



# Fulfilling Potential

## Challenges:

- Increasing demand from overseas customers for timely delivery.
- Cumbersome, time-consuming and costly process of managing multiple e-commerce platforms in North America.
- Limited access to warehousing from large cross-border e-commerce platforms due to the pandemic, affecting inventory and sales.

## Solutions:

- UPS's Worldwide Express Saver® service offers guaranteed delivery within three days for international shipments, allowing Sailnetwork to deliver products on time.
- UPS's eFulfillment service provides streamlined order fulfillment and shipping services for small business owners, with a comprehensive range of functions allowing them to easily manage multiple marketplaces, access warehousing, process orders and arrange shipments. The service has helped Sailnetwork expand its business in a number of e-commerce marketplaces in North America. The access UPS's eFulfillment provides to overseas warehouses has guaranteed stable inventory and smooth order fulfillment for Sailnetwork during the pandemic, stabilising the company's profits in difficult times.

## How UPS® helped Sailnetwork's global expansion

### About Sailnetwork

Founded in 2011, Shanghai Sail Network Technology Co., Ltd. (Sailnetwork) is a multinational company that exports electronic commercial equipment, including printers, cameras and routers, via a range of international e-commerce platforms. The company currently has branches in Guangzhou, China; Los Angeles, USA and Manchester, UK.



## The Perfect Balance

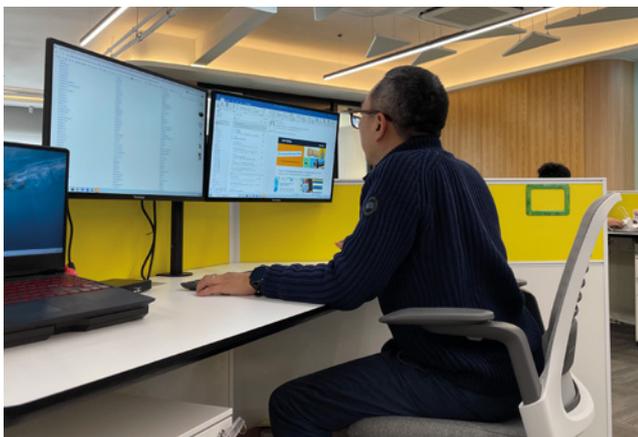
In its early days, Sailnetwork was mainly a wholesale exporter of network equipment. But with the boom in e-commerce in China, the company saw new opportunities and launched its e-commerce business on Amazon in 2014. Within three years, Sailnetwork expanded its presence on Amazon and set up local overseas teams in Los Angeles and Manchester.

With a belief in innovation and adaptation, Sailnetwork adjusted its offerings to meet changing market demands. In 2017, Sailnetwork expanded from offering exclusively consumer products to embracing a wide range of commercial products. At the same time, it expanded its presence in more e-commerce marketplaces and retailers such as eBay and Walmart, as well as other smaller local e-commerce platforms.

The company's rapid growth brought an increase in logistics costs, eventually accounting for nearly 50% of the company's total spend. To ensure profit and long-term success, Sailnetwork was in urgent need of a reliable logistics solution provider that could take both efficiency and cost-effectiveness into account. UPS experts evaluated the company's situation and proposed UPS's Worldwide Express Saver® service as it can offer not only guaranteed delivery within three days for international shipments, meeting overseas customers' demands for rapid delivery, but is also cost-effective.

## Cutting-edge Solutions for Small Businesses

In 2019, Sailnetwork continued to expand its presence on local e-commerce channels in North America. However the management of an increasing number of platforms, including daily operations, product page updates and order fulfillment, put additional pressure on both the team's time and labour costs. In response, UPS logistics experts provided Sailnetwork with an innovative and intelligent solution: UPS eFulfillment. This helped the company achieve convenient and rapid sales management across multiple marketplaces via an advanced technology platform



and offline order fulfillment services.

In addition to helping Sailnetwork simplify and speed up its order management and order fulfillment processes on platforms such as Amazon and eBay, UPS's digital solutions also helped Sail Network develop business on new platforms including Newegg and Walmart, enabling more efficient, flexible, and easy platform operations and order management. The eFulfillment service also provided Sailnetwork with overseas warehousing and shipping services. UPS solutions thus not only helped ensure on-time delivery, but supported Sailnetwork in opening wider overseas markets.

## A Reliable Partner in Uncertain Times

The spread of the pandemic in early 2020 disrupted global supply chains, leaving many sellers unable to access warehousing of large-scale overseas e-commerce platforms. As a result, sellers received orders but were unable to fulfil and deliver them.

With UPS's overseas warehousing service, Sailnetwork was able to maintain sufficient inventory and steady sales. Orders handled by Sailnetwork through UPS's overseas warehousing increased from 30 per week to more than 400 per week, making UPS's overseas warehousing service a key competitive advantage for Sailnetwork during the pandemic.

As opportunities increase as the world looks towards recovery, Sailnetwork will continue to use the overseas warehousing provided as part of the UPS eFulfillment service to grow its business.

**“UPS is an international logistics provider and a leader in innovation and technology. Sailnetwork is likewise committed to staying at the forefront of technology. We look forward to further partner with UPS in digital solutions and continue to enhance our competitiveness in today's complex global business environment.”**

- Yue Wu, Chief Technology Officer of Sailnetwork



The above example only introduces the services that UPS has offered to this customer, not as a UPS service plan, nor a UPS service commitment. For more information about UPS and UPS Services, please contact our UPS customer representative or visit the UPS website.