

SEKO

Intelligence Delivered



Omni-Channel Logistics

eCommerce has entered the mainstream in force, with the Global eCommerce market now standing at over \$1 trillion - so retailers who ignore this growing market segment do so at their own risk. But how does a traditional 'bricks and mortar' business move into the internet space?

Setting up a slick eCommerce website with sophisticated online ordering and payment processing is only the tip of the iceberg. If you don't deliver the goods according to a customer's expectations, they may never return.

To meet this challenge, SEKO Logistics has created a new Omni-Channel Logistics division which provides a Global eCommerce solution for brand owners, retailers and e-tailers. SEKO Omni-Channel Logistics gives you access to the resources and expertise of a single logistics company worldwide, to manage your total eCommerce supply chain - taking product from ex-factory production through warehouse and fulfillment to your end consumer, and back again if required.

The four key elements of the SEKO Omni-Channel Logistics offer are:

- 1 **Global fulfillment**
- 2 **Global delivery management**
- 3 **Global returns solutions**
- 4 **eCommerce development and design**



The four key elements explained

1

Global fulfillment

SEKO Omni-Channel Logistics has dedicated eCommerce facilities in every major eCommerce market. British and European brands can therefore use SEKO's facilities as their 'anchor' for new territories in which they are looking to develop a market - allowing them to sell into new channels, either eCommerce, wholesale or retail - in new Global markets. SEKO has multi-user facilities in key locations across the world:

- US - Cranbury, New Jersey; San Francisco, California; Reno, Nevada and Indianapolis, Indiana
- Europe - Northampton, UK and Amsterdam, the Netherlands
- Asia - Hong Kong, SAR
- Australia - Sydney

These geographically diverse stock locations enable you to hold inventory for all sales channels close to key consumer markets, as the Omni-Channel Logistics service moves away from sales channel specific Distribution Centers. This brings you closer to your consumers in other markets, for a common experience. The benefit to you is the fulfillment speed from one region to the next, resulting in an improved and standardized delivery experience for your consumer.

2

Global delivery management

Managing the right delivery solution is key to a total eCommerce offering. SEKO knows how to optimize the delivery process to your end consumer - taking speed, geography, duty and local tax issues into account, amongst many other things. We work with every major integrator and mail provider in the larger eCommerce markets, as well as having contracts with many domestic and regional parcel carriers - which gives you access to the right solution for each delivery.

Intercontinental fulfillment options are also available, and as a major Global air freight forwarder - unlike most of our competition - we are able to manage the total process in house, from down route access at origin, through line haul and local injection services at destination. In short, regardless of the distance, urgency or budget - SEKO has an option for you.

3

Global returns solutions

With eight fulfillment centers across the world, SEKO is able to provide a one-stop returns service with more Global reach than anyone else in the business. Returns management is seen as one of the key roadblocks to developing a truly Global eCommerce offering and having an effective worldwide returns policy is a vital stepping stone towards eCommerce excellence.

We can provide pay as you go returns centers in any geographical territory, allowing consumers in that market to have the confidence that their returns process is being managed locally - which drives customer confidence and ultimately, increased sales.

4

eCommerce development and design

A key part of our Omni-Channel Logistics solution is the option to work closely with you to design and develop brand-enhancing eCommerce solutions for any platform - including desktop, tablet and mobile. Our design-centered approach is driven by your desired brand experience and powered by agile and scalable technology - to ensure that, behind the words and pictures, your content management systems are fast, up to date and easy to use.

These services are delivered via our specialist web design division to provide a fully integrated and highly creative eCommerce solution. Our flexible approach and customized systems enable us to implement tailored solutions specific to your customer experience requirements, with full integration into our SEKO SCM Warehouse Management System - giving you complete visibility from warehouse to website.

SEKO Omni-Channel Logistics



The Scope of SEKO's Omni-Channel Operations

Multiple stock locations, industry sectors and clients

- Omni-Channel Logistics Facility
- Fashion
- Technology
- Footwear
- Accessories
- Medical
- FMCG



Latest Stats from Q2 2013

In a market where Global eCommerce sales topped \$1 trillion for the first time in 2012, latest industry stats from ComScore make it clear that the upward trend is set to continue:

- 1** In Q2 2013, desktop eCommerce sales rose by a massive **16%** when compared to the same quarter of 2012
- 2** **\$49.8 billion** worth of purchases were conducted online during these three months
- 3** The market has now experienced **15** consecutive quarters of positive year on year growth and **11** consecutive quarters of double digit growth
- 4** At the same time, a further **\$4.7 billion** worth of mCommerce purchases were made via smartphones and tablets - an increase of **24%** on Q2 2012
- 5** Apparel and Accessories was the highest grossing mCommerce product category, with more than **\$700 million** in Q2 sales

Can you afford not to?

eCommerce retailers need to think like consumers. They walk into a store, choose and pay for items, and bring them home instantly. And when shopping online your customers expect even more convenience, not less. With Internet storefronts providing lightning-fast ordering and payment processing, customers expect same-day shipping and speedy delivery of their purchases to complete the shopping experience. SEKO Omni-Channel Logistics can help you to achieve this goal.

What next?

To find out more about SEKO's Omni-Channel Logistics, please email hello@sekologistics.com

Defining Omni-Channel Logistics

Omni-Channel Logistics is all about enabling consumers to experience your brand in exactly the same way from a marketing perspective, regardless of the sales channel - so whether mobile, web, retail or catalogue. To be able to do this, you need to operate as a whole in terms of CRM and marketing, as opposed to operating in sales channel silos - and you cannot do that without a consolidated supply chain strategy.

What makes us unique?

SEKO's Omni-Channel Logistics division brings together a complete shipping, logistics and distribution solution, coupled with eCommerce website design expertise and innovative business software (Enterprise Resource Planning, Supply Chain Management, Warehouse Management Systems and Transport Management Systems). This leaves our customers free to concentrate on their brand, product range, purchasing and sales - online or retail - while we integrate with their sales order management systems, and do everything else!

Our Global eCommerce fulfillment offering is built around a network of multi-user logistics sites in the US, Asia, Europe and Australia. This allows e-tailers and retailers to outsource their eCommerce focused Global fulfillment and international logistics to us. We work with numerous companies, from Global multi-channel retailers to niche brands and product owners, all of whom already rely on SEKO, and now also on SEKO Omni-Channel Logistics, to deliver their products - from anywhere to everywhere and back again! In summary, this gives you:

- Consistent customer experience - the same stylish experience in web, mobile and retail channels
- Connectivity - with all parts of your eCommerce system communicating seamlessly
- Visibility - to track inventory and availability in real time
- Flexibility - to dynamically schedule deliveries and select shipment methods

- Delivery - direct to your customer, with integrated back-end tracking and reporting
- Seamless internal integration - online orders and returns are managed smoothly alongside existing retail channels

Enterprise-wide product and inventory database

This includes real-time warehouse management across all stock locations, via SEKO SCM (Supply Chain Management). Only one integration is required with sales order management systems, making the move to Omni-Channel capability not only simpler but also more affordable.

Dynamic supply chain software

SEKO SCM provides a number of benefits for retailers, e-tailers and brands. Upstream (to factory) purchase order and inventory in-transit control can be integrated with consumer demand patterns, which prevents stock-outs and improves full margin intake. In addition, it also facilitates buy online/pick-up in store fulfillment, which is the largest sales growth opportunity for retailers today.



About SEKO Logistics

We provide a suite of logistics services which enable you to use your supply chain as a competitive differentiator. As a customer centric organization, we are powered by the expertise of our people and our in-house developed, best in class, customizable technology. It is this combination which gives SEKO its strength.

With over 120 offices in 40 countries worldwide, SEKO's unique shareholder management model enables you to benefit from our specific industry sector expertise, coupled with vital in-country knowledge and unparalleled service at the local level. This unique model provides you with:

- Hands-on service and support
- Personal relationships
- Creative, customized solutions
- Responsiveness and reliability
- Flexibility and consistency

We have a flat management structure, with just three layers between you and the CEO, making us 'fast on our feet' in delivering solutions that can meet your exact requirements. This lean and nimble structure increases our decision-making speed and gives us an ability to implement customized solutions which far exceed those of our competitors.



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