Amber Road
POWERING GLOBAL TRADE®

Transform Global e-Commerce and Maximize the Customer Experience



- e-Commerce will eclipse $3.5 trillion by 2020[1]
- 73% of 2016 holiday shoppers will shop online[2]
- Nearly 40% of consumers have purchased goods from another country[3]
- 48% of companies now do business in more than 50 countries[4]
- 35% of companies now realize more than half of their total sales from international markets[4]
- The web will account for 12.8% of global retail sales by 2019[1]
- Accenture predicts that global B2C cross-border e-commerce will be $1 trillion in 2020[5]
- e-Commerce sales will outpace brick-and-mortar sales growth by a more than 3-1 margin[1]

e-Commerce is Booming and Offering Significant Opportunities

Global e-commerce is growing in leaps and bounds, particularly in emerging markets, where consumers can find it hard to locate affordable imported products in local shops. As the trend of cross-border commerce increases, many companies are embracing e-commerce to fulfill the demands of customers worldwide seeking products not available at local brick-and-mortar stores. However, these significant global sales opportunities also present the challenge 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 must understand their customers' needs for convenience and remove any obstacles for embracing 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, master product classification, and comprehensively calculate landed costs at the time of order entry. By leveraging a cloud-based global trade management (GTM) solution, you can create a frictionless global e-commerce experience for your customers.

[1] eMarketer, *Worldwide Retail e-Commerce Sales: eMarketer's Updated Estimates and Forecast Through 2019*, 2015

[2] Market Track, *2016 Holiday Shopping Survey*, 2016

[3] Pitney Bowes, *Global Online Shopping Study*, 2014

[4] SCM World, *Managing Global Trade – Rising Importance But Lagging Execution*, July 2013

[5] Accenture and Alibaba, *Cross-border B2C e-Commerce Market Trends*, April 2016

The Digital Economy is Altering e-Commerce

Increasing Customer Expectations

Customers expect instant access to order, inventory, shipment and other information. The number of contact points a customer has with a business has multiplied in recent years. 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 the expansion into new markets and the addition of new customers.

Today's Digital Economy

The age of the Digital Economy requires rapid access to data across all e-commerce operations. 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 current trade regulations, meet all customs requirements and quickly spot a potential problem.

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 the software system, cut hardware costs and quickly extend your existing e-commerce capabilities to meet the specific challenges of cross-border e-commerce.

Trends Impacting Global e-Commerce



- Technology is changing rapidly, especially on the consumer side, which sets the bar higher for selling not only to current customers, but also to a new generation of customers that desire the ability to purchase products easily across the globe.
- Increased competition from non-traditional sources such as Amazon, Alibaba and manufacturers selling direct forces companies to rethink their e-commerce business model and grow global opportunities.
- Mobility is a game-changer. Mobile devices have changed how customers interact with businesses and must comprehensively support the nuances of global commerce.
- Customer expectations have increased in recent years on self-service capabilities, customer service and other factors. It's imperative that your e-commerce process accounts for all cross-border fees and regulations to ensure a positive customer experience.
- Global trade regulations are constantly increasing and changing worldwide. As a result, your organization must have streamlined access to current government regulations and international business rules to ensure e-commerce compliance.

Manage All Global e-Commerce Touchpoints



1 Create product catalog

Retailers can create the on-line product catalog and Product Masters for those products intended for sales internationally.

2 Real-time product classification and goods screening

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, customs requirements are routinely identified based on the HS code and required at the time of order to deliver a positive customer experience.

3 Accurate landed cost calculation 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 rejected shipments from customers refusing to pay the required duties.

4 Apply trade content

As a global e-commerce provider, you must ensure that all goods shipped 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.

5 Give customers visibility

Win over your customers by providing milestone messages during the pick & 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.

Benefits

Amber Road 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

The Amber Road Solution

Amber Road provides extensive 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 147 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

About Amber Road

Amber Road's (NYSE: AMBR) mission is to improve the way companies manage their international supply chains and conduct global trade. As a leading provider of cloud-based global trade management (GTM) solutions, we automate the global supply chain across sourcing, logistics, cross-border trade, and regulatory compliance activities to dramatically improve operating efficiencies and financial performance. This includes collaborating with suppliers on development; sourcing and quality assurance; executing import and export compliance checks and generating international shipping documentation; booking international carriers and tracking goods as they move around the world; and minimizing the associated duties through preferential trade agreements and foreign-trade zones.

Our solution combines enterprise-class software, trade content sourced from government agencies and transportation providers in 147 countries, and a global supply chain network connecting our customers with their trading partners, including suppliers, testing/auditing rms, freight forwarders, customs brokers and transportation carriers. We deliver our GTM solution using a Software-as-a-Service (SaaS) model and leverage a highly flexible technology framework to quickly and efficiently meet our customers' unique requirements around the world.

For more information, please visit www.AmberRoad.com, email Solutions@AmberRoad.com or call 201-935-8588.

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