



RESEARCH

the global leader in e-commerce data

AS FEATURED IN

2018 EDITION

LEADING VENDORS TO THE TOP 1000

RANKINGS, DATA & ANALYSIS OF THE TOP TECHNOLOGY
PROVIDERS POWERING E-COMMERCE TODAY



pitney bowes 



International E-Commerce/Fulfillment Services

International e-commerce/fulfillment services vendors help e-retailers take advantage of overseas demand by offering software and services related to dealing with things like complicated duty and tax rules, foreign parcel delivery, facilitating currency conversions and payment online and managing returns from non-U.S. customers. These services are increasingly important because cross-border e-commerce is growing fast. In China alone, the value of goods passing through industrial parks in 13 Chinese cities designed to facilitate cross-border e-commerce, including imports and exports, totaled 100 billion yuan (\$15 billion) in the first half of 2017, according to data from China's Ministry of Commerce. That's more than double the volume from the same period last year. By 2022, consumers shopping online with merchants outside their home country will account for 20% of all online spending, according to a forecast from Forrester Research Inc. In a Forrester survey, 91% of U.K. consumers surveyed say they make cross-border purchases on a marketplace, as do 88% of German online shoppers, 84% of Italian shoppers, 77% of French shoppers and 72% of Spanish shoppers. Forrester says 52.9 million U.S. consumers will be cross-border buyers this year. That number is expected to reach 68.6 million in 2022.

1	PITNEY BOWES	pitney bowes
	Top 1000 Clients ▶	2017: 74 2016: NA Change: NA
2	RADIAL ¹	
	Top 1000 Clients ▶	2017: 14 2016: NA Change: NA
3	FEDEX	
	Top 1000 Clients ▶	2017: 13 2016: 12 Change: 1
4	UPS	
	Top 1000 Clients ▶	2017: 12 2016: 8 Change: 4
5	INTERNATIONAL CHECKOUT	
(Tie)	Top 1000 Clients ▶	2017: 7 2016: 9 Change: -2
5	MYUS.COM	
(Tie)	Top 1000 Clients ▶	2017: 7 2016: 6 Change: 1
7	LANDMARK GLOBAL	
(Tie)	Top 1000 Clients ▶	2017: 5 2016: 4 Change: 1
7	USPS	
(Tie)	Top 1000 Clients ▶	2017: 5 2016: 3 Change: 2
9	ORACLE+NETSUITE ²	
(Tie)	Top 1000 Clients ▶	2017: 4 2016: 2 Change: 2
9	PMG	
(Tie)	Top 1000 Clients ▶	2017: 4 2016: 2 Change: 2

1. In April 2016 eBay Enterprise Marketing Solutions' international services business joined with Innotrac to form Radial. 2016 figures include eBay Enterprise clients. 2. In November 2016 Oracle acquired NetSuite; their businesses continue to operate independently.

Source: Internet Retailer
Category leaders are ranked on the total number of clients named by retailers in the 2017 edition of the Top 1000.

International E-Commerce/Fulfillment Services



2017 Rank
In Category
1

TOP 1000
CLIENTS

74

Primary URL: PitneyBowes.com

Year Launched: 1920

Pitney Bowes offers international expansion tools for global retailers in more than 220 countries and territories around the world. The vendor works with merchants to handle generating demand, localizing online stores to sell in different markets, presenting fully landed costs to online shoppers, compliance, payment and risk management, logistics and customer care. With the challenges of cross-border selling, merchants often need secure payment options and an order tracking system to simplify the process and minimize the risk. Pitney Bowes' Borderfree Retail suite auto-populates address data using GeoSearch API, and the Complete Marketplace set of tools allows retailers to reach consumers in high-growth emerging markets by enabling a brand and products to appear on leading global marketplaces. Selling internationally also requires research on the financial, legal and regulatory issues that may differ from country to country, and Pitney Bowes' logistics teams facilitates that groundwork.

TOP 1000 RETAIL CLIENTS

2017: 74
2016: NA
Growth: NA

KEY CLIENTS

- Macy's
- Nordstrom
- Sears Holdings
- My Goods
- DVF Studio
- Perry Ellis International

TOP 1000 CLIENTS BY CATEGORY

Web Only: 10
Chain Retailer: 37
Manufacturer: 18
Catalog/Call Center: 9

PRODUCTS & SERVICES

Customer information management, location intelligence, customer engagement, predictive analytics, shipping and mailing, document management technologies, GIS, mailing supplies, postage meters, mail room operations, presort services and other global e-commerce tools

Entry Level Pricing: Pricing and fees vary; company would not disclose specific pricing

NO. OF TOP 1000 CLIENTS BY SIZE

\$15 million or less: 3
\$15-40 million: 11
\$40-125 million: 18
\$125-500 million: 20
\$501 million or more: 22

CORPORATE

3001 Summer St.
Stamford CT 06926
203-356-5000

Management

Marc B. Lautenbach, President/CEO
Abby F. Kohnstamm, EVP/CMO
Joseph Schmitt, VP/CIO

TOTAL TOP 1000 CLIENT WEB SALES

2017: \$45,033,011,715
2016: NA
Growth: NA
Median: \$161,272,967

Source: Internet Retailer 2018 Leading Vendors to the Top 1000. Category leaders are ranked on the total number of clients named by retailers in the 2017 edition of the Top 1000. The information on this page is sponsored by the vendor but all data originated from the Top 1000 and editorial content was supplied by Internet Retailer.

Expanding into global e-commerce offers growth opportunities for retailers

Consumers all over the world are shopping online more frequently. According to new data from Pitney Bowes, 80% are shopping online at least once per month, and more than one-third are shopping online at least once per week.

Easy access to web and mobile devices is driving this trend and, once online, consumers have more options than ever before. They can shop a retailer's website, an online marketplace or make purchases directly from the websites of their favorite brands. As they become more comfortable with these options, they are developing into more sophisticated shoppers.

In fact, more than 70% of online consumers have made a cross-border purchase in the past year alone, according to the 2018 Pitney Bowes Global Online Shopping Study. And that trend is only going to accelerate, according to Lila Snyder, president, Global Ecommerce at Pitney Bowes, the top-ranked vendor for international e-commerce and fulfillment technology in the 2018 IR1000 Vendor Report.

"Consumers are becoming increasingly unconcerned with borders. They want what they want," Snyder says. "Cross-border selling represents an exciting opportunity for retailers all over the world to meet this demand."

Snyder says retailers recognize the opportunity in cross-border, but also know that "going global" can be complex. "Managing an exceptional consumer shopping experience in one country is hard enough; managing it across all of the world's countries and territories is exponentially more complex," Snyder says. "Retailers have to consider differences in language and currencies, and the complexities of duties and taxes, payments, constantly changing laws and regulations, and fraud risks."

But retailers shouldn't be discouraged. To be successful, Snyder says, retailers simply need to choose the right partners—those with the experience and scale needed to adapt a retailer's domestic shopping experience to a global marketplace filled with diverse cultures and unique regional consumer habits and expectations.

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"You really have to address the customer experience country by country, if not customer by customer," Snyder says. "And that is required across the customer journey—from personalized demand generation and marketing support; to a seamless checkout experience with fully-landed, accurate costs; through the successful delivery of the product."

Pitney Bowes provides these services, as well as customer care, while also taking on responsibility for currency conversion and fraud protection.

Online apparel company Rue La La recently found this trusted partner relationship with Pitney Bowes. As part of an international online expansion strategy, Rue La La worked with Pitney Bowes to globally optimize its retail site for members around the world. Using Pitney Bowes' Borderfree Retail tool, the online retailer now provides a seamless, localized shopping experience for their members in 220 countries and territories around the world—delivering an end-to-end technology and services platform that attracts new consumers, provides a localized shopping experience, handles payments and landed costs, and ensures that deliveries reach customers efficiently.

"Providing phenomenal experiences while serving up great brands at amazing values is what Rue does so well in the United State," says Mark McWeeny, CEO of Rue La La. "It's thrilling to be able to share our brand and capabilities with new audiences around the world."

Successful brands such as Rue La La are ahead of the curve when it comes to cross-border, Snyder says. "But, it's only a matter of time before nearly all retailers will participate in the global market," she adds. "Pitney Bowes recently commissioned another study that polled online retailers in eight major global markets. 61% offer cross-border shopping today, while another 31% plan to implement a cross-border business in the next 12 months. This is a large and growing market that we can help any retailer not only participate in, but more importantly, succeed in."



Evolution at home, revolution abroad.

The 2017 Global Ecommerce Report

1,200 retailers from 8 countries.

12,000 consumers from 11 global markets.

This is the **first report to comprehensively analyze the global ecommerce landscape** from both the retailer and consumer perspectives, through the lens of domestic and cross-border operations. We examine three key growth levers for today's merchants:

- Optimizing share of domestic wallet
- Increasing share of near-border wallet
- Adding new global wallets



Download the executive summary and request your complimentary copy of the full **2017 Global Ecommerce Report**. pitneybowes.com/us/estudy2017

