

**Netrising makes "delivery" user-friendly during social distancing.  
DELIVERA is the take-away service that makes life in the retail world easier,  
restarting the business in the best possible way.**

**The only "zero commission" platform that, by means of an annual license, will support restaurants, hotels, bars and beach establishments to handle remote orders in a simple, secure, intuitive and remote manner. An unprecedented solution capable of becoming a trendsetter in the delivery market.**

*Food delivery is a fast-growing sector, especially in the last period that saw it play a leading role during the lock-down phase. A dynamic and expanding market: this is why Netrising, relying on its vertical know-how in the digital, Retail and Ho.Re.Ca. industry, has chosen to provide a fully innovative solution for the delivery sector. This has generated a business amounting to over 350 million EUR in recent years, attracting over 15,000 restaurants.*

**DELIVERA is the app that assures user-friendly take away, delivery and, where possible, also table service.** Pursuant to the latest decree DPCM\_20200426 issued by the President of the Council of Ministers, as of May 4 2020 catering companies, in addition to the delivery - home delivery option already provided for in the previous regulation - may resume take-away activities: their customers will be able to order and pick food up right on the spot. "The interest in the solution has already been highlighted by the data reported in the first week of the app's launch," said Fabrizio Nicolosi, General Manager of Netrising. "We introduced the app through 12 webinars that generated over 144 requests from resellers in less than 72 hours, a very positive sign that shows the market interest in a prompt re-start supported by digital solutions that bring tangible and immediate benefits". DELIVERA makes it possible to resume contact with customers directly, easily and safely, without risks, observing safety distances and eliminating long queues. These features provide a unique service capable of capturing the interest even of new customers, thanks to the service user-friendliness and app functions.

The service is organized on five key assets:

- **zero commissions, unlike other important market players in the delivery world**
- **total respect of distances, with assurance of optimal order and delivery management**
- **digital multi-language menu providing full safety, avoiding the use of paper menus**

World Headquarters

CUSTOM S.p.A. Via Berettine, 2/B - 43010 Fontevivo, Parma ITALY Tel. +39 0521 680111 Fax +39 0521 610701

VAT: IT02498250345 Share Capital: 6,000,000 € fully paid in / Business register of Parma No. IT02498250345 / REA No. 243435

[info@custom.biz](mailto:info@custom.biz) - [pec@pec.custom.biz](mailto:pec@pec.custom.biz) - [www.custom.biz](http://www.custom.biz)



- **connection and interface with Custom order printers for direct order printing**
- **payment form for full service management in contactless mode**

"All the sales and technology formulas that avoid proximity between people (social distancing), that provide delivery services, that support and/or eliminate queues and at the same time help shop assistants, are going as fast as ever", says Alessandro Mastropasqua Head of Communication at Custom Spa, the multinational company from Parma that has renewed the world of printing and scanning systems in the retail, industrial and transport sectors. "In a time of uncertainty like this, user-friendly, fast and smart solutions are essential to support all of our customers. It is necessary to provide new solutions to resume our business activities quickly. Custom Group has always focused on listening and developing innovative technologies capable of making a difference by responding to specific needs, but also providing tangible integrated advantages focused on business support.

**A completely new and different solution vs those of the main players in the delivery sector.** An App that assures and provides a digital system to help the entire Ho.Re.Ca. and retail sector to restart business in the best possible way. Based on Custom Group's experience in the Retail world, in less than a month Netrising has developed a solution capable of meeting the main needs of a market that has completely changed due to the serious health, economic and social crisis caused by the COVID 19 pandemic.

### **Two distinct solutions to meet everyone's needs.**

The first one is called DELIVERA WEB and is addressed to all those business that have customers in accommodation facilities, while the second one, DELIVERA APP, is addressed to all those people who can book and order products and services directly from home and then pick them up at the shops. **Optimal and thorough service with unique customization, where all the main functions are based on the customer's needs.**

Delivera WEB is the ideal solution for hotels as well as beach establishments, with a menu organized on several categories and products, preview images and an intuitive and editable order summary. Delivera APP, on the other hand, is the perfect tool to provide a personalized, easy and fast home delivery service. In addition to the Delivera WEB features outlined, **the APP version includes user registration, push notifications for the news, as well as promos and more details in the product description.**

Both solutions are managed via a simple business operator's panel, accessible both from desktop and mobile, that allows the user to handle menus, allergens, delivery and payment methods.

To complete the options offered, Delivera also provides additional forms, such as a form for credit card payments via the APP, or the multilingual form for instant translation of all the items offered.

#### World Headquarters

CUSTOM S.p.A. Via Berettine, 2/B - 43010 Fontevivo, Parma ITALY Tel. +39 0521 680111 Fax +39 0521 610701

VAT: IT02498250345 Share Capital: 6,000,000 € fully paid in / Business register of Parma No. IT02498250345 / REA No. 243435

[info@custom.biz](mailto:info@custom.biz) - [pec@pec.custom.biz](mailto:pec@pec.custom.biz) - [www.custom.biz](http://www.custom.biz)



## **The watchword is user-friendliness: a few steps to promptly get what you're looking for in full safety.**

- User's side: quick registration; simple and intuitive interface that uses classic web configurations and apps that have become everyday use for everyone, young and old, managers and athletes. The greatest content customization makes it even easier to understand how it works.
- Operator's side: you do not need a management system but just a web panel with reserved and responsive access (usable from individual devices) to manage all the data displayed on Delivera and import the menu in a simple and intuitive way.
- Multi-language: the App and the menus managed are totally multilingual, so that you may have your own menu in digital format and automatically translated into several languages.
- Module payments: the app allows users to choose the payment method, not only in cash but also by credit card. Custom Group's experienced solutions offer the opportunity to activate all the main credit card payment methods already supported by the Group's technologies within the various points of sale, in Italy and abroad.

### **Netrising S.r.l.**

*Netrising is a web agency in Cervia (Ra) specialized in the development of complete communication projects, integrating IT development, digital strategy and pure communication. Netrising was founded in 2012 and has specialized in the development of apps for iOS and Android™ operating systems. In 2014, it joined Custom Group, an international group led by Custom S.p.A., and became partner of Areca System, a leading Italian company in the distribution of hardware and software products for the Retail sector.*

### **CUSTOM S.p.A.**

*Custom is a "Hi-Tech Solution Company" that integrates different know-how and design skills based on hardware, software as well as presales and aftersales service solutions in vertical markets where technology and innovation are important and distinctive elements. Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, the Group's priorities are close attention to the market to provide integrated solutions for data printing, scanning and reading and the automation of public services.*

### **Contacts**

**Corporate Communication Manager: Alessandro Mastropasqua**

Tel. 0521.680111 - Mobile +39 334 6896730 - [a.mastropasqua@custom.it](mailto:a.mastropasqua@custom.it)

[info@custom.biz](mailto:info@custom.biz)