

eCommerce

With our extensive end-to-end eCommerce solutions, we support global and regional brands in growing their business online every step of the way.



SingPost stayed on track with our transformation and continued to invest in efforts to turn around the US businesses at the start of the year. The eCommerce segment enjoyed operational efficiency with the integration of TradeGlobal and Jagged Peak and also saw higher volumes primarily driven by festive shopping in the US.

Costs grew, notably with the integration initiatives as well as investments in automation for our US businesses. The increase in eCommerce volumes also gave rise to operating losses as costs including freight and outsourced services rose significantly to support the growing volumes.

The Business of Edge

Our proprietary eCommerce software – EDGE®, continues to be recognised by the industry as one of its top eCommerce platforms.

EDGE® was named in Forrester Wave for the category of Omnichannel Order Management Systems. This report evaluates 40 varied criteria from providers, so as to identify 10 most significant platforms

currently in the market. EDGE® also received security certifications for data protection – Payment Card Industry Data Security Standard (PCI DSS) 3.2 (Level 1) certification and Health Information Trust Alliance (HITRUST) certification.

EDGE® had undergone several technology enhancements in the course of the year, giving it better agility, seamless integrations as well as stronger reporting capabilities. The software now allows for an increased release calendar, with a three-week schedule and increased automated testing which helps streamline validation for each release. EDGE® has also added numerous integration and connectors to third-party software such as payment gateways and online marketplaces for more seamless, and expedited client integrations.

For the year, Jagged Peak launched 15 eCommerce solutions for new clients from the Health and Beauty, Consumer Packaged Goods, and Apparel industries, and deployed more than 35 solutions or major enhancement projects for our existing client-base.



Improved fulfilments
More than 12.5 million orders were shipped through our FlexNet network

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EDGE® lab
Set up in Singapore to showcase our proprietary software and end-to-end eCommerce capabilities



RaaS robotic system
Helped in reduction of manpower and 80% year-on-year reduction of workplace injuries in Ohio

Improvements in Fulfilment

The year saw more than 12.5 million orders shipped through our FlexNet network, the deployment of RaaS robotic system at the Meridian distribution centre in Ohio as well as the expansion of Put-to-Light units in Ohio.

The deployment of RaaS robotic system facilitates robot-assisted picking that resulted in a reduction of manpower and 80 per cent year-on-year reduction of workplace injuries in Ohio. We also saw over 20,000 people-hours without workplace injury in FlexNet network and Florida.

Strengthening our Services

We established a Client Advisory Board – a forum that brings together key client stakeholders to solicit product feedback, share best practices and gather leading-edge insights into our clients' priorities and challenges. The goal of this forum is to strengthen relationships, shape product development, and gain access to early-stage thinking for innovation. Since launching the programme, we have had an on-site two-day client advisory summit in Q3, and a remote client advisory conference meeting in Q4.

A EDGE® lab was set up in Singapore to showcase the power of our proprietary software, as well as end-to-end eCommerce capabilities to our customers, prospective business partners and staff.

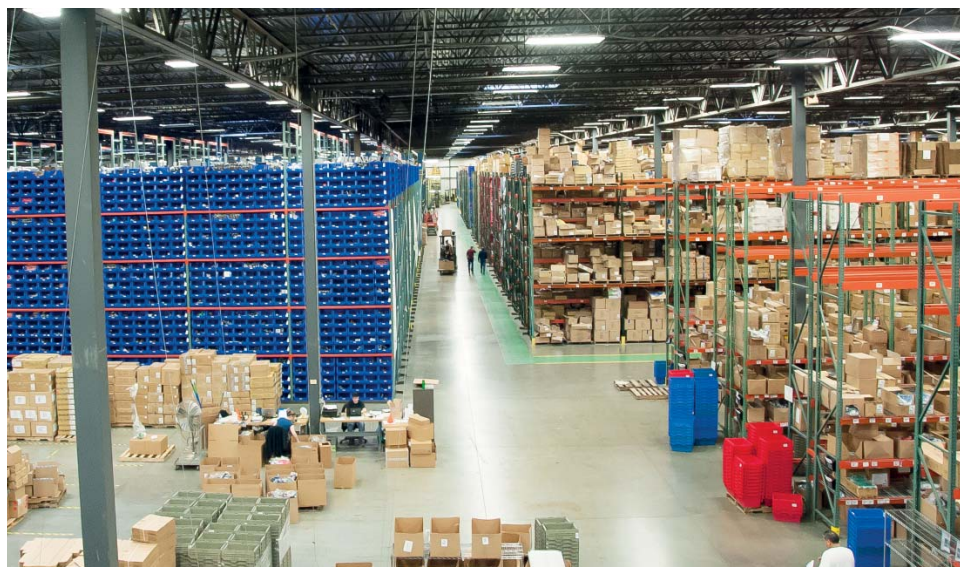
We also expanded our marketplace management offering to help clients amplify their brand and outperform competition; this includes content creation and management, marketing and advertising services, D2C program management and B2B retail management.

Moving Ahead

Despite tremendous efforts to turn our US businesses around, the year has still proven to be very challenging for the eCommerce segment.

Also, SingPost believes its strengths and strategic competitive advantages are in Southeast Asia and the Asia Pacific region, which provides attractive growth opportunities. Our long-term focus would be better spent strengthening and growing our core businesses in the region, and to better serve our home market in Singapore.

Based on these factors, a strategic decision has been taken to exit the US domestic market and put the US businesses up for sale.



Jagged Peak's East Provident distribution center in Cincinnati, Ohio.