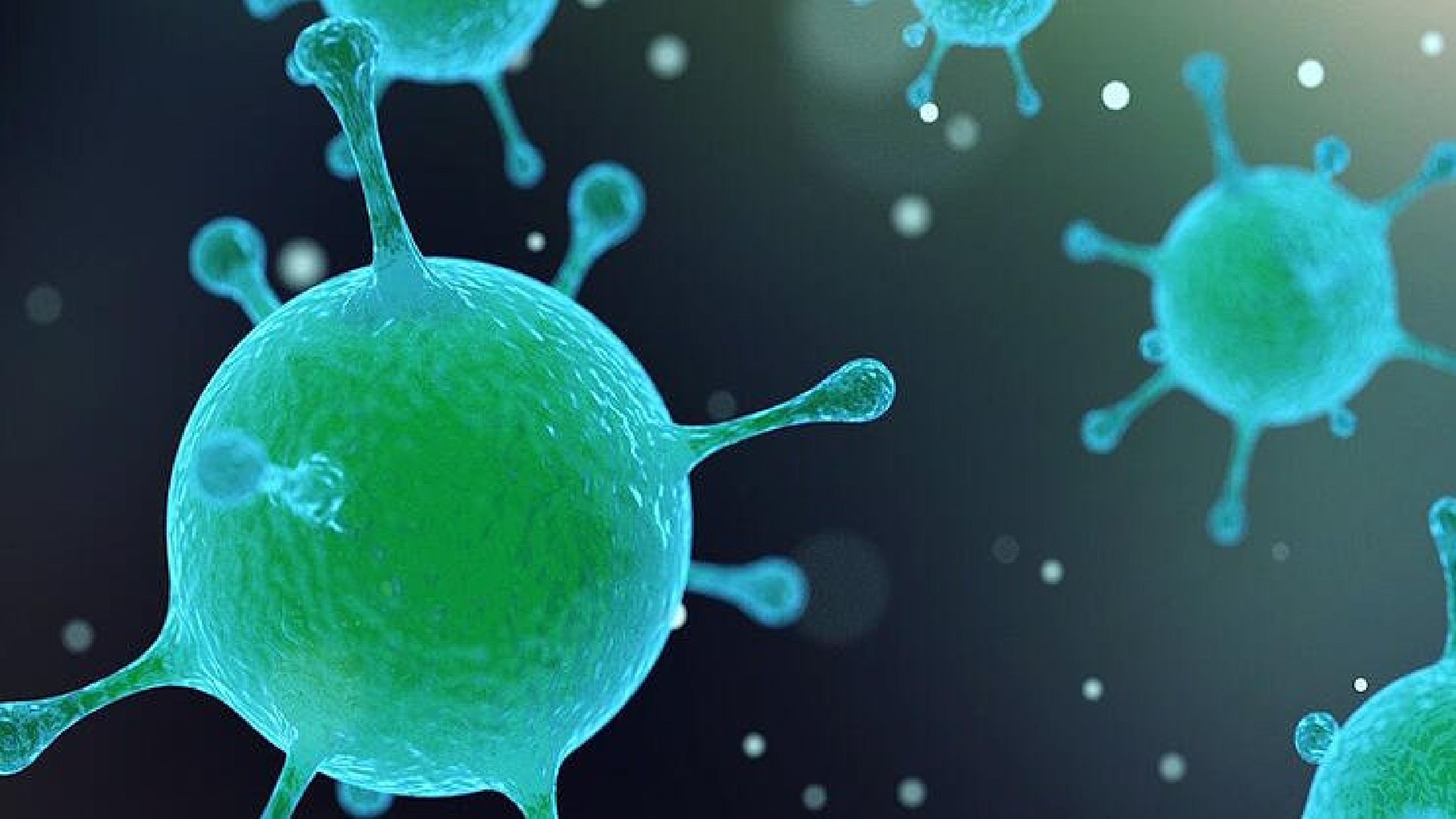
10,000s of global products



1,000,000s of customers

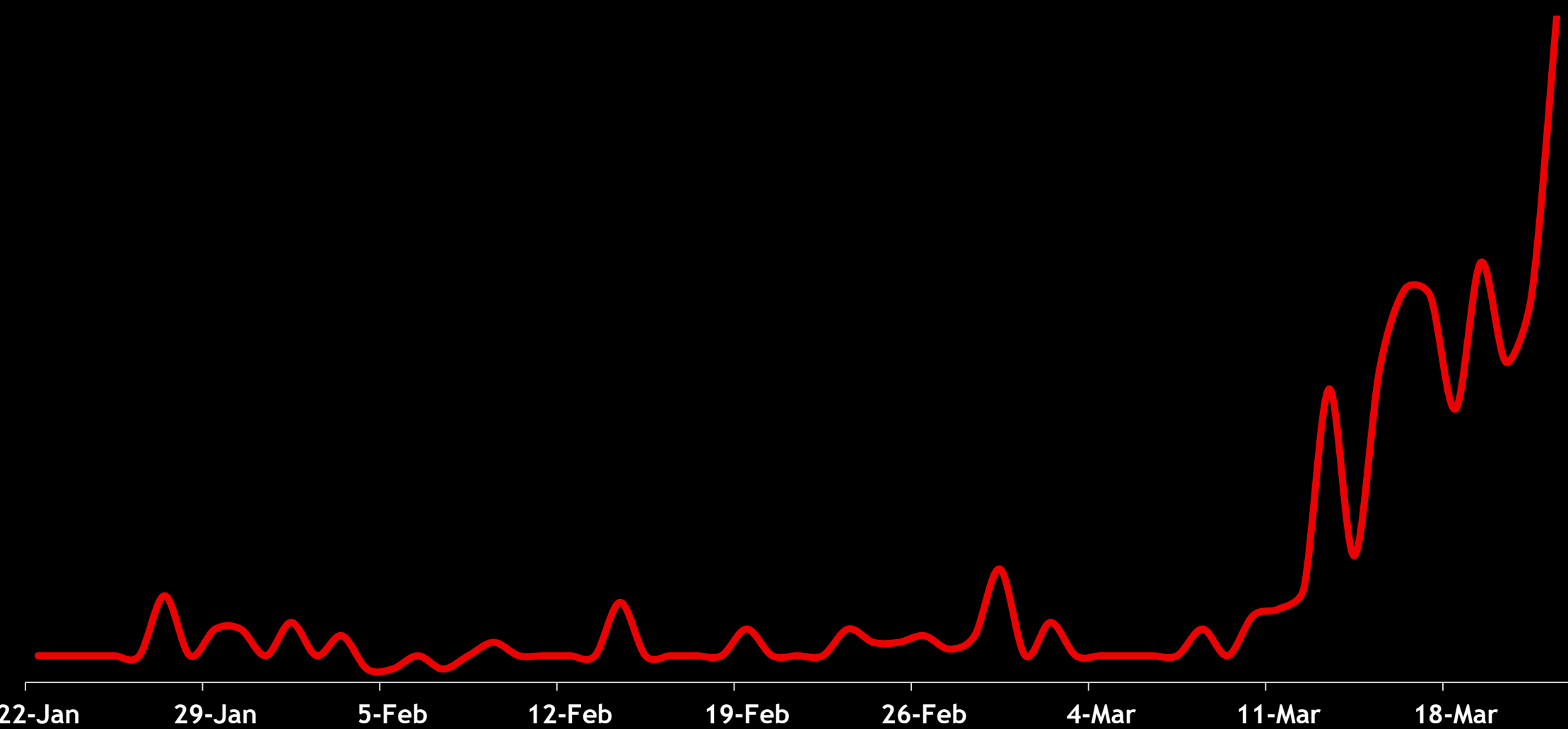
PICNIC X: CONTINUOUS INNOVATION





...online food exploded

Unprecedented shift of grocery demand towards online



Source: Google Zeitgeist "online boodschappen"

... everything changed in our business ...

- 1 Higher demand
- 2 Bigger orders ('hamsteren')
- 3 Less traffic
- 4 Contactless delivery
- 5 No more returns
- 6 More applications
- 7 Unsafe training

And not only more customers, but also very different demand...

30 January 2020

	Top Keywords	Conv	Adds / Search
1	kipfilet	67%	0.8
2	eieren	71%	0.8
3	chips	76%	1.3
4	kaas	54%	0.7
5	geraspte kaas	73%	0.8



18 March 2020

	Top Keywords	Conv	Adds / Search
1	wc papier	75%	1.1
2	paracetamol	74%	1.1
3	bloem	73%	1.2
4	eieren	68%	0.8
5	toiletpapier	75%	1.1



Online delivery faces similar challenges as hospitals

Health

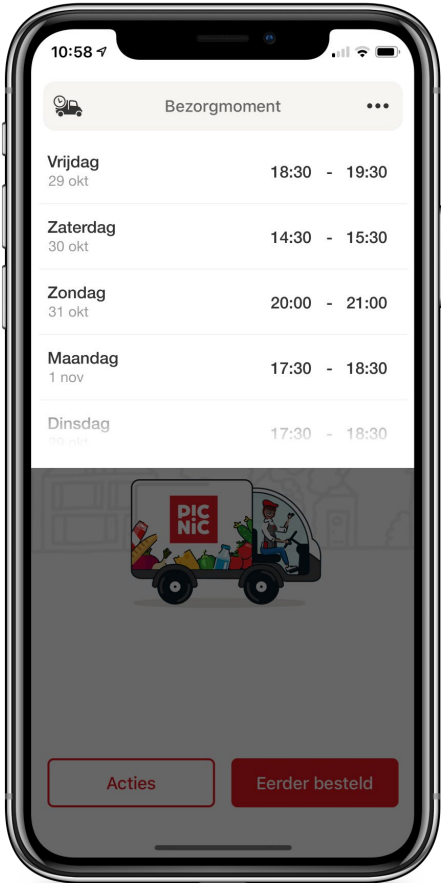
Secure health of all employees across all locations



Capacity

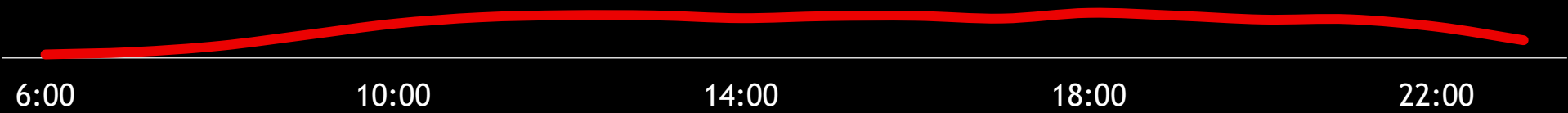
Maintain and grow capacity to keep food supply running

Unprecedented demand grabs all capacity

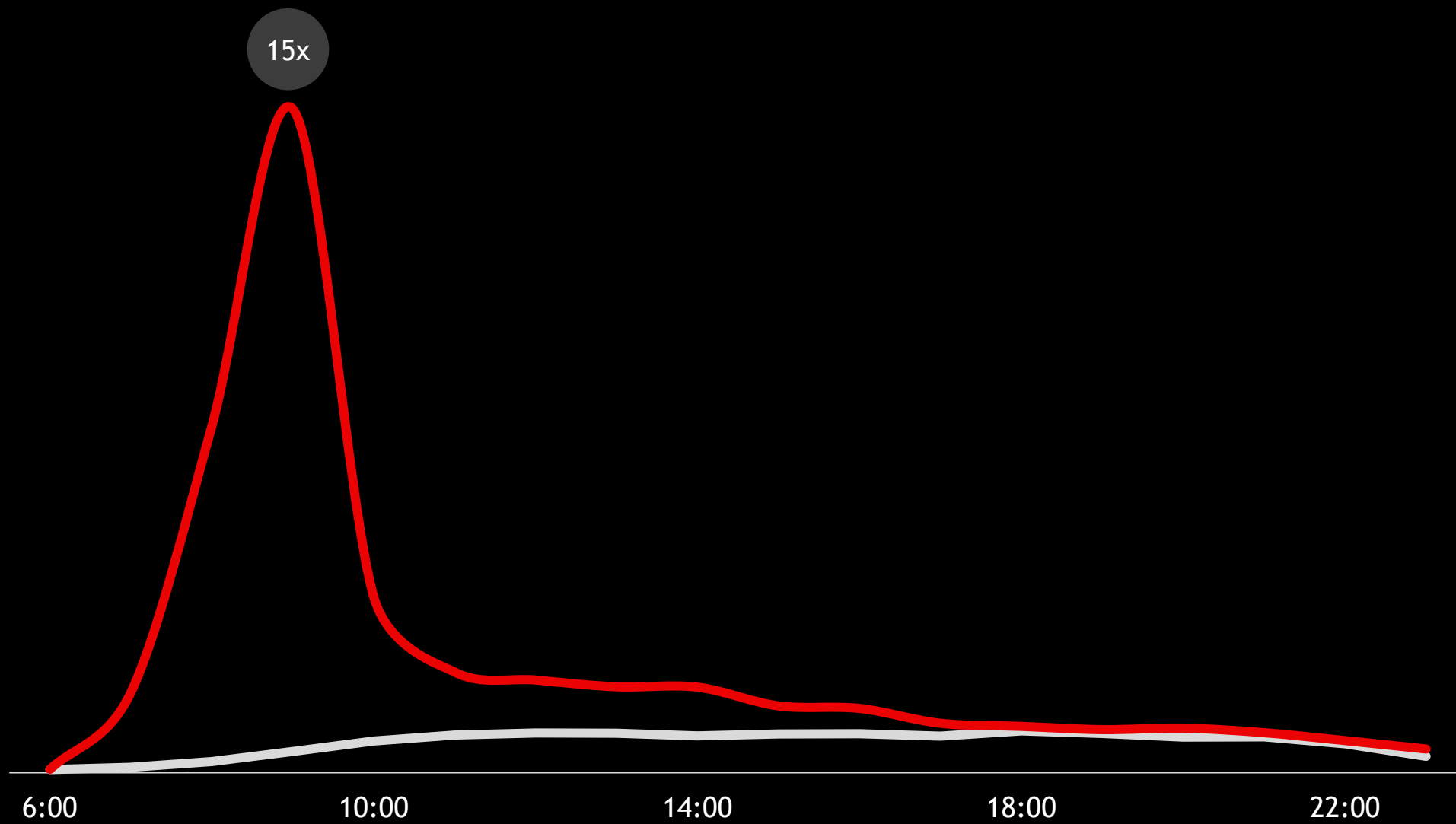


...and infra load skyrockets

From...



...To



Flattening the curve is no option

Scale up as much as you can!



Pod scaling isn't enough...



Pod scaling isn't enough...
...advanced cluster scaling required



From fragile to antifragile



Fragile



Robust



Antifragile



How to design, build and operate antifragile Tech?

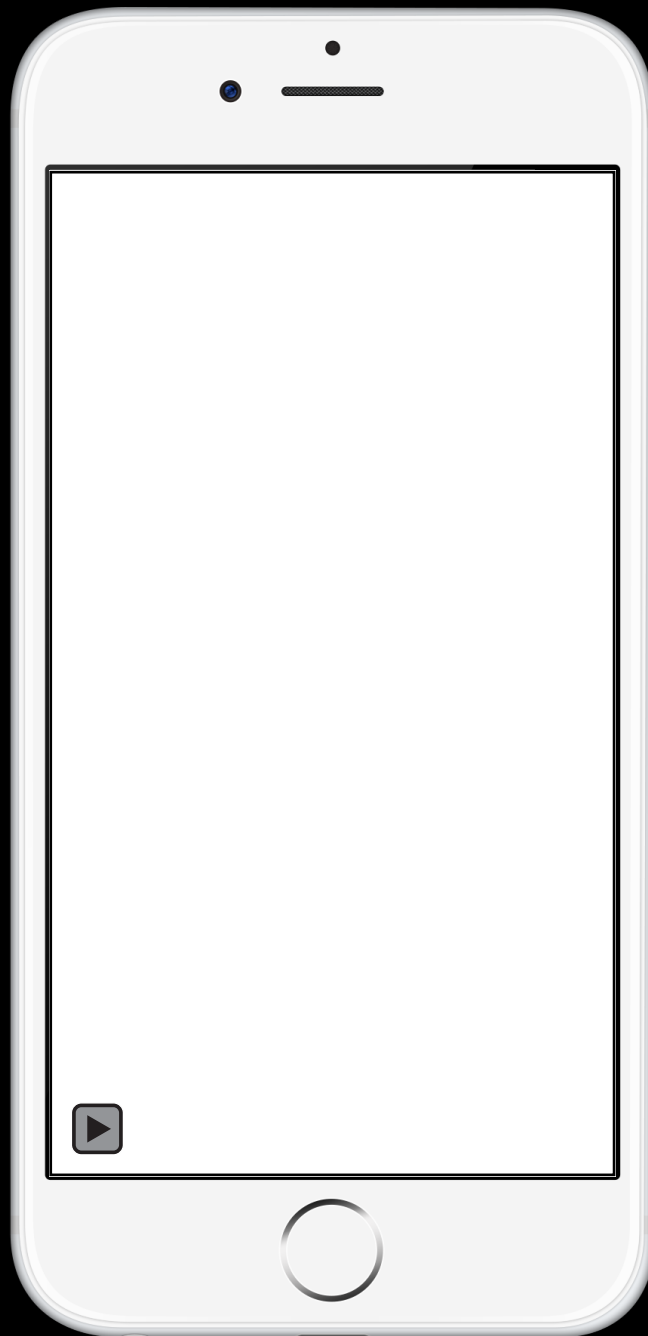
The Distribution Challenge

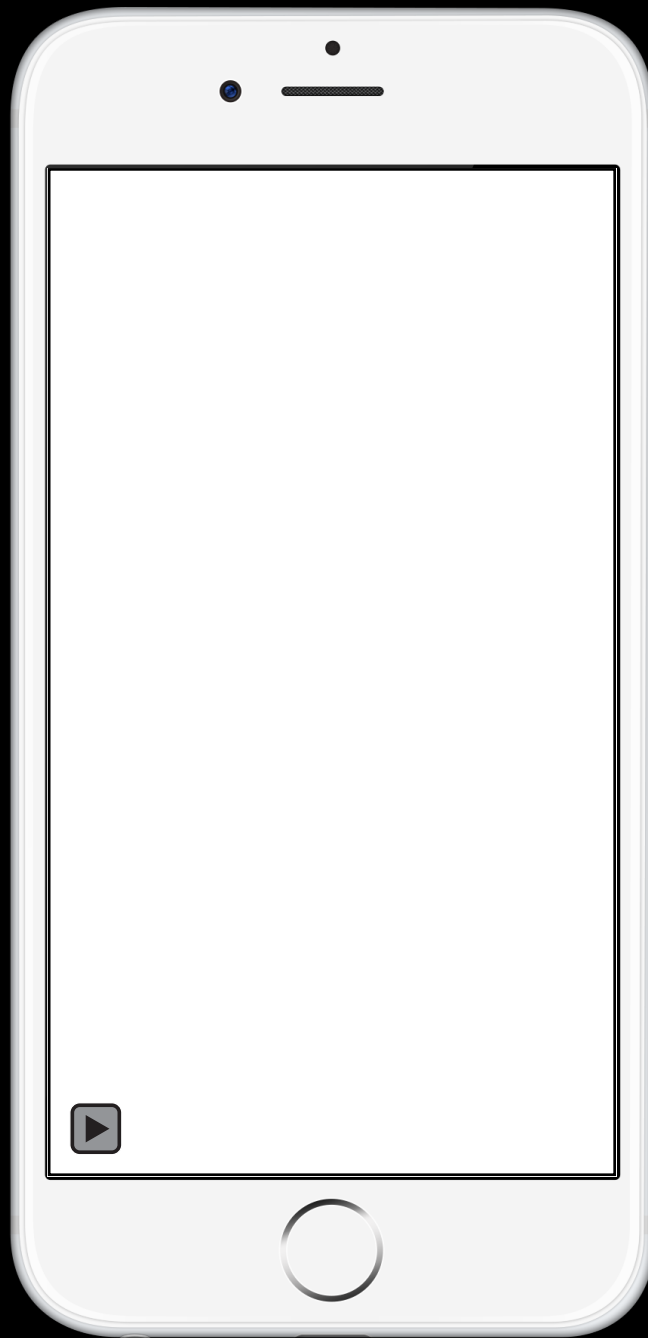


20 min window

99% on-time

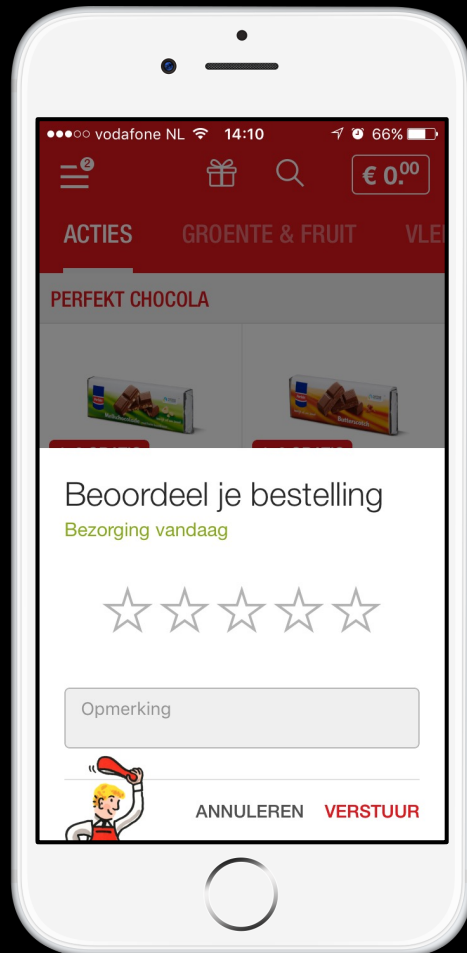
1% no show





3 Principles for Tech Excellence

1. Get the product right

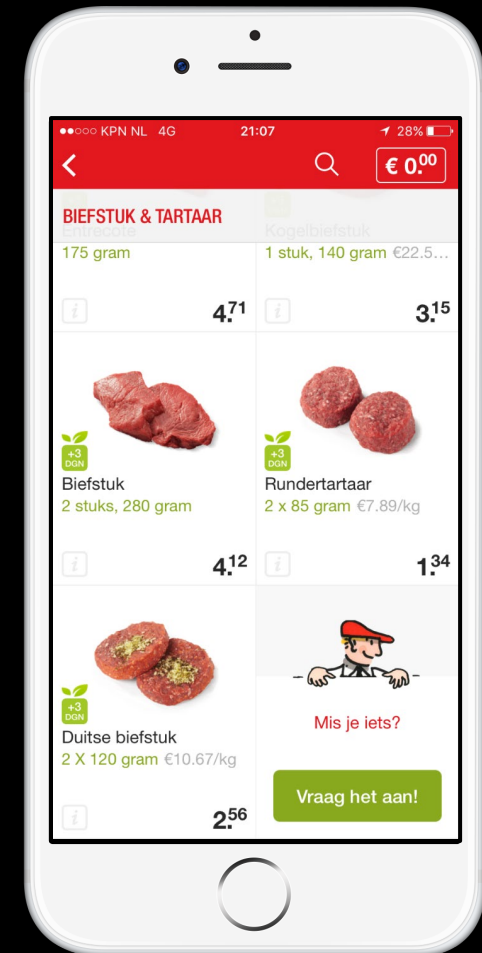


Each week

100s of products

1,000s of suggestions

10,000s of interactions





Embrace Failure

Post mortem, kanban, continuous deployment, 5 whys

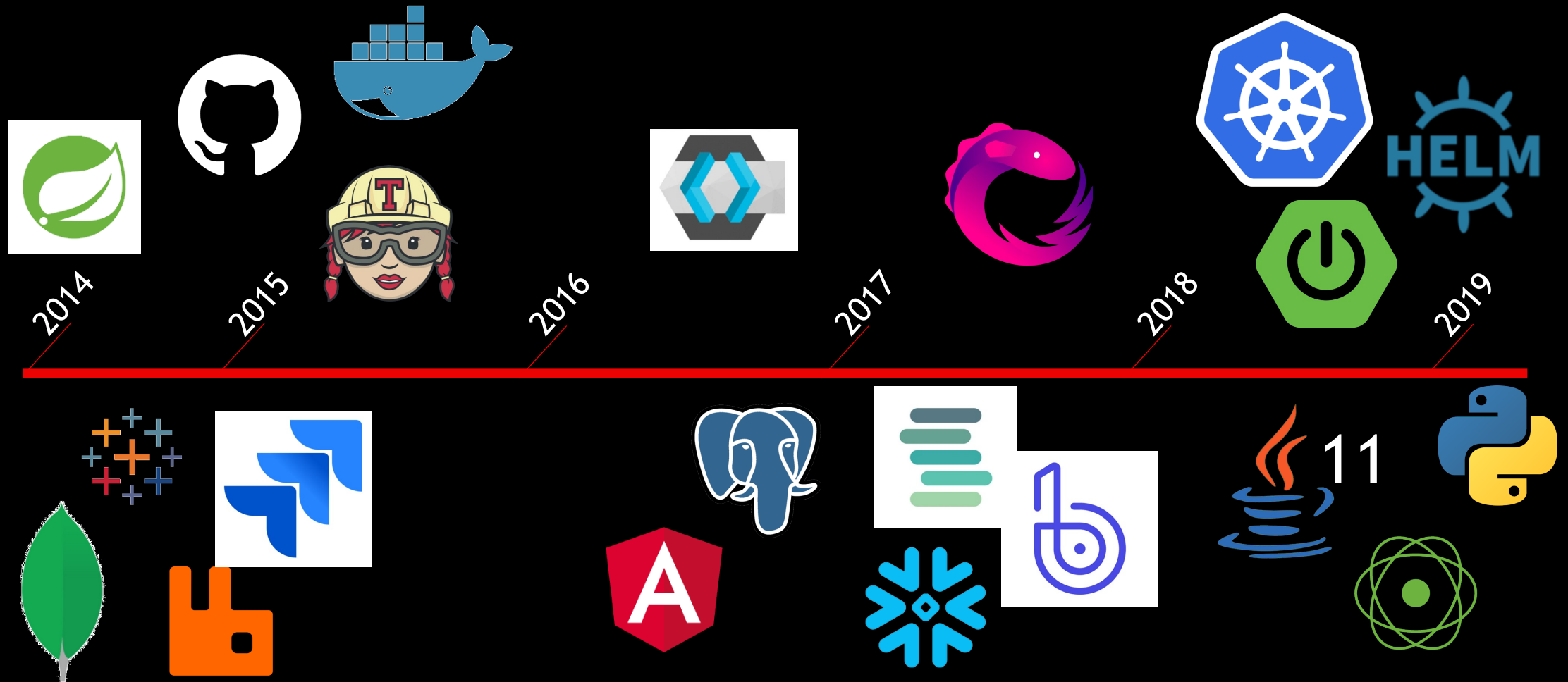


How Today's **Entrepreneurs** Use
Continuous Innovation to Create
Radically **Successful** Businesses

Get Lean

Start validating learning - Use the Scientific Method

2. Get the tech Right





<http://picnic.tech>

3. Keep on learning



Get inspired!

<https://blog.picnic.nl/>



Come join the team!

<http://join.picnic.app>

