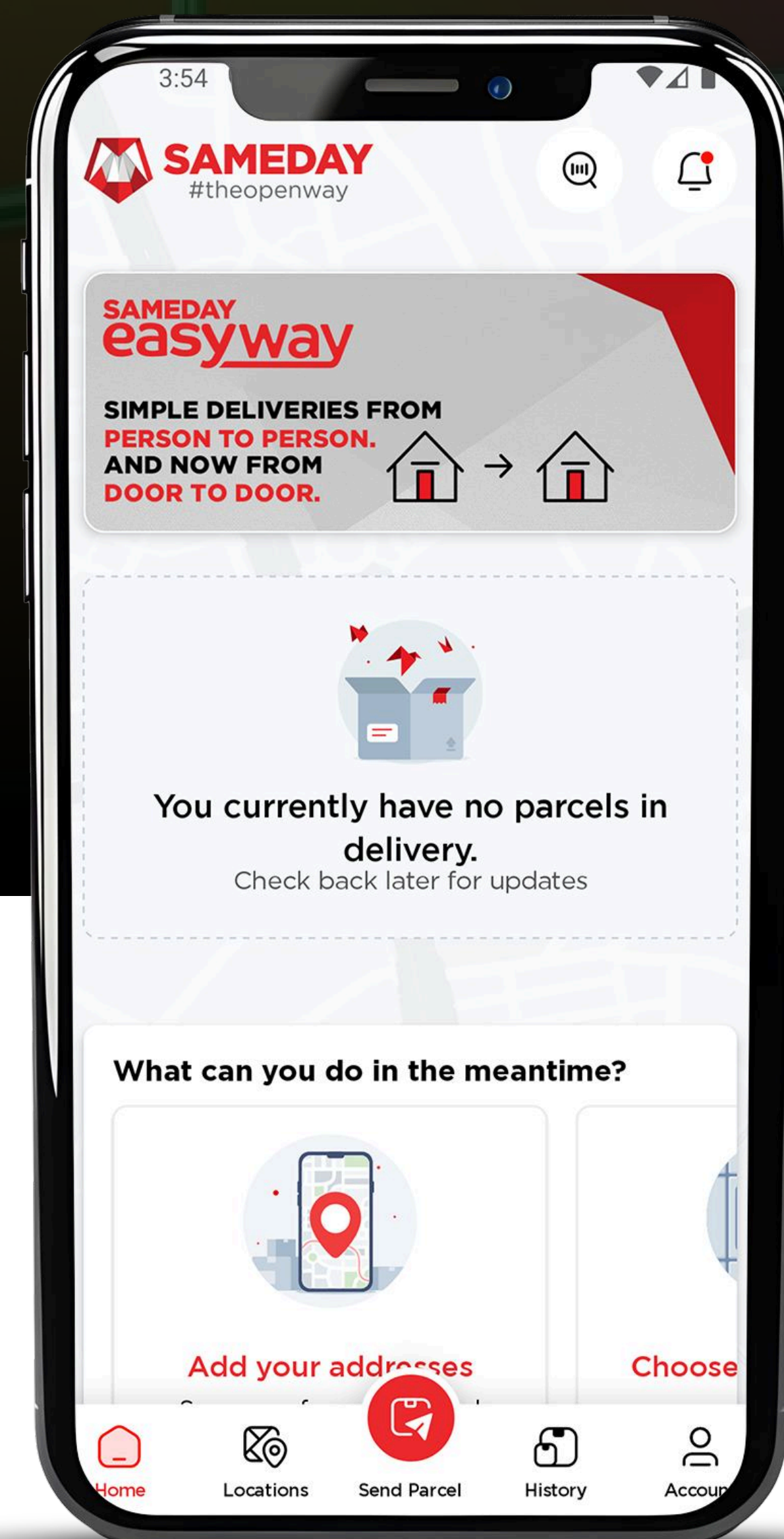


# Zitec & SAMEDAY

## A partnership that revolutionized logistics in Eastern Europe

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

**800,000+**

parcels on peak days

Locker Network

**7,000+**

easybox lockers in 3 countries

Recipients Mobile App

**3M+**

downloads, 4.8★ rating

Infrastructure Uptime

**99.98%**

uptime during traffic surges

Security

**300M+**

monthly events monitored  
with Microsoft Sentinel

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**“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”**

Dragoș Bărbulescu, CTO of SAMEDAY

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## 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.

### OOH Delivery with Easybox Lockers

The seamless easybox locker network with 7,000+ 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 800K+ daily parcels during peak days with 99.98% uptime, ensuring high performance and customer satisfaction.

### 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.

### Customer-Centric Mobile App

With over 3 million downloads in Romania only, 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.

### 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.

“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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