



Retail

Complete Solutions

Complete™ Cross-Border

Connect to customers — anywhere in the world — without compromise.

Pitney Bowes Commerce Complete™ for Retail is the industry's first global, unified commerce platform truly able to make anywhere to everywhere commerce possible — from demand to delivery. It is an end-to-end portfolio that provides technology and logistics capabilities that help simplify global ecommerce. Expand your reach and enter new global markets.

To succeed today, retailers simply have to reach beyond local and regional markets. While venturing beyond their own borders opens significant new opportunities, it also brings significant operational and financial risks. Pitney Bowes Complete Cross-Border, part of the Commerce Complete for Retail platform, is the industry's most proven, capable and scalable end-to-end global ecommerce solution.

Complete Cross-border can handle all facets of enterprise retail cross-border expansion. Retailers can ensure a friendly, localised shopping experience for consumers, greeting them in their own language, displaying transaction totals in their preferred currency with local payment options and taking advantage of superior cross border logistics and global customer service. Connecting locally with global consumers enables retailers to deliver a positive online experience in every country where they do business.



For more information, visit us online:
pitneybowes.com/uk/global-ecommerce/cross-border.html

Cross-border expansion has become an essential endeavor.

- In the last year, two-thirds of global consumers made a cross-border purchase.
- 63% are "In-Store Global, Online Local" shoppers.

Factors that influence global consumers to purchase include:

- Localised experience with easy checkout.
- Seamless physical and digital customer experiences.
- Personalisation, brand loyalty and trust.
- Loyalty programs, premium memberships and coupon codes.
- Marketplace and retailer website options.

Source: Pitney Bowes 2016 Global Online Shopping Study

Complete™ Cross-Border:

- Used by over 250 retailers (and growing rapidly).
- Connects ecommerce businesses to consumers in 220 countries/territories.
- Is the only end-to-end ecommerce solution that offers demand generation, website localisation, order management, payments, logistics and customer care.
- Offers complete Merchant of Record (MOR) accountability, which ensures the lowest overall risk to retailers.
- Has the most compelling payment flexibility and compliance capability to give retailers unique revenue and cost saving opportunities.

As a full stack end-to-end solution, Complete Cross-Border is designed to help enterprise retailers enter new global markets by localising their domestic website for 200+ countries and providing best in class country-specific logistics services to better serve international consumers.

Capabilities include:

- Demand generation: To drive incremental sales and brand exposure, create marketing programs that utilise in-country channels like social, search and partnerships.
- Website localisation: Localise your domestic site, including translation, currency and country-specific promotions
- Landed costs and compliance: Delivered Duty Paid (DDP) provides cost clarity with guaranteed duties and taxes before check-out, as well as country-by-country compliance management.
- Payments and risk: Our MOR offers a myriad of payment options, processing and advanced fraud management.
- Logistics management: Take advantage of domestic processing for international shipping with a proven, extended carrier network and end-to-end tracking visibility.
- Customer care: Our web-based customer service application is at-the-ready to answer order-related and tracking questions, along with 24/7 call centers covering 15 languages.

Reach new customers, enter new global markets and increase your revenue with Complete Cross-Border by Pitney Bowes. To learn more, visit: pitneybowes.com/uk/global-ecommerce/cross-border.html



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