

## **Press Release:** Mylerz and Softec join forces to bring a new experience to the last mile courier industry with AI

It was a short while ago when Samer Gharaibeh, a veteran in the logistics sector, decided to do something about the bad experience merchants and consumers face with eCommerce home deliveries. With this in mind, Mylerz launched its operations and partnered up with Softec Technologies to setup a state of the art platform integrated with NORMA AI to provide an unprecedented delivery service that fills today's voids backed by the technology required to cater for the logistics of tomorrow.

The two companies announced that they sealed a long-term partnership agreement to make this happen.

“Being able to realistically say what time your parcel will arrive and making sure it happens; people need that.” says Nour Shawky, CEO of Softec Technologies. “We fully believe in the Mylerz vision and it fills us with pride to be able to contribute to a better home delivery experience. Our partnership has opened up completely new areas of innovation, new ways of doing things and it is not ending there. We are on a continuous journey that has impact on many businesses and people.”

Unfortunately in the courier market too often neither merchants nor consumers have any idea when exactly they can expect the delivery. Sellers suffer from missed attempts and returns; and consumers loose appetite because of bad delivery experience.

Samer Gharaibeh, Founder and CEO of Mylerz, says: “So we established Mylerz because we no longer want that; and the time has come to do something about this. We decided to do things differently; launch with technology at the core of our strategy. We looked at the technologies that are available to help us do this, but they are all separate silos and not really creating any impact. We figured if we find a way to use AI in the backbone of a fully digital flow connecting the pickup & delivery cycle, merchant and consumer visibility, and being able to automate command & control, then we solve the pain that everyone suffers and for the first time bring in an innovative predictable courier service.”

Mylerz and Softec are coming up with solutions to immediate challenges like capturing delivery locations accurately, giving consumers the chance to select their preferred delivery times, and putting a shuttling transport system between the fulfilment centres to streamline the process from pickup to delivery and guarantee reliable same-day deliveries, even between distant zones.

Samer continues: “Mylerz is already able to hit the 96% delivery success rate, which is way above industry average. Now more than ever the market is in need for a critical infrastructure that manages to deliver to our homes reliably; and we are here to make this happen.”