

## How Will the Ocado Smart Platform Work?

The Shop	Fulfilment	Last Mile Solution
<p>Ocado Smart Platform includes the e-commerce website and mobile applications tailored to retailers' requirements and including market leading features already available on Ocado.com. It also includes all of the back-end systems required to manage the content of the site and the algorithms to enable personalised customer recommendations and other features.</p>	<p>Ocado's new proprietary physical equipment solution will be installed in the retailer's building, serviced and maintained by Ocado personnel. It is modular (can be built to any size), scalable (can be expanded in line with sales) and is highly productive even at low volumes.</p> <p>All software and systems to operate fulfilment activities are provided under Ocado Smart Platform.</p>	<p>Ocado Smart Platform includes all the software required to complete last mile operations including home delivery or pick-up services, as used by Ocado in the UK, to plan optimal delivery routes, minimising costs to the retailer while maximising the delivery options for the customer.</p>

