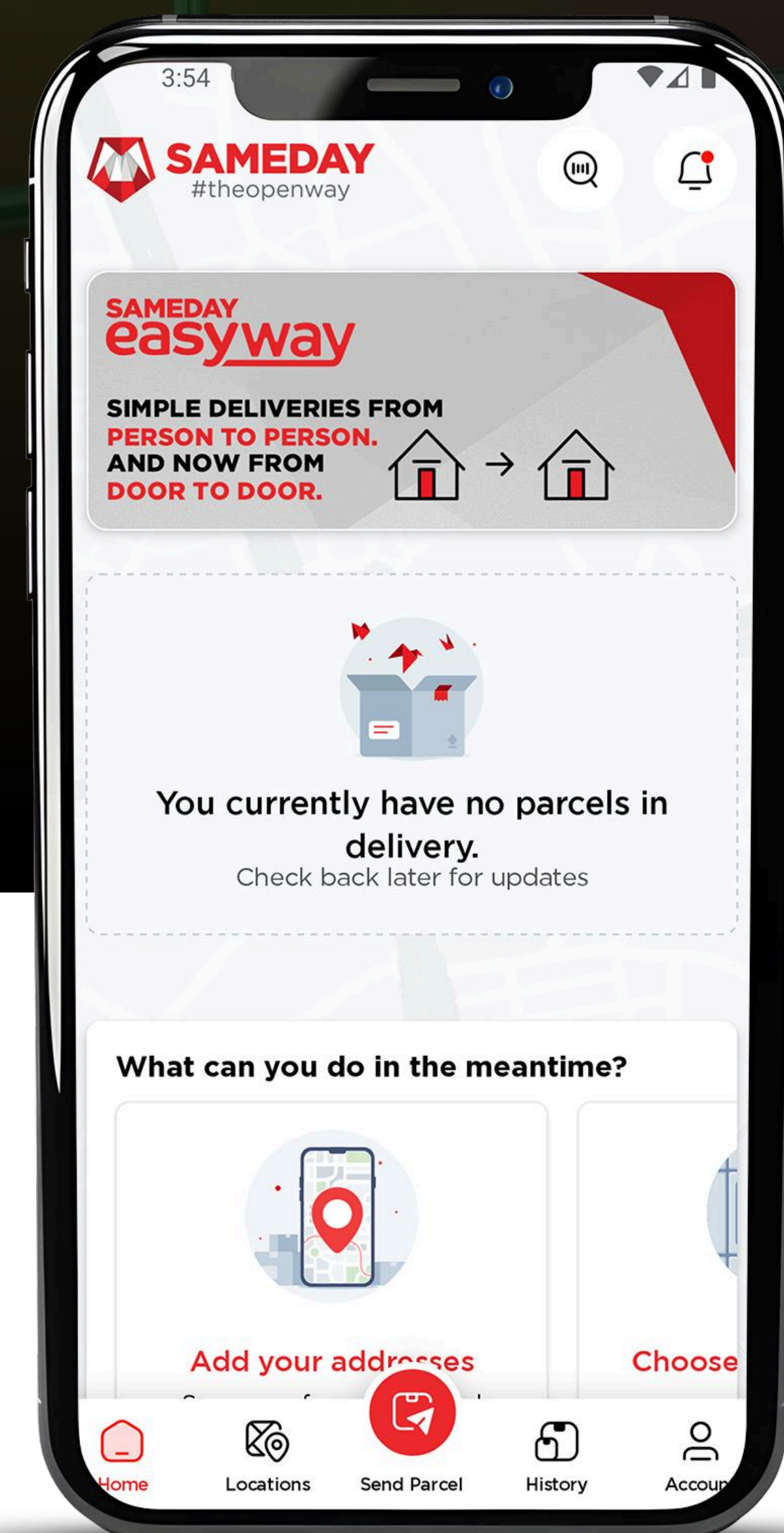


Zitec & SAMEDAY

A partnership that revolutionized logistics

SAMEDAY's transformation from a regional courier provider to a logistics leader is a story of innovation, strategic partnerships and digital evolution. Since 2017, the partnership with Zitec has fueled rapid growth, innovation, and scalability across 3 countries, redefining delivery in the age of e-commerce.



Key Results

Daily Parcel Volume

1 Million

parcels on peak days

Locker Network

8,000+

lockers in 3 countries

Delivery Capabilities

135 Million

deliveries orchestrated yearly

Mobile App Downloads

5 Million

4.9★ rating across app stores

Infrastructure Uptime

99.98%

uptime during traffic surges



“Our vision is to become the largest and the most innovative courier company in South-Eastern Europe, and this can only be possible through technology”

Dragoş Bărbulescu, CTO of SAMEDAY



Industry Context

The e-commerce boom and shifting consumer expectations have placed significant pressure on the logistics sector, driving growth while simultaneously presenting new challenges.

For this reason, any logistics company that wants to continue to maintain competitiveness must focus on:

Scalable technology as the key to sustainable growth

Customer-centricity and the rise of Out-of-Home deliveries

Security at all steps

SAMEDAY's journey to becoming a leader in logistics in the region was not without hurdles.

The Challenges

Infrastructure strain during peak days

Operational complexity across 3 countries

Lack of self-service, mobile, and flexible delivery options

Data security and compliance risks

To address these challenges, Zitec took a tailored, incremental approach designed to revolutionize SAMEDAY's logistics operations.

Zitec Solutions Delivered

Core Logistics Platform

The complete logistics ecosystem offers real-time visibility, automated workflows, and route optimization, significantly improving efficiency, decision-making, and customer satisfaction. It supports flexible pricing, invoicing, and COD operations. Features like warehouse management, microzone delivery assignment, and mobile apps for staff enhance field operations. This end-to-end solution enabled SAMEDAY to scale rapidly, reduce costs, and maintain full control over a growing logistics network.

Customer-Centric Mobile App

With over 5 million downloads, the app offers a seamless, intuitive experience that boosts customer satisfaction, giving users full control over their deliveries: from tracking to rescheduling. Available on iOS and Android, it's a key digital touchpoint in SAMEDAY's transformation toward user-centric, modern parcel delivery.

OOH Delivery with Easybox Lockers

The seamless easybox locker network with 8,000+ locations, enabled efficient out-of-home deliveries. Real-time tracking, smart routing, and digital access improved delivery success and reduced costs. Powered by scalable Kubernetes infrastructure on Azure, SAMEDAY now handles 1 Million+ daily parcels during peak days with 99.98% uptime, ensuring high performance and customer satisfaction.

AI-Powered Parcel Damage Detection POC

With 99.7% accuracy, this solution aims to reduce returns, cut processing delays, and boost customer satisfaction. It demonstrated the effectiveness of AI in logistics and laid the groundwork for broader automation and long-term operational savings.

Security with Microsoft Sentinel

To secure SAMEDAY's expanding digital ecosystem, Zitec implemented Microsoft Sentinel with Falco integration, enabling real-time threat detection and automated response. The system processes over 300 million events monthly, generating 500+ alerts. This proactive monitoring safeguards sensitive data, ensures compliance, and minimizes disruptions, supporting seamless, secure logistics operations at scale.

“The synergy we've built with Zitec has significantly contributed to SAMEDAY's performance. The technologies we developed together are key to our continued growth.”

Lucian Băltaru, CEO SAMEDAY

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