We built an integrated online system geared towards simplifying logistics for carriers & customers alike.

Complete team model for end-to-end development and integration.

Tech Stack

Web - **Scala, Node.js, .NET (APIs)**
Architecture - **Microservices, AWS, Kubernetes, DevOps**

Scope of Work

➜ Web Development (Front-end & back-end) & Architecture development
➜ API Integration
➜ Quality Assurance

| Overview

HUBBED is an Australian start-up working as a logistics parcel network for courier companies and receivers through partnerships with hundreds of agents & physical retail outlets that serve as pick-up/drop-off points. Some of their popular partners include TOLL, DHL, TNT, UPS, Couriers Please, Sendle, Direct Freight Express, BP, Pack & Send, Repco and 7-Eleven.

They needed a reliable technology partner to develop their platform. **Classic Informatics took up the challenge and ensured application is scaled up to handle nationwide traffic & a large number of transactions.**

With logistics companies being the sole providers & senders, there was a constant to & fro of parcels in case of failed deliveries. This, in turn, increased the time & costs for the courier companies. This initiative, along with helping courier companies manage their costs, also provides an added employment benefit for local physical retailers & agents.

Organizational Profile

HUBBED
Find a better way

Headquarters
Sydney, Australia

Industry
Logistics & eCommerce

| Challenges

Before it was handed over to us, HUBBED online system was developed and managed by their local development partner. Some of the customer challenges included:

No Control Over Architecture or Code

As the product was deployed on the vendor's infrastructure, HUBBED team had very little control over the system or the code. They were only relying on the front-end part, with minimum knowledge of the backend functioning of the system. They were looking for a development partner that would migrate the whole, extensive product to HUBBED's own infrastructure.

Complex Product - Easy Migration With No Downtime

HUBBED is a very extensive system with very deep level integrations that consolidates thousands of transactions happening 24 hours a day by hundreds of partner networks - most of them being top players. We had to understand all the workflows involved and redevelop the product with minimum downtime.

Lack of Centralized System For Easy On-boarding - Risk of Data Leaks

With no central API in hand, the Customer was struggling to expose their data to the stakeholders involved initially. Each partner was integrated individually, making it difficult for the system to manage them all at once. They wanted to have a scalable system to accommodate & streamline the extensive partner network they have at present and would be expanding to in the future.

| Our Solution

1.5
Years & Going

2
Project Manager & Analysts

7
Software Engineers Involved

Our plan of action to build & deliver an interactive online platform for carrier management was made up of two important initiatives:
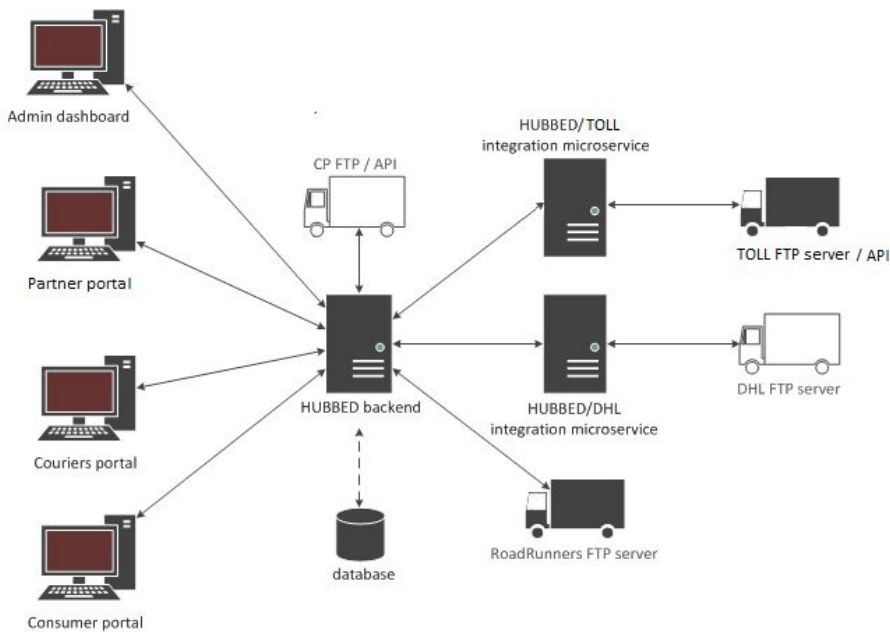
Team Structure

Based on the challenges mentioned, we engaged a team of 7 involving backend, frontend, APIs & architectures scoping easy scalability. We also managed 20 servers for the customer.

Robust Backend

The resulting system is web-based and deployed through Tablet-based and Mobile App based interface.

The majority of business functions are performed by the HUBBED backend, which runs from a secure database and exposes an HTTP REST API interface. It provides HTTP webhooks for external services to interact with.

Partnership with 7-Eleven

HUBBED has partnered up with the infamous 7-Eleven chain to take forward its mission to simplify logistics for every party involved. The idea was to utilize easy accessible 7-Eleven stores and introduce available kiosks and lockers to automate the whole delivery/pick-up system. We are helping both 7-Eleven and HUBBED teams to make this a success.

With this partnership in action, there is minimum human involvement. Unlike other partner networks, delivery agents can submit their parcels to nearby 7-Eleven by entering the authentication code into the kiosk. The automated system will then assign them a locker based on the size of the parcel. The Customer will receive a notification of the location and locker details which they can access by entering a PIN or ID proof.

Additionally, users can also send out their parcel in similar ways domestically. As part of the expansion plan, we are now working on a strategic outbound parcel management for international couriers.

| System Preview
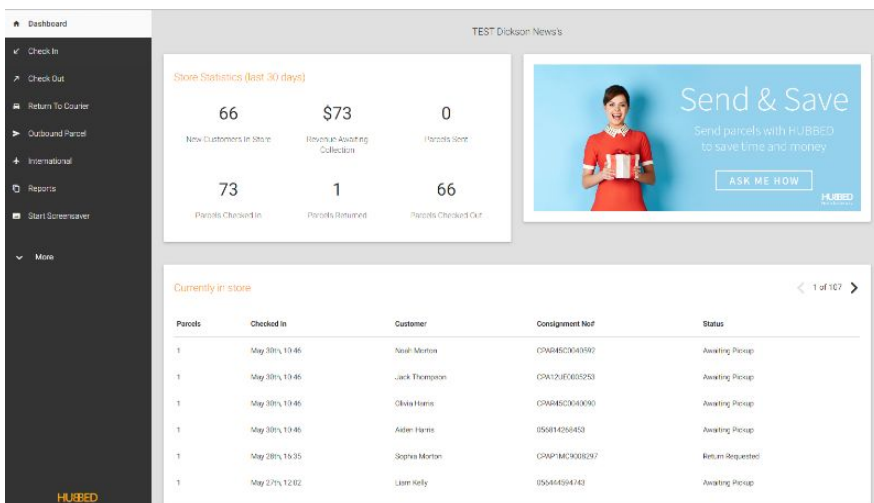
i) HUBBED ONLINE SYSTEM: Initial Screen
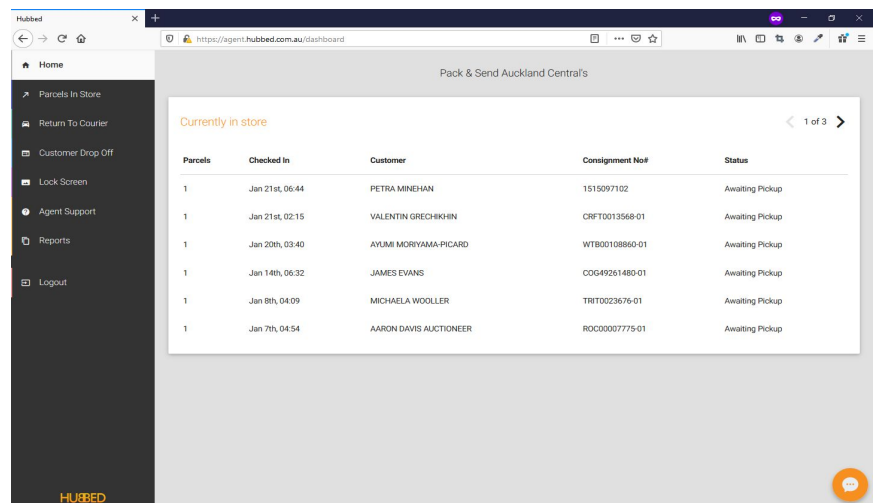
ii) The first screen an Agent sees when Logging in

| Benefits Delivered

Through HUBBED online system, the Customer is able to:

❏ Manage a huge network of carrier companies, newsagents, physical retailers and other stakeholders involved, all connected through deep technical integrations. Once a parcel is dropped off or has faced 'failed delivery', the system receives the data by the delivery agent through app/Hubblet interface, which in turn, informs the Customer & carrier company.

❏ Ensure valid data is passed through the system through individual location code. The delivery agent is free to drop off the parcel to any nearby drop-off point by scanning the location code and authenticating themselves.

❏ Facilitate both inbound and outbound deliveries via a secure, authenticated process. The data breach is minimized as each customer has their own account which is attached with a unique API key.

❏ Onboard any new partner with the help of the common platform we developed. Now, partners can access via the provided API key and start communicating with the HUBBED system or sending/receiving data.