



e2open[®]

EBOOK

Transform Global e-Commerce and Maximize the Customer Experience

www.e2open.com

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e-Commerce is booming and offering significant opportunities

Accelerated by the pandemic, global e-commerce is growing by leaps and bounds, particularly in emerging markets, where consumers can find it hard to locate affordable imported products in local shops. Sales have skyrocketed to new levels, and there's no sign of them dropping. That's a good thing because online sales might be the only way retailers can survive in a highly competitive and disruptive environment.

While most of the online sales demand has been for in-country fulfillment, as the trend of cross-border commerce increases, many companies are embracing e-commerce to fulfill the demands of customers worldwide who seek products not available at local brick-and-mortar stores. However, these significant global sales opportunities also present the challenge of how to deliver a positive customer experience while combatting high shipping fees, hidden costs, import and export regulations and product restrictions.

Companies providing global e-commerce services—whether traditional retailers, brand owners, marketplaces, business-to-business/B2B fulfillment or third-party logistics providers (3PLs)—must understand their customers' needs for convenience and remove any obstacles to cross-border commerce. These obstacles include an ever-changing global trade environment, tariffs that vary by country and conflicting classification requirements. To fully address these challenges, it's imperative to maintain timely access to global trade information and master product classification, as well as to comprehensively calculate landed costs at the time of order entry. By leveraging a cloud-based, end-to-end platform that encompasses supply management, global trade management (GTM) and transportation functionality, you can create a frictionless global e-commerce experience for your customers.

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What's altering e-commerce?



Increasing customer expectations

The number of contact points a customer has with a business has multiplied in recent years. Customers now expect instant access to order, inventory, shipment and other information. Therefore, companies must deliver a seamless and positive e-commerce experience that accounts for the complexities of global commerce.



Growth through e-commerce

Today, e-commerce is not optional for retailers, manufacturers, marketplaces and other organizations. Customers and consumers require it. Organizations need it to improve customer experience and increase consumer loyalty. Additionally, global e-commerce allows for expansion into new markets and the addition of new customers.



Today's digital economy

We are well into the age of the digital economy, and rapid access to data across all e-commerce operations is required. Companies must have the ability to leverage and learn from critical data by communicating with the right people in real time. With instant data, customers know exactly where their orders are and when they'll arrive. Supply chain professionals can access strategic insights around carrier performance and costs, influencing service selection and carrier relationships.



Embracing the cloud

Cloud-based technology is ideal for businesses with growing global e-commerce demands. The expanding acceptance of cloud-based e-commerce solutions allows companies to rapidly upgrade their software system, cut hardware costs and quickly extend their existing e-commerce capabilities to meet the specific challenges of cross-border e-commerce.

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Manage all global e-commerce touchpoints



1 Create product catalog

Retailers can create the online product catalog and product masters for products that are intended for sales internationally.

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2 Classify products and screen goods in real time

Consumers expect a quick and easy online buying experience, which requires accurate product classification in real time for cross-border orders. All countries require and rely on the International Harmonized System (HS) to properly classify products. As a result, product descriptions must be screened to determine the HS code for the country of origin (COO), country of import (COI) and country of export (COE) and any applicable customs requirements. This needs to occur instantly at the time of order to ensure the product can be sent to the customer and any additional fees are included.

3 Calculate accurate landed costs at time of order entry

The accurate analysis and calculation of total landed costs is imperative for organizations with global e-commerce operations. In many cases, companies simply provide the shipping cost at the time of order and overlook common cost elements such as duties, tariffs, taxes, harbor fees and handling fees, to name a few. Overlooking these cost factors can result in the rejection of shipments by customers refusing to pay the required—but unexpected—duties.

4 Apply trade content

As a global e-commerce provider, you must ensure that all goods shipped based on orders from your website fully comply with international trade laws and regulations. Access to accurate and timely trade content is required to quickly identify any orders that may violate restricted party lists, import regulations, export regulations or dangerous goods restrictions.

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5 Provide visibility for customers

Customers now expect frequent, timely updates on the status of each order before the goods are even shipped. You can win over your customers by providing milestone messages during the pick and pack process.

6 Gain real-time access to package tracking information

Consumers expect access to accurate package tracking and delivery information for their orders. Therefore, it is crucial for e-commerce providers to make this information readily available to ensure a positive customer experience and maintain customer retention rates. Additionally, global order and shipment visibility enables you to monitor performance throughout the international shipment process and take into account global trade requirements, customs delays and other factors that might impact expected package delivery dates.



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E2open understands the complexity of cross-border e-commerce. Our solutions help companies transform their e-commerce operations.



Improve the user experience with comprehensive order and shipment visibility



Drive brand loyalty and customer preference versus the competition



Reduce shipment costs, returns and customer order cancellations



Improve product classification accuracy



Ensure compliance with all international trade regulations



Prevent illegal transactions with banned trading partners and reduce corporate risk



Deliver accurate landed cost at time of order, including all duties and taxes



Identify shipment-specific issues and strategic improvements with access to e-commerce shipping data

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E2open provides extensive transportation, global trade and supply chain expertise, allowing you to deliver a superior global e-commerce customer experience. Our solutions equip you to improve product classification accuracy and address all cross-border trade regulations at the time of order entry.

As a result, you'll help your e-commerce customers gain a clear understanding of the duties and taxes involved with their international orders and position your organization to improve delivery performance, reduce shipment returns and transact more cross-border orders.

Providing capabilities that comprehensively address global e-commerce challenges

- Ensuring accurate product classification at time of order entry
- Providing accurate and timely trade regulation content covering 180 countries
- Calculating total landed costs including duties, excise tax, VAT, customs fees and other charges
- Managing all import and export regulatory requirements through your existing e-commerce infrastructure
- Improving the customer experience with comprehensive visibility to order and shipment status

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About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: www.e2open.com.

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