



SAMSUNG SDS
Cello Square®

Are you satisfied with your current global e-commerce logistics service?

The global e-commerce market is expected to grow at a CAGR of 26% from 400 trillion won in 2016 to 1,000 trillion won in 2020.

In today's explosively growing global e-commerce market, the key to success is to make customers feel like they're shopping at Korean online stores – low shipping fee, delivery tracking, convenient customs clearance, returns, etc.



SAMSUNG SDS

Cello Square®

Powered by AI, blockchain and other cutting-edge technologies, Cello Square is an online logistics service platform optimized for global e-commerce. On Cello Square, you can enjoy optimal routes and competitive rates by leveraging our global logistics network of 2,000 partners in 40 countries.



It is not just convenient. It is transparent and smart!

**On Cello Square, e-commerce businesses,
logistics operators, consumers can
all enjoy convenient, transparent and
smart logistics services.**





Convenient

From ordering, delivery tracking, customs clearance to returns, fixing issues, invoicing, you can get all your logistics work done online.



Transparent

You can check logistics flow at a glance in one place. Your invoicing can be done quick and easy like paying your credit card bill.



Smart

By analyzing accumulated data, it forecasts demand and cargo volumes and suggests ways to optimize inventory operation and total costs.

Key Offerings

One Platform

for all your global e-Commerce logistics

Order Management >>>

Shipping Requests >>>

Features

You can manage all your orders – from your own store, eBay, Amazon, etc. – and merge or sort them by their shipping destination.

We reduce shipping errors by verifying customer addresses.

We suggest shipping companies optimal for your shipments by considering their properties, routes, prices, speed, etc.

You can issue labels & commercial invoice of different carriers and send pickup requests at one place.

IT Enabled Services



Tracking ▶▶▶

You can track your shipment on supply chains and share the information with your customers.

When issues occur during delivery, our collaboration solution helps you fix the issue immediately.

Customs Clearance ▶▶▶

Im/ex declaration is automatically completed with your delivery order.

Certificate of origin, certification by country, FTA... Our experts get complex work done for you.

Returns ▶▶▶

You can start selling overseas without having to worry about returns.

We minimize your return costs with automated product identification (based on shipping data) and on-site consolidation.

Invoicing ▶▶▶

You can compare delivery request data with invoicing data on our system.

With automated verification, we prevent any errors in invoicing and provide billing details.

Partnered with customs agents,
Simplified Export Declaration & Product Identification

Intuitive UI-applied
Automated Cost Verification

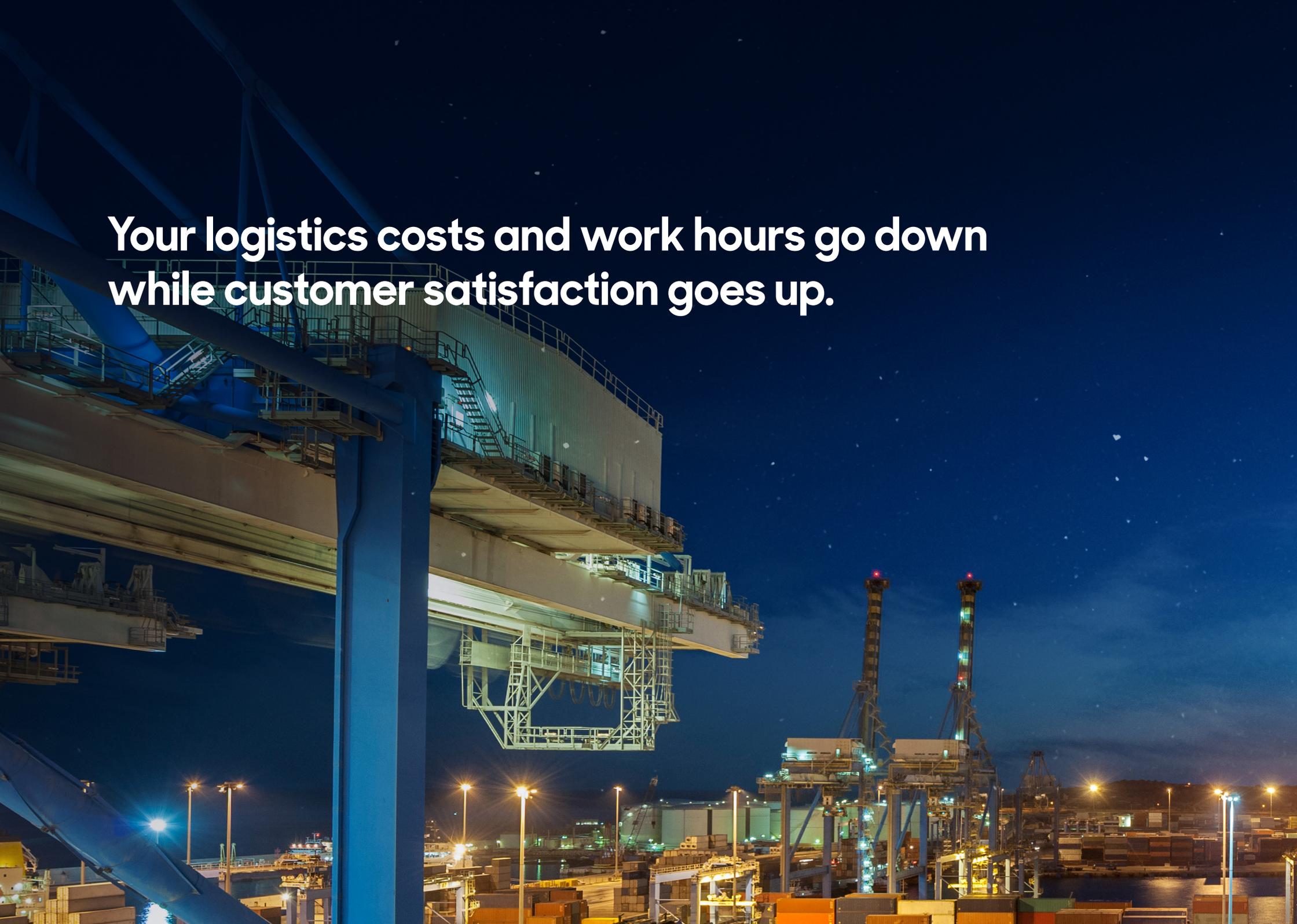
IoT, blockchain-based

Supply Chain Traceability, Product Authentication

Analytics-powered

Logistics Cost Reduction Plan

**Your logistics costs and work hours go down
while customer satisfaction goes up.**





Total Logistic Cost Reduction

We ensure total logistics cost reduction by offering competitive rates, usually hard to get with small cargo volumes, and using the cheapest carrier per route.



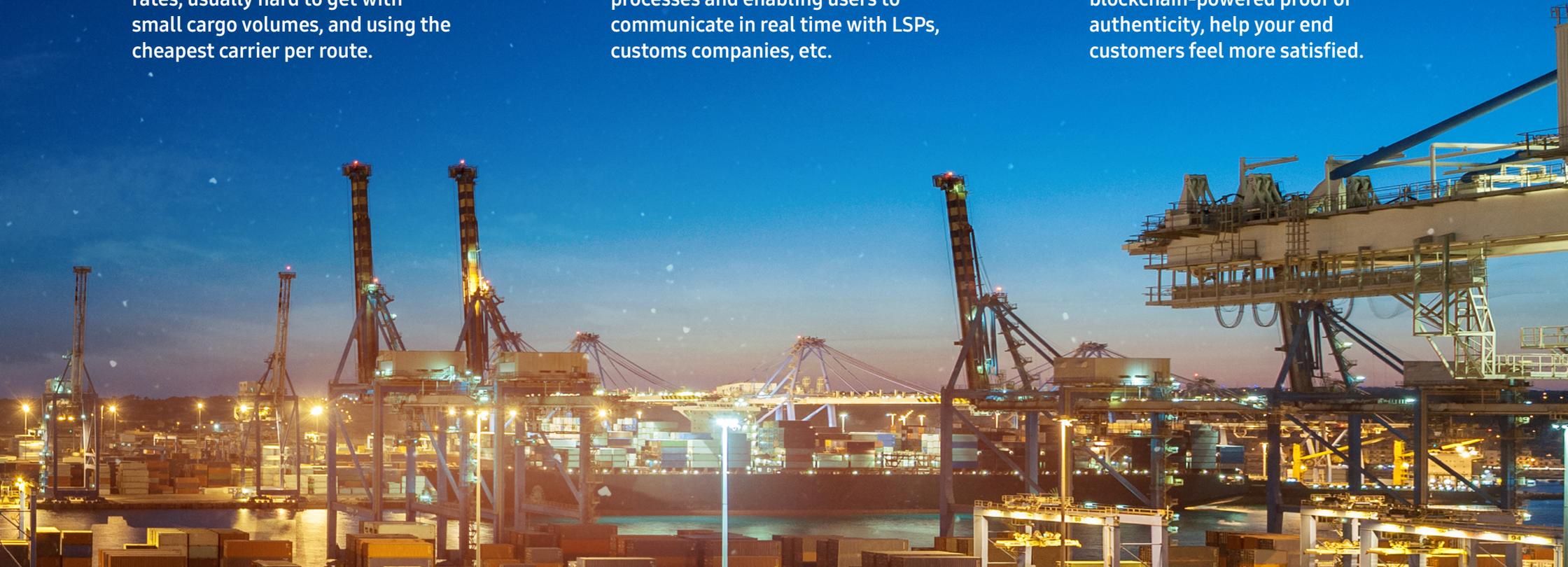
Less Time for Fixing Issues

We shorten time in problem solving by automating simple, manual processes and enabling users to communicate in real time with LSPs, customs companies, etc.



Greater Satisfaction of End Customers

Our value-added services, such as mobile delivery tracking mobile, blockchain-powered proof of authenticity, help your end customers feel more satisfied.



Use cases of Cello Square



Logistics Cost Reduction, Streamlined Work Processes

Textile startup A has reduced its logistics costs by 14% after being matched with optimal logistics service providers (LSPs) and improving processes (e.g. boxing).

In addition, its buyers are now more satisfied with reduced manual logistics work, real-time delivery tracking and online chat customer service.



Easy Returns, Quick Refunds and Greater Customer Satisfaction

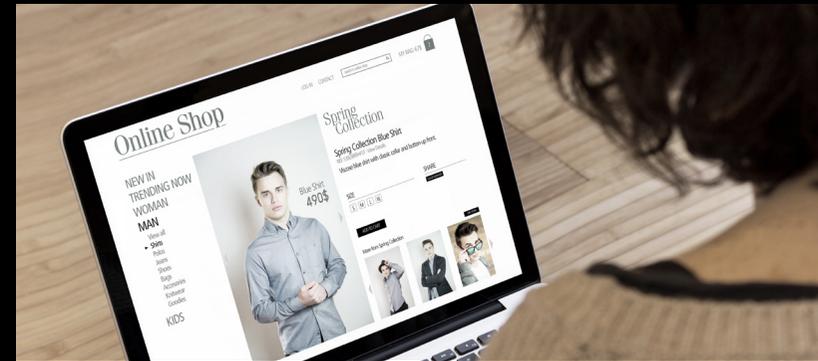
Fashion retailer B says that one of the major reasons customers overseas stop buying is complex return process.

Cello Square ensures greater customer satisfaction with simple and easy returns, immediate inspection at DC and quick refunds.

Enhance Reliability for E-commerce Consumers

Online shopping platform company C was having difficulties in customer service as some customers required commercial invoice to verify authenticity of luxury brand goods.

With blockchain-based verification available on Cello Square mobile app, the company is now delivering not just products but also trust.



Import/Export Customs Clearance Consulting

Startup D was having trouble dealing with complex import/export procedures during the transport of its test products.

Using import/export consulting, standard authentication, documentation services on Cello Square, the company successfully completed its first overseas transaction.

SAMSUNG SDS

Realize your vision

www.samsungds.com
www.CelloSquare.com
Cello@samsung.com

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