

ECOMMERCE



Staff members at Jagged Peak's FlexNet Distribution Center in St. Petersburg, Florida.

In the last year, the main focus of the eCommerce segment was to reinforce the entities in the United States and execute a turnaround business plan, particularly for TradeGlobal.

Efforts towards TradeGlobal's performance continued to bear fruit as operating losses narrowed and revenue grew, after the implementation of cost controls.

Jagged Peak continued its strong performance, recording volume growth, especially on the back of the peak festive retail season in the US – which saw eCommerce volumes hit record highs.

TURNING AROUND BUSINESSES IN THE US WITH EDGE

Together, Jagged Peak and TradeGlobal landed 28 new customers in the year, ranging from apparel and footwear, consumer goods, cosmetics, and food and beverage industries. The new customer wins helped TradeGlobal overcome the loss in revenue from two major customers in the previous financial year to register revenue growth. In addition, three new direct-to-consumer programmes were deployed by Jagged Peak for Unilever. These are complete shop-to-ship solutions out of the United Kingdom.

In the year ended 31 March 2018, Jagged Peak and TradeGlobal processed and shipped over 100 million units, valued at over US\$1.5 billion. During the peak holiday season, more than 15 million units were shipped within 33 days, while meeting all service-level assurance obligations.

Underpinning this success is our proprietary eCommerce software – EDGE, recognised by the industry as one of the top eCommerce platforms.

EDGE clients will have access to a comprehensive SaaS (Software as a Service) eCommerce technology suite that includes a best-in-class distributed order management solution (OMS), warehouse (WMS) and transportation (TMS) management solutions, a vendor drop shipping tool, as well as StorePoint, an in-store omni-channel fulfilment solution. EDGE enables clients to enhance every stage of the order life cycle to optimise operations and increase profit.

Customers that deploy EDGE OMS, have a centralised hub that connects front-end and back-end systems for a complete, 360-degree view of all customer orders and inventory from every distribution channel. They may also employ the EDGE WMS, which intelligently manages and directs activities at a distribution centre or fulfilment location, as well as optimally selects shipping providers based on the lowest cost in routing goods to the consumer. EDGE also enables customers to easily create eCommerce websites, complete with inventory management and order tracking to provide a complete eCommerce enablement service. EDGE has been implemented for numerous TradeGlobal and SP eCommerce clients and will be rolled out to the rest of the SingPost Group.

The EDGE technology is a robust platform that we continuously optimise to offer even more benefits to our customers. During the year, the customer service portal was enhanced, while returns processing were simplified to expedite handling times. Improvements were also made to the StorePoint omni-channel fulfilment system. On top of these improvements, a labour management system was introduced to increase productivity and reduce labour costs.

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REINFORCING ECOMMERCE INFRASTRUCTURE DRIVING THE BUSINESS AHEAD

Enabling eCommerce capabilities and fulfilment support for our customers are at the heart of our business and alongside these principles is our commitment to the highest standards of data privacy and security. We have attained two 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.

In our continual reinforcement of the eCommerce infrastructure in the markets we serve, we extended the FlexNet solution to Reno in Nevada and Scotland to better serve our clients' delivery footprint in western US and the UK.

We have streamlined the processes for our Cross-Border Solution, making them compatible to most enterprise eCommerce platforms for a seamless consumer experience. We continue investing in capabilities, enabling our clients to offer cross-border services from most countries at competitive rates.

We launched two new solutions in the year, Marketplace Management as well as Merchant of Record and Seller of Record, to complement our end-to-end eCommerce offerings.

Looking ahead, we are building out our Marketplace Management solution to help clients extend their online footprint and increase sales through domestic and global marketplaces.

We are working towards increasing the market share of our clients by offering a holistic suite of services – including digital and marketing support – to help them boost mindshare, revenue and customer loyalty.

To better support global brands, we have re-engineered our tax and duties calculator, as well as expanded localised payment capabilities of our Cross-Border Solution to support what is known as 'true anywhere-to-anywhere' eCommerce.

Plans to enhance our StorePoint omni-channel solution to meet the demands of retailers, which include more efficient in-store, pick-and-pack processing, are also underway.

Leveraging and developing technology is critical in the fast-moving eCommerce world. We constantly seek improvements to all our technology platforms to meet the needs of the future, anticipating the needs of customers and consumers, and innovating to help brands reach new markets.

