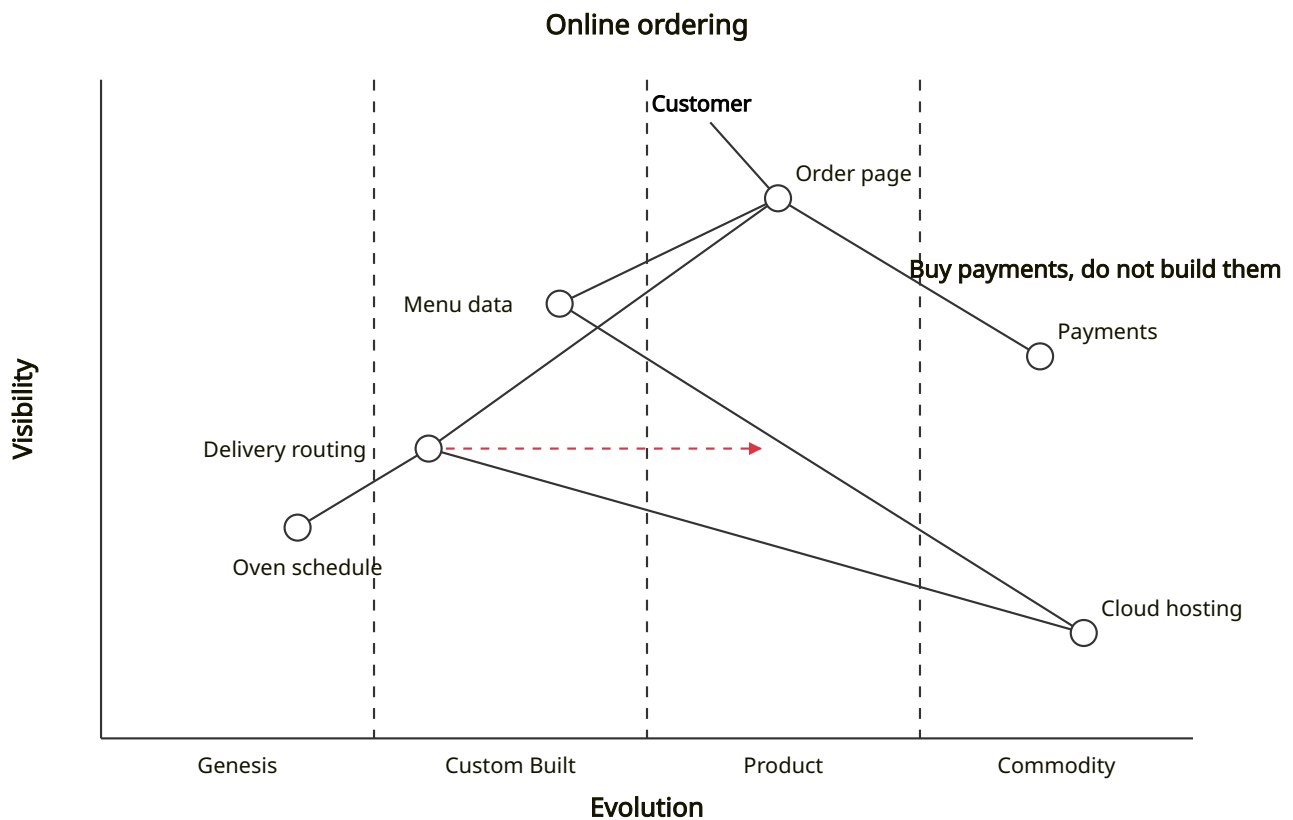


Online ordering: what to build and what to buy

A bakery chain with forty shops in the Netherlands takes orders online. The map places each part of the service by how visible it is to the customer and how mature it is in the market.



The planned move is delivery routing: a hosted routing service replaces the custom code by the summer.