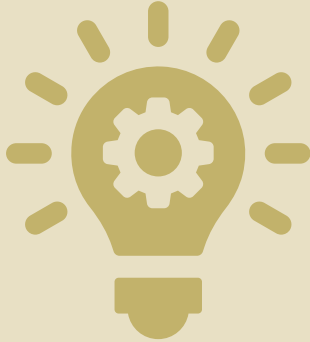


## EXPANSION

We helped ICA Gruppen, the mother company of Swedish grocery chain ICA, develop and implement a technical platform for ICA Paket, the group's parcel delivery company.

Project implemented in

**4 months**



70% of Swedish households covered



### The Client

- **Leader** in Swedish grocery retailing
- **23,800** employees
- **SEK 147,645M** turnover
- **SEK 6,363M** EBIT

### The Opportunity

The rise of e-commerce has significantly altered consumer expectations and delivery logistics. ICA, a leading Swedish and Nordic grocery retailer, recognised the potential in using its logistics network for last-mile deliveries, despite the reluctance of franchise to offer pick-up points. To address this, ICA's innovation lab developed a carrier-agnostic digital platform to simplify the last-mile delivery process. The project required effective coordination among numerous stakeholders and balancing high standards for user experience with business and technical requirements.

### Aurentor's Role

Aurentor was engaged to manage the project, leading technical launches, continuous improvements, and integrations. Their responsibilities included ensuring seamless communication between software systems, adapting to evolving requirements with agile development, managing collaboration to meet project milestones, supporting partner contract discussions, establishing and transitioning customer support processes, and setting up future team structures and budget management.

### Outcome and Impact

ICA Paket launched in a record three months, integrating ICA's infrastructure with innovative platforms from external partners. It now serves over 70% of Swedish households and includes major online retailers.

## How we did it right

Aurentor combined deep technical expertise with an understanding of ICA's corporate culture, building a resilient team. They enhanced

the ICA Paket concept by enabling delivery tracking, managing returns, and leveraging existing contracts to reduce costs.