



# Forum

Issue 1, 2010

## An easier way to ship freight

The latest version of WorldShip®, UPS's industry leading shipping software, has been designed to make handling air freight shipments a lot easier.

Freight customers can now process their shipments efficiently with WorldShip's many features, including the ability to save and update commodities information while in shipping mode.

*Designed for high-volume shippers, WorldShip is an ideal solution.*

Additional enhancements to WorldShip include a streamlined customer setup process and improvements that allow you to void, process future-date shipments and simultaneously import from multiple workstations.

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## Case Study: Vision Group

### *Casting a line to the world*

**Look for new waters. There are always new things to be found. This is one of Vision Group's mottos and gives an idea of their approach to the state-of-the-art fly fishing equipment that they design and market.**

The company is renowned among fly fishing enthusiasts, shipping some 85% of its production to 34 countries around the world. It offers a full range of gear – everything from rods to reels, waders to sunglasses, all produced under the "Vision" brand.

All Vision's products are designed, managed and marketed by a staff of 10 in the small town of Kellokoski, Finland. The end products

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# Peak season retrospective

The 2009 holiday season may seem a long time ago as spring beckons, but here at UPS it is an ideal moment to reflect on what is for us, and for many of our customers, the busiest time of year. So let's slip back in time as the UPS network goes into top gear, ensuring the world's festive packages arrive safely and on time.

"Each holiday season, UPS delivers more packages than anyone in the world. Our customers know our shipping process is fast, easy and convenient and our team is dedicated to smoothly delivering the holidays." These were the words of Alan Gershon, UPS senior vice president of worldwide sales and marketing, in the run-up to the holidays, and the season has been a great success.

At a time of year when many businesses operate to capacity and families and friends need to get seasonal packages to destinations across the globe, speed and reliability become more important than ever.

*"Each holiday season, UPS delivers more packages than anyone in the world."*



To cope with the extra demand, UPS Airlines flew more than 330 additional flights per day globally during Peak Week, the four days leading up to Friday, 25th December.

UPS typically moves some 400 million packages around the world during the holiday period, with December 21st being the busiest day.

Holiday season shippers are also keen to monitor the progress of their orders, and on December 22nd UPS normally receives around 35 million online package tracking requests. Those of us who tend to leave things to the last minute also have an out with UPS – next-day express services mean that many destinations are still an option as late as December 23rd.

Each holiday season UPS also organises and participates in various voluntary programmes which bring festive cheer to those less fortunate in communities where we operate. One particularly successful initiative took place in Germany on the four Saturdays leading up to Christmas. Decorated UPS trucks were positioned in 48 city and town centres across

the country, collecting donated toys which were subsequently distributed by local children's charities. 180 UPS employees took part and several thousand toys were collected.

Though the 2009 holiday season is over, this is a major undertaking every year and strategic planning for 2010 is already well underway.

# Global investments: Toronto hub expansion

Canada was the setting for UPS's first operations to be based outside of the US, in 1975. Just one year later the company arrived in Germany, and 35 years down the road we are present in over 200 countries and territories across the globe.

The end of 2009 saw UPS Canada open a 72-million Canadian dollar expansion of its Toronto distribution centre. Its package processing capacity there has been doubled, helping to facilitate commerce between Canadian businesses and the rest of the world.

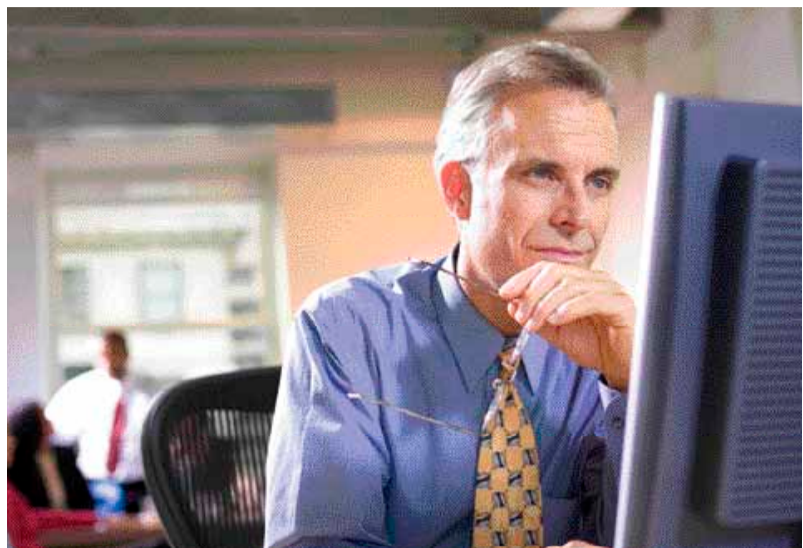
The building itself is interesting, with several eco-features including skylights for more natural light and an energy management system for climate control that automatically detects the amount of sunlight in the building and adjusts the internal temperature accordingly.

This major investment goes to show UPS's commitment to infrastructure investment and future growth. In the words of Scott Davis, chairman and CEO of UPS, "UPS sees the same kind of possibilities in Canada that we saw more than 30 years ago when we began operations there. We see amazing potential – a strong and resilient Canadian economy, the unstoppable force of global commerce and a nation of companies ready to emerge stronger from the recession into a new era of global growth."

Toronto is just one of the large-scale infrastructure investments made recently by UPS. March also saw the opening of the company's new intra-Asia hub in Shenzhen, China.



## Enhanced Quantum View Manage



Originally launched in 2002, UPS Quantum View® has been highly valued by UPS customers from the outset, offering the kind of visibility shippers and customers had always dreamed of – real-time information on the progress of packages and shipments that give peace of

mind and allow for proactive planning. As part of the suite, Quantum View Manage provides web-accessible information on outgoing and incoming UPS shipments, billing information and import clearance.

Now there is great news for users of UPS Quantum View Manage. The new, enhanced version offers brand-new features such as: a “tabbed” format for single-click switching between Outbound, Inbound, Third-Party and Imports views; a brand-new Combined View with a range of different information on one screen; a dynamic search function; summary tables and options that allow you to easily reorder, resize and sort fields.

Quantum View Manage is available free of charge to UPS customers. If you are an existing user you will receive notification when your upgrade is ready. Otherwise, contact your local UPS sales representative or visit [www.ups.com](http://www.ups.com).

## Number one golfer in Europe!

**Being at the top of your game is something UPS can relate to. It requires consistency, precision and determination – the same qualities that are valued in the transportation business.**

UPS therefore congratulates Lee Westwood, one of our golf ambassadors, on his spectacular performance last

year, winning the first Race to Dubai contest and being rated the top golfer in Europe.

“To walk off Greg Norman’s Earth course in the desert with a new course record, a second title in five weeks and to be crowned Europe’s top golfer was extra special,” said Westwood.

UPS also proudly congratulates Pablo Larrazábal, our golf ambassador whose unyielding efforts last year proved to be a valuable learning experience.

“2009 was not my best – I had good weeks but too many bad ones. Now I am used to life on the Tour and ready for a great year, especially now I have prepared so well,” said Larrazábal.

*Being at the top of your game requires consistency, precision and determination.*

Looking forward, this year’s European Tour is fully underway. As the official sponsor responsible for providing critical transportation and logistical support for the Tour, UPS is also sponsoring seven separate European Tour events this year, beginning in April with the Ballantine’s Championship, at the Pinx Golf Club in South Korea.

For more information about UPS and its European Tour golf sponsorship, please visit [www.ups.com/golf](http://www.ups.com/golf).



## Upside, the UPS blog

**Social media are becoming one of the most popular tools for modern communication. UPS recently launched its own corporate blog, Upside, where our customers, staff, journalists and the wider blogosphere can get up-to-the-minute news, views and information on UPS and related topics.**

With a wide-ranging scope that covers everything from sustainability and community initiatives through to products and services, international trade and executive commentary, Upside will give you a different slant on the world’s largest delivery company and the people that make it work.

The blog also features employee-written entries about their experiences, achievements, ideas and other topics that might not otherwise

attract such attention, such as support for disaster relief charities, New Year’s resolutions for a greener planet or road safety tips from UPS drivers.

You can read Upside, the UPS blog at [www.blog.ups.com](http://www.blog.ups.com)



## Service updates

**Domestic shipping services unveiled in new markets**

Introduced at the beginning of this year, UPS Express Saver® service is now available for domestic shipments within Estonia, Latvia, Lithuania and Slovenia.

Customers in these countries now have the ability to ship and track all their international and domestic packages with integrated applications such as WorldShip® and Quantum View®. Additional benefits allow customers to have one convenient collection for both their international and domestic shipments.

The new domestic service offering comes as a result of UPS’s continued investments to improve its vast international delivery network. For more information about domestic shipping services offered by UPS, please contact your local sales representative or visit [www.ups.com](http://www.ups.com).

**Enable your online customers to ship with UPS**

If you are looking for a way to link your company website to UPS’s shipping services, perhaps UPS Developer Kit is the right solution for you.

Formerly known as UPS OnLine® Tools, this package contains several Application Programming Interfaces, also known as APIs, that allow internet-savvy businesses to integrate UPS shipping functions

directly into their own retail or online-ordering website.

In addition to popular functions that process shipping requests and calculate transit times, UPS now offers APIs that process collection requests and, where available, list nearby UPS shipping locations.

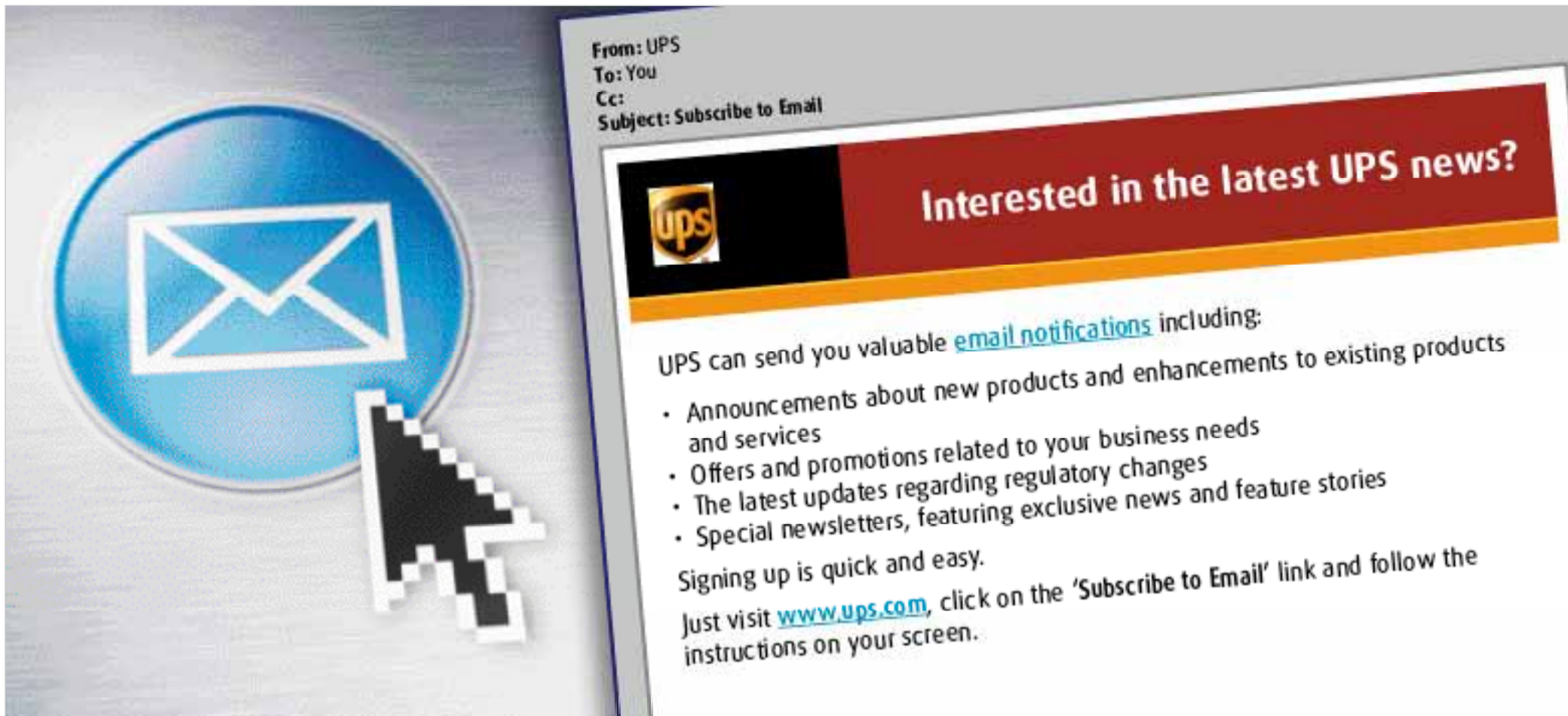
To learn more about UPS Developer Kit and to find out if this is the right solution for you, please contact your local UPS sales representative.

**Ever wonder where the nearest UPS location is?**

Whether you are constantly travelling to different areas or within the same neighbourhoods, it is often helpful to know the location of the closest UPS shipping centre.

Available anywhere there is an internet connection, the UPS Locator is simple to use and free of charge. Customers only need to type in their current location and the application will list all the nearest UPS customer centres or retail outlets. All search results are also displayed on a detailed, user-interactive map.

The UPS Locator is offered in many European markets and can be accessed by visiting [www.ups.com](http://www.ups.com).



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The program also features a floating toolbar interface, which enables you to save time by creating shortcuts to your most frequently-used functions.

Designed for high-volume shippers, WorldShip is an ideal solution for those wanting to process shipments faster, save valuable time and ultimately improve daily efficiency. Existing users of older versions can also benefit from all the latest enhancements by upgrading to WorldShip 12.0.

For more information on this application or other solutions that can help your business, please contact your UPS sales representative or visit [www.ups.com/worldship](http://www.ups.com/worldship).



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are manufactured in locations such as China, Korea and the United States, from where they are either flown or shipped to Kellokoski. The finished, fine-tuned goods are then shipped to wholesalers and retailers around the world. Reliable and timely logistics are crucial.

Spring is peak time for fly fishing and demand is at its highest. Whether it's UPS Standard®, UPS Express Saver® or UPS Expedited, Vision Group can always choose the ideal service, making sure shipments arrive on time and on budget.

Another key focus for Vision Group is product handling. "Fishing rods are fragile. We feel safe knowing our products are in good hands", says Tuomas Rytönen, Vision Group's product manager. Given the fragile nature of many of its products, Vision has a warranty service to give customers peace and mind, so a quick, straightforward returns process means they can ensure customer satisfaction. UPS Returns® means after-sales and warranty issues are dealt with quickly, thanks to swift processing and tracking of returned goods.

UPS technology is also hard at work behind the scenes: WorldShip® means that Vision can prepare a shipment in just a few clicks, printing documentation directly without the need for any other software. Meanwhile, Quantum View® Notify makes sure its customers receive status



updates in real time and know exactly where their orders are.

All this goes to complete a smooth-running partnership. "Shipments are delivered on time, return services are efficient and warranty issues have never caused any dilemma. With UPS's flexibility and reliability, we can be sure that our customers receive top quality service", concludes Tuomas Rytönen, "and that is going to help secure our success going forward".

## Questions? Comments? Please tell us!

Your opinion is very important to us. Help us keep this newsletter customer-focused by sending suggestions or comments to [tellus@upsforum.com](mailto:tellus@upsforum.com). Additionally, if you have any article suggestions or would like to see your company featured in *Forum* as a case study, please give us your contact details, account number and a brief description of why you think your company should be profiled in a UPS case study.

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