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packing logistics  
delivery storage integration  
3PL eCommerce  
order **Aristos** photography re-acceptance  
посылка **Data Insight** marketing  
warehouse fulfillment boxes  
consumer  
billing Federal Law No. 54  
order picking optimization  
call center  
marking  
items  
pallets  
shipment  
vendor

# Fulfillment for e-Commerce

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processing sorting acceptance  
eSolutions  
last mile  
DS Servise  
personal account reservation parcel terminal  
fist mile  
online store  
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# DI Logistics Supervisory Board

Our research, which is mostly pro bono and publicly available, certainly affects the market. In fact, this is what it's meant to do: develop the industry rather than merely describe it, expand and improve it. The logistics market for online stores is one of our focus areas. Indeed, it is no exaggeration when logistics is quoted as the blood of e-commerce, as it lies at the core of online trade.

As the number of our annual publications focused on this segment reached four (you will find their list at the end of this report), we asked several acknowledged thought leaders to challenge and assist us in creating Fulfillment for E-commerce report. It is these experts who have comprised the Logistics Supervisory Board. Seven people who already started debating and agreeing with us, who feel free to criticize us at all times (always to the point) and who often suggest new and interesting viewpoints. Seven people who are the first ones to tell us what we did well and that we could do better. This is how we define our Supervisory Board: not just people whose opinions we value, but our invited critics. As of now, officially.

*Fedor Virin, Data Insight Partner*



**CheckOut** is a delivery services aggregator providing access to the offers of leading logistics operators, over 4,500 order distribution points and postal ATMs, 41,900 Russian Post branches and tens of thousands of couriers countrywide. Its key benefit is “one window” policy: one integration, one contract, one accounting system and one operational point of contact.

CheckOut, a module for online stores that is compatible with all popular CMSs, allows businesses to calculate delivery time and costs automatically and send goods in just two clicks.

Since October 2015, CheckOut has been part of Avito Group.



*German Ivkin,  
CheckOut.ru founder*



**DPD in Russia and SPSR Express.** Leading players on the courier and express delivery market, DPD in Russia and SPSR Express announced a merger early in 2017. The merged company became the largest non-government owned federal express services operator in Russia and the only carrier boasting capabilities to deliver items of all weights and sizes, from envelopes to heavyweight cargo. DPD in Russia and SPSR Express comprises 125 terminals, more than 1,200 Pickup points and branches in all Customs Union countries. The operator delivers to 20,000 destinations in Russia, Kazakhstan, Belarus, Kyrgyzstan, Armenia and other countries. The company ranks first among private Russian express operators by the volume of cross-border deliveries. The product that DPD in Russia and SPSR Express offers to Russian online shops is a comprehensive warehouse management and delivery solution with a wide range of options, including cash-on-delivery (COD). With its free online service Predict, the customers can change the delivery date or address at their own discretion, track the parcel and opt to collect the delivery from the nearest Pickup point.



*Leonid Zondberg,  
Commercial Director of DPD  
in Russia and SPSR Express*



*Vladimir Solodkin,  
Chairman of the Board  
at the merged DPD in Russia  
and SPSR Express*



**PickPoint** is the leading new generation logistics service that was created to enable easy and affordable payments and receipt of online orders. PickPoint is developing the most extensive network of order distribution points in Russia, currently including 2,600 postal ATMs (automated parcel delivery terminals) and order distribution points in more than 500 Russian cities and towns. About 5,500 online retailers are connected to PickPoint network. Its user base is estimated at 4.1 million people.



*Nadezhda Romanova,  
CEO, PickPoint*



**Russian Post** is the national postal operator of the Russian Federation and one of its strategic enterprises providing postal, financial and courier services countrywide. Russian Post infrastructure includes more than 42,000 offices, almost 500 parcel delivery and receipt centers, 17,000 vehicles and a major network of logistics hubs and sorting centers. The company employs circa 350,000 people, with 100,000 mail carriers. In 2015, Russian Post processed nearly 2.5 billion letters and invoices and more than 194 million parcels and minor packages; the amount of financial transactions completed via the mail company (pensions, payments and cash transfers) totaled about 3.5 trillion rubles. The consolidated revenue of the postal operator reached 149 billion rubles.

## Yandex Market

**Yandex Market** is an online shopping service.

More than 20 million people make their buying decisions using Yandex.Market every month. Some 20,000 Russian and foreign online shops are connected to the service, covering more than 150 million product offers in various categories from furniture and consumer electronics to cosmetics and clothing. Yandex Market is presented as a section of Yandex search engine home page, with an Android, IOS, and Windows 10 Mobile app also available.

**Andrei Chechin**, New Projects Director at Leroy Merlin, Head of AITC (Association of Internet Trade Companies) Logistics Committee, co-founder of the iWENGO.ru e-commerce school.



*Sergei Malyshev,  
Deputy General Director  
of Parcels and Express  
Deliveries*



*Evgeniy Shchepelin,  
expert, Business Development  
Director of Yandex.Market*



*Andrei Chechin,  
Head of Logistics Committee  
of AITC*

# Foreword

In 2016, the fulfillment market size reached RUB 7 billion and 23 million parcels. Up to 10% of distance selling, including e-commerce, catalog shopping, teleshopping and MLM, is processed by fulfillment operators.

Today's fulfillment sector comprises not only warehouse order processing, but also multiple additional services: call center, website building, store promotion, photography services etc. Fulfillment services users either subscribe to warehouse processing only or focus on end-to-end services, the latter category growing in number.

Fulfillment operators are currently utilizing a third of their capacity, with the actual load rising as the average client size decreases. The market has enormous growth potential, both in the number of players and shipments processed.

While our last year's\* report was aimed at familiarizing the reader with fulfillment services as such, describing the overall process and its phases, the purpose of Fulfillment for E-commerce report is to specify the key players' attributes, capabilities and unique features. We would like to provide online stores with a simple tool for contractor selection.

In order to gain understanding of the factors that shop owners consider when choosing a partner, we conducted a series of interviews with online stores and fulfillment operators. Based on their results, a standardized operator card was developed. Subsequently filled in by 27 companies, the operator card was used to generate underlying data for this report. The completed cards are complemented by sections on market trends and fulfillment operators' attributes, which clarify each parameter and include expert comments. Financial data of fulfillment operators was collected to determine the fulfillment market size in terms of value and number of shipments. It was cross-checked for credibility and used to estimate the outsourced fulfillment services market size.



*Varvara Nekhina,  
Head of Logistics  
at Data Insight*



\* *Data Insight report  
Fulfillment for E-commerce:  
[logistics.datainsight.ru/  
fulfillment2016](http://logistics.datainsight.ru/fulfillment2016)*

We would like to express our gratitude to DI Logistics Supervisory Board members, market experts and partner companies of the report: Aristos, Artaban.ru, Novard Group, DPD, eSolutions, Itella, MyToys, PickPoint, Russian Post, CJSC Distant Selling Service, Cianiao, SPSR Express, CheckOut, Shiptor, Yandex.Market, Alexei Zhukov, Andrei Chechin. We are also very grateful to the companies that assisted Data Insight in the report preparation: ARAN, Arvato, Beta PRO, B2CPL, EASY WAY, Express RMS, IML, KupiVip E-commerce Services, Lamoda B2B, LOGOSCORE, Marschrout, On Time, Pony Express, ProStore, Simple Solutions, PEK, reWorker, Ritm-Z, CDEK, Shop Logistics, Fastery, FRESH LOGIC.

*Varvara Nekhina,  
Head of Logistics at Data Insight*

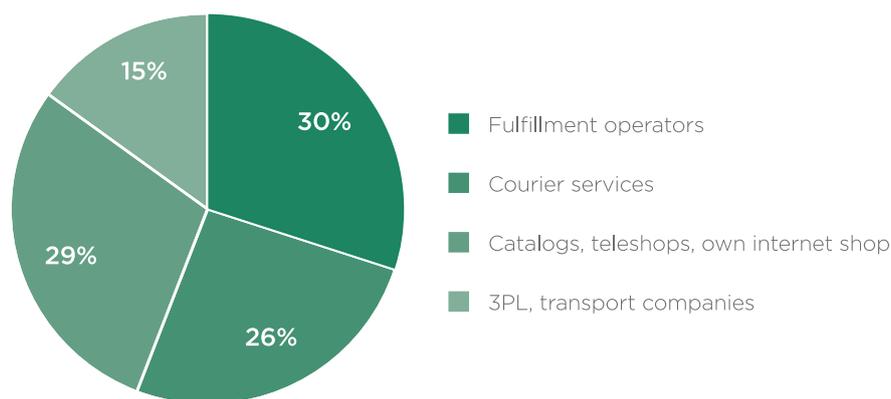
# Russian fulfillment market today

- 1. Players on the fulfillment market come from adjacent areas**, such as courier deliveries, transportation services, pre-postal processing, catalog sales and teleshopping, warehouse storage, online stores.

Fulfillment appeals to many companies, so the segment has seen a large number of new entrants. Not all of them will succeed, probably, but the variety of players will secure a wide range of fulfillment services offered in the near future.

A major proportion of the market estimated in parcels and value is comprised of companies that used to sell via catalogs, teleshops or had their own Internet projects. Their number approaches that of fulfillment operators which were launched specifically to render end-to-end services to online stores.

Figure 1. Types of companies rendering fulfillment services





*For us, fulfillment is primarily an opportunity to offer our clients additional services that are important to them and enhance their partnerships. Besides, the company can control the entire logistics process within a single IT system, reducing parcel processing time and improving delivery efficiency. We combine warehouse operations for B2B and B2C customers on the same platform, which enables significant economy of scale and levels out seasonal peaks. However, it is important to realize that this business always requires considerable investments in infrastructure, equipment, and talent: for example, DPD-SPSR Express has several distribution centers in Russia, Europe and China, which allows us to provide a wide range of services and act as a global logistics operator.”*

**Mikhail Ovchinnikov,  
Special Services Manager at DPD In Russia and SPSR Express**

**2. The classical operational fulfillment is a low-margin business.** The only way to improve bottom-line performance is to rely on additional services, which enhance the core business economics significantly. However, not all operators provide the full range of services, which includes warehousing, order processing, advertising/marketing, and website/mobile offer. Operators regard these services as high-risk, as they do not manage their quality, whereas the clients who are inexperienced in e-commerce prefer end-to-end services.

More than half of fulfillment operators have their own courier service, which is used as an addition to the partners' delivery network. The largest players outsource the delivery service entirely, while the smaller ones prefer to use their own couriers as back-up. Work with return shipments, call centers, data and documentation transfer via API protocols or modules and personal accounts are in high demand among clients.



*The fulfillment market is evolving dynamically, with new entrants encouraging competition and driving the cost of services down. However, if offering operational services only (acceptance, packaging, storage, shipment) used to be enough to sustain the business, today's customers need a lot more. An agile approach to developing new products in line with the e-commerce market requirements is a must. New online stores lack in-house expertise, yet they compete with strong players who have it. When the cost of services (the margin in logistics business) drops, the right strategy will be to expand the list of services and transform into a web enabling player."*

***Evgeny Shchepelin, expert, Business Development  
Director of Yandex.Market***



*Evgeny Shchepelin,  
expert, Business  
Development Director  
of Yandex.Market*

- 3. There are no market standards for defining fulfillment services.** Each operator creates their own set of services, depending on the type of potential clients, i.e. their current business, size, and product categories. As a result, certain fulfillment companies only offer basic warehouse storage and order processing operations (6 basic operations), while others provide end-to-end service (or the complete service cycle) that includes call center, payments, marketing, website creation, merchandise photos etc.

The list of services ultimately depends on the company's positioning. Clients who already have an online store generate demand for the fulfillment service only. Those who have no experience or know-how in online retail (and often in retail as such) request a full range of services: they need to solve business problems rather than develop competencies.

The difference in definition affects not only and not so much the market size (the scope of additional services is narrow), but its development. In other words, fulfillment operators end up as yet another online commerce service or the driving force that shapes the new market depending on their ability to attract new companies to this market, i.e. those that have no experience in online commerce.

“

*Indeed, common standards of fulfillment have not yet been worked out. In general, fulfillment is the work with physical goods throughout their transition from the supplier to the buyer. Therefore, the basic set of services rendered by fulfillment operators should include, apart from the obvious storage and delivery via integrated logistics partners, the analysis of inventory remainders in the warehouse, purchases, sorting and making photographs of the goods. As for website and content creation, marketing and advertising — those are additional options that are not included in the the basic service package of a fulfillment operator.”*

**Nadezhda Romanova, CEO at PickPoint**



*Nadezhda Romanova,  
CEO PickPoint*

- 4. Courier companies that started the fulfillment business in 2014–2015 did not expect it to grow into a more complex product than it seems at first glance.** The existing projects have not yet reached their estimated capacity (and payback), and have not attracted any major clients.

“

*These courier companies are likely to keep on moving in the same direction, despite the first setbacks. Their main objective is customer retention and extension of shipment orders. Using fulfillment, courier companies try to “lock in” their clients and often provide these services with zero markup. Quality and range of fulfillment services offered by courier companies is usually inferior to those rendered by specialized operators, but the price is often more attractive. Courier companies’ fulfillment services development and promotion path appears more challenging than it would be in the reverse combination (fulfillment operators launching delivery services). I don’t think that in the near future we will see any (financial) success stories of fulfillment services sales by courier companies.”*

**German Ivkin, CheckOut.ru founder**



*Online stores will be winding up their own logistics functions and consistently searching for new (federal and local) partners among logistics professionals experienced in fulfillment and deliveries. Warehouse management operators will offer integrated solutions with built-in order picking and transfer to core delivery functions in line with the required delivery schedule. At the same time, the projects of own delivery services at online stores will be transformed, gradually outsourced and localized. The supply of quality delivery services will increase as global players in Russia adapt to the current market structure and gain experience of cost-effective courier deliveries to individuals.”*

**Andrei Chechin, Head of Logistics Committee of AITC**

**5. Foreign retailers have played the role of an additional incentive for the fulfillment market.** After the economic crisis of 2014–2015, they were reluctant to enter Russia’s online market due to country risks, national currency depreciation and other factors. They are now launching new projects, outsourcing all processes to Russian fulfillment operators. This client type may become one of the most significant enablers of fulfillment in the future.



*Each year, Russian e-commerce market is becoming increasingly attractive to foreign retailers: shipments of goods increased in number by 1.5 to 2 times over the past few years. Undoubtedly, the intensive growth has a positive effect both on the delivery price/quality ratio and the logistics market as a whole. The next development phase will be the opening of fulfillment distribution centers for global online stores. In the coming years, quality fulfillment and warehouse logistics can significantly improve the timing of products delivery to customers and reduce rates on the settled market at the same time.”*

**Sergei Malyshev, Deputy General Director of Parcels and Express Deliveries, Russian Post**



*Sergei Malyshev,  
Deputy General Director  
of Parcels and Express  
Deliveries, Russian Post*



*Russian market used to be the top destination for many global online retailers until 2014. The Russian ruble devaluation and consumer activity decline in 2014–2015 slowed down the major players' development and many of them suspended their localization plans. As the situation in the economy is changing, many online retailers are eager to resume their projected expansion on the Russian market. Most of them are inclined to use the existing logistics infrastructure, rather than building their own. This involves both fulfillment centers and deliveries by courier services or using postal ATMs, ODPs etc."*

**Alex Vasiliev, Director of Cianiao in Russia**



*Alex Vasiliev,  
Director of Cianiao  
in Russia*

## Footwear and accessory chain store Ekonika

Ekonika is a trendsetting chain store that creates footwear and accessory collections exclusively for women. The brand's collection includes the base product line Ekonika, premium line Alla Pugacheva and the new trend line with glamorous models ekonika<sup>2</sup>. The brand's collections are developed by Russian designers and product engineers in conjunction with world-class experts in the fashion industry: Italian, American and British stylists and consultants. Each collection includes both spectacular vogue solutions and classic everyday options. Shoe lasts ensuring optimal comfort, natural materials and relevant design are the three integral elements of Ekonika footwear and accessories.

Ekonika has been on the market for more than 25 years and currently operates approximately 140 boutiques throughout Russia, Belarus and the Republic of Kazakhstan.

### Before eSolutions

Ekonika.ru online store went live in 2012. In the pre-launch phase, the brand team conducted granular analysis of the overall situation on the Russian e-commerce market, estimated various options for own infrastructure deployment, met with many well-known fulfillment operators and weighed all the pros and cons. The final decision was to outsource the operating component, test and observe the process with the aim of taking over in the future. The desire to control all processes was rooted in the commitment to provide a high level of service that meets the high standards of Ekonika. A young and ambitious project was selected for this purpose — the best startup of 2012, specialized in providing the full range of services for online shops. The partnership was mutually beneficial: the startup team gained not just a client, but a famous Russian brand on its portfolio, while Ekonika, in its turn, gained access



*Alina Kisina, Head of Business Development at eSolutions*



*Stanislav Korobochka, Head of Ekonika online store*

to competence, knowledge and experience of immersion in the e-commerce process. Today, Ekonika assesses this decision as correct, since its online store ekonika.ru succeeded in gaining popularity among the customers within a short period after the project was launched. But 2014 marked a turning point in its development. It is no secret that many companies began to experience problems on the market at that time; unfortunately, our partner was also affected by the recession. Ekonika had to return to square one.

## **With eSolutions**

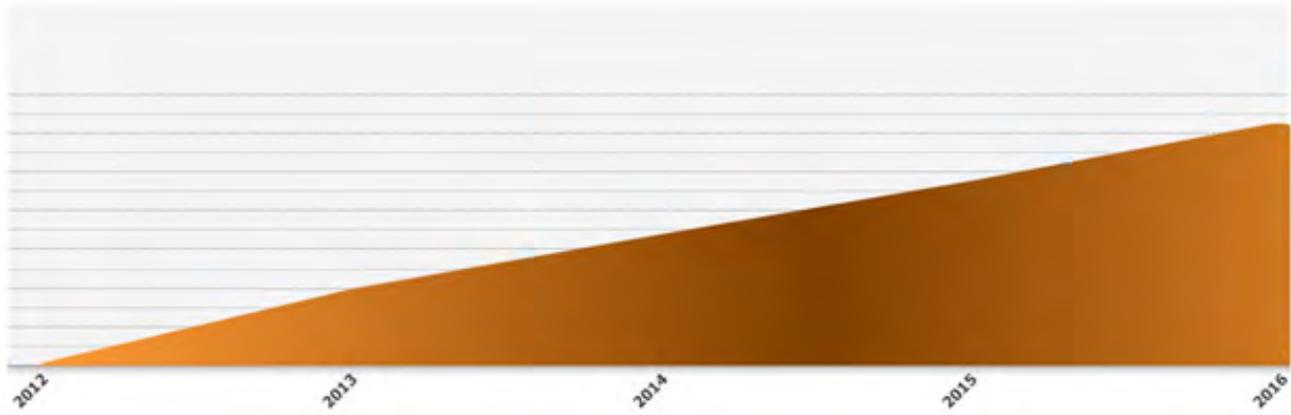
This time, Ekonika team could not afford to make mistakes. The store was performing well, and the customers were not supposed to be inconvenienced by the company's internal issues. Under no circumstances could the store be closed even for a day. So, at the end of 2014, Ekonika started working with eSolutions. The online store integration was completed within an unprecedentedly short time period of only 1.5 months. That was the key partner selection criterion for Ekonika. It is also worth noting that neither the store nor its customers were affected by the relaunch, which was implemented seamlessly.

From the very start, eSolutions provided Ekonika with a traditional set of fulfillment services: warehouse management, goods handling, storage and sorting, order packaging and shipment, full cycle of returned orders processing, integration of contact center and carriers' services.

As eSolutions uses the capacities of its parent company (Otto Group Russia) for Ekonika, the fulfillment provider is able to offer the best rates for a wide range of services, including delivery. Deliveries from ekonika.ru online store are currently carried out by DHL and DPD courier companies, Russian Post and via PickPoint postal ATMs.

## Benchmarking of the first (2015) and second (2016) years of cooperation

	Data as of year-end 2016
Average check	Gained 14% (versus 2015)
Number of orders	Gained 49% (versus 2015)
Shipped orders	80%
Canceled orders	20%
Returns	25% (same level)
Online store launch	Sep 2012
Partnership with eSolutions	Oct 2014
SKUs as at 1 Jan 2017	7,000



“The results of the second life cycle of the online store were visible literally from the first day of work. The percentage of confirmed orders catches the eye: while up to 40% of purchase requests were canceled historically, this figure has now dropped to 20% and we hope that we will further improve it together. Another important achievement is that we succeeded not only

in relaunching Ekonika's online store as a separate service for our customers, but also in transforming the company's website into an online storefront with Buy on-line button. Most importantly, the project has evolved into a new omnichannel vision of customer experience. And that is one of the key vectors of our further cooperation in 2017," the head of ekonika.ru online store Stanislav Korobochka said.

eSolutions is also responsible for an important feedback component: the call center not only processes inbound calls of the online store, but also supports the hot line of the entire chain. To maintain a high level of service, Ekonika's training managers coach the call center staff and update the scripts on a regular basis.

With the support of eSolutions, Ekonika's online store has already implemented the following functionality:

- The customers can make orders online in brick-and-mortar Ekonika stores and request delivery to a preferred address.
- Ekonika loyalty cards can be used for both offline and online purchases.
- Items ordered in the online store can be returned to any retail outlet.

By the middle of 2017, Ekonika plans to launch the following functionality:

- Same day delivery.
- Online orders delivery to B&M stores (this option is currently available for prepaid orders only, but will be extended to all orders in the near future).
- Orders delivery to other countries.



*The strategic focus of Ekonika brand is to improve customer experience by offering flexible service, friendly communication and leveraging advanced technologies. In order to achieve these goals, we choose partners with similar priorities, experts who are ready to work with us to create a unique shopping environment, modify business processes and improve the technology base. Otto proved to have the exact qualities that we were looking for in a partner. The omnichannel CX project is one of the brand's key initiatives, which we are implementing together with Otto. Within less than one year, Ekonika completed important stages of transformation from offline and online sales channels integration to omnichannel philosophy. As a result, we see steady and quality growth not only in sales, but also in NPS, both offline and online, which confirms that we are on track to reach our strategic goals. We have a lot of plans and it's important that we can rely on our partners in implementing them. In our vision, the team includes not only like-minded people within the company, but also our partners and customers."*

**Alina Stepanova, Brand Director at Ekonika**



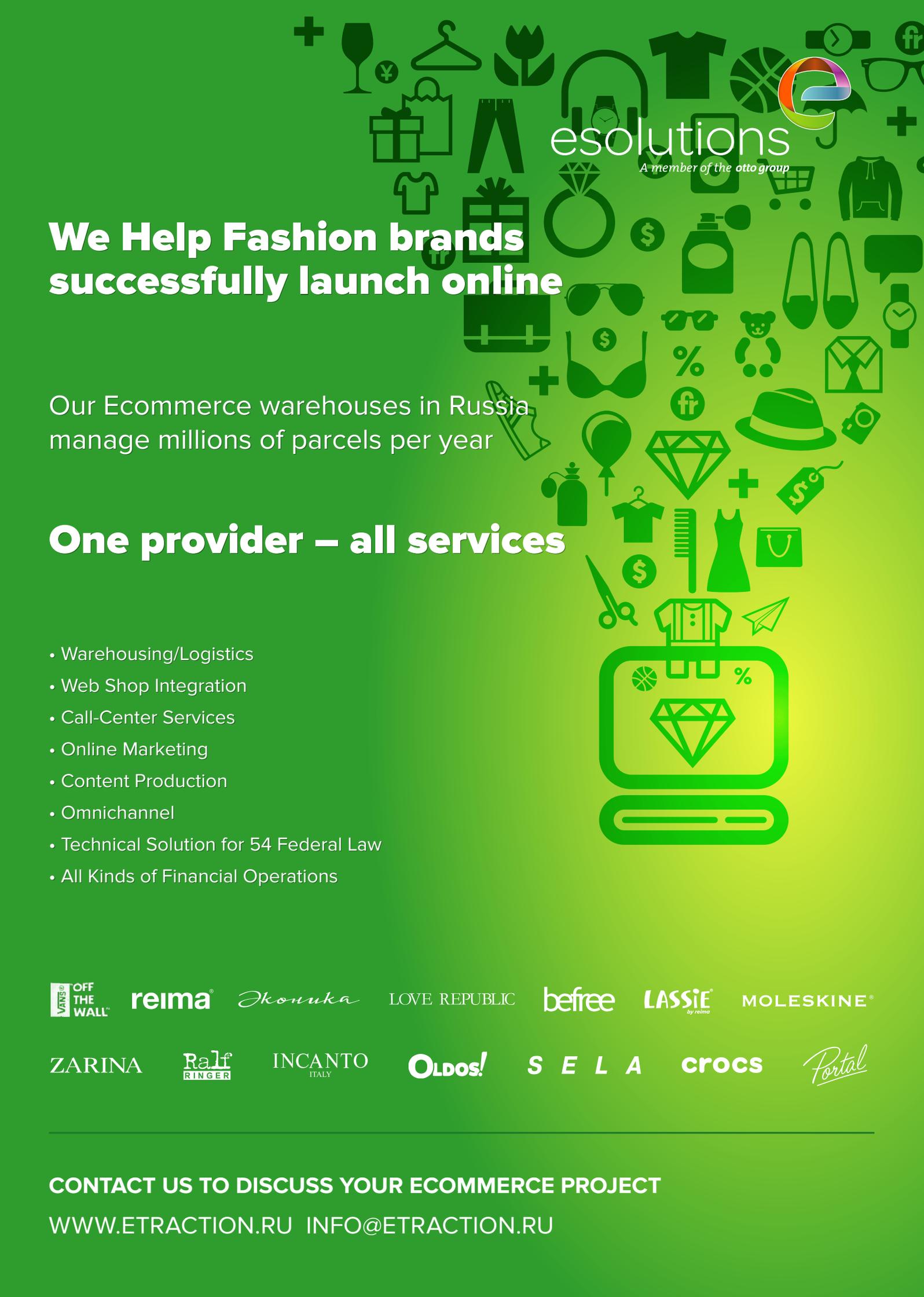
*Ekonika is one of the major clients of eSolutions and a very demanding client, I should say. Throughout our cooperation, we have come a long way and deployed multiple services together. eSolutions is now not only Ekonika's fulfillment operator, but also a provider of comprehensive support services for its online project: we are talking marketing, we are talking contact center services, and by the way we advise not only the e-store, but also the retail chain. Ekonika is an eminent and very dynamic player on the Russian market, with their interesting collections, vivid collaborations and relentless striving to progress in accommodating customers and improve service. Working with this kind of client is interesting because the service company needs to change and implement new services continuously. I believe we will implement many more valuable services with Ekonika."»*

**Alina Kisina, Head of Business Development**



*We are satisfied with the cooperation of eSolutions precisely in terms of its client focus and willingness to adapt to our business processes. Novard Group's fashion brands portfolio includes a young project Portal, which we advised, based on our experience with Ekonika, to launch a proprietary online store with eSolutions participation. It should already start in the beginning of June."*

**Sergei Sarkisov, Vice President of Novard Group  
(includes Ekonika)**



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# How it works

## Definition

**FULFILLMENT** is a set of order processing activities for online stores, including acceptance, storage, processing, order picking and packaging. Depending on the requirements of the Internet project, the fulfillment operator may also provide other services.

## ONLINE STORE ORDER LIFE CYCLE AND FULFILLMENT OPERATOR'S ROLE IN IT

The diagram on pages 26–27 represents all operations with goods in an online store. They are divided into those that can be outsourced to a third party (in this case, a fulfillment operator) and those that must remain in-house.

## OPERATIONS THAT CAN BE OUTSOURCED OR ARE PERFORMED ONLY BY FULFILLMENT OPERATORS

- 1. Stock reservation and ordering from vendors.** While the vast majority of online shops interact with their vendors directly\*, 14% prefer to outsource this operation. It is often performed by the fulfillment operators offering a dedicated account manager to each store, who is well-informed of the goods properties and vendors and can quickly resolve issues.
- 2. Stock delivery from vendors to the warehouse.** Almost all operators offer stock delivery from the vendor's facility to the client's warehouse. This is especially convenient if the vendors are located abroad: the fulfillment operator then undertakes all interactions with the customs broker. In either case, the online store outsources the work with goods entirely.



\* According to the results of Data Insight report [Logistics Services for Online Stores: Clients' Opinions and Expectations](#), 86% of shops prefer to order and reserve stock from vendors without intermediaries.

**3. Goods acceptance at the warehouse and data entry in the warehouse management system.** When the online store inventory arrives at the warehouse, each unit is recorded. If the product information is insufficient, for instance, an item's weight or dimensions cannot be defined by scanning the barcode, all necessary measurements are made by the fulfillment operator's staff. Originally, product information is either entered in the warehouse management system manually or imported automatically from the online store's integrated CMS.

**4. Inventory is stored in warehouses on pallets or in slots.** The slots purchase and installation requires significant investment, so companies that originated from adjacent market segments, e.g. 3PL providers, pick the ordered items from pallets. This isn't really practical and feasible economically if the online store has a wide range of products that are delivered to the warehouse in smaller batches.

Pharmaceutical products and cosmetics with specific storage temperature requirements are kept in specially equipped premises. At the client's request, clothing can be stored on hangers and any item can be stored in closed rooms that are accessible to a restricted number of employees.

**5. Obtaining order information, upselling and order processing.** Each incoming order can be recorded and tracked in a variety of ways. Typically, the records are made by call center employees or generated based on purchase requests sent from the website. At the online store's request, call center employees can upsell using specially designed scripts. In that case, they receive additional training in advance and learn about the goods and their properties. Successful upselling largely depends on how clear the guidelines of the online store are, how specific and accurate the provided product information is.

Can't be outsourced

performed by online store



Sourcing and goods selection



Goods promotion in online store



Goods reservation and order from vendors



Goods delivery from vendors to warehouse



Goods acceptance and entry in fulfillment operator's system



Goods entry in stock and system, reselling opportunity



Goods re-acceptance, overall check



Payment transfer to online store



Goods entry in stock and system, reselling opportunity



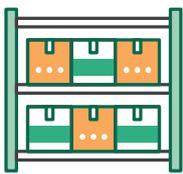
Goods re-acceptance, overall check

Can be outsourced

performed by fulfillment operator directly or via partners



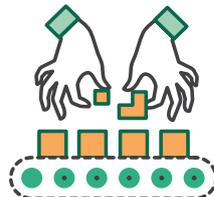
Customer makes a purchase



Goods storage



Order processing



Order picking and packaging



Delivery



Delivery to fulfillment operator's warehouse



Return to CS

Goods found unfit (package unopened)



Delivery to fulfillment operator's warehouse



Return to CS

Goods found unfit (package opened)

Goods found partially unfit



Payment transfer to online store

Goods found fit

**6. Order transfer to the fulfillment system.** There are four ways in which order information enters the fulfillment operator's system:

- via API protocols;
- via personal accounts;
- inbound calls;
- an Excel file that is filled in or downloaded from the online store's CMS.

Information exchange with the highest extent of automation occurs via API protocols and the store's personal account, which is designed and provided by the fulfillment operator. In addition, many operators provide off-the-shelf module solutions that enable their personal account integration with some of the most common store CMSs. Such module allows the shop to indicate courier delivery or pick-up terms on its website. The order in the fulfillment operator's system can come directly from the customer. If the fulfillment service includes a call center, an employee creates an order and saves it directly in the system. The most common way used by most small online stores is transferring orders in an Excel file that is filled in manually by the fulfillment operator's staff or processed automatically if it was completed in a standardized form.

**7. Order picking.** There are four main types of order picking:

- wave picking (the order preparation starts when a certain amount of orders is reached or at a specific time);
- batch picking (similar orders are grouped);
- discrete order picking (each warehouse worker prepares one order);
- zone picking (each worker is assigned a zone in which they operate; having received a request to pick an order, they collect only the items located in their zone and then pass the request further).

**8. Order packaging and preparation for delivery.**

Picked orders are placed in boxes or parcels for further transportation to the end customer. This stage includes the preparation of transportation documents with recipient data (address, contact information) and return forms (if required).

If the order is delivered by Russian Post, transportation documents are prepared in accordance with the latter's rules. Examples of the required documents:

- address label in accordance with Form 7-P (Figure 1);

**Ш П И**

**ПОСЫЛКА**  
 **БАНДЕРОЛЬ**

**ПОЧТА РОССИИ**

**Отправитель**  
От кого  
ФИО  
Откуда  
улица, дом, квартира, населенный пункт, район, название республики, края, области, автономного округа (область)

Почтовый №  
Габариты: S M L

С объявленной ценностью  
 С наложенным платежом  
 С описью  
 С заказным уведомлением

**Получатель**  
Кому  
ФИО  
Куда  
улица, дом, квартира, населенный пункт, район, название республики, края, области, автономного округа (область)

Телефон для SMS-уведомления о вручении отправления  
+7  
 С SMS-уведомлением о вручении отправления

**Запрещенных к пересылке вложений нет. В случае объективной невозможности пересылки воздушным транспортом:**  
 Вернуть по обратному адресу  
 Направить наземным транспортом (подпись отправителя)

Заполняется оператором, особые отметки  
 Технологическая  Простая  Стандартная  Обыкновенная  
 Крупногабаритная  Заказная  Нестандартная

**Вес** \_\_\_\_\_ **Плата** \_\_\_\_\_ (подпись оператора)

- parcel card in accordance with Form 116 (Figure 2);

**Почта России**

№ \_\_\_\_\_ Отписка КЭПД СЭС места приема

Вес \_\_\_\_\_  
Плата \_\_\_\_\_ (подпись отправителя)

Кому \_\_\_\_\_  
Адрес \_\_\_\_\_  
От кого \_\_\_\_\_  
Адрес \_\_\_\_\_

Забранены к пересылке вложения весом с требованиями к упаковке вложениям

Президиум (подпись) \_\_\_\_\_ Серия № \_\_\_\_\_ выдан \_\_\_\_\_ 20\_\_ г.

Ивешение № \_\_\_\_\_ к посылке  
Вес \_\_\_\_\_ Отписка КЭПД СЭС места приема

Сумма объявленной ценности \_\_\_\_\_ руб. Сумма наложенного платежа \_\_\_\_\_ руб.  
Кому \_\_\_\_\_  
Адрес \_\_\_\_\_

Ивешение доставит: \_\_\_\_\_

Платеж: \_\_\_\_\_  
За возвратные, досылку \_\_\_\_\_ руб. коп. = \_\_\_\_\_ 20\_\_ г.

**Отметка о предоставлении документа и визиты адреса**  
Президиум \_\_\_\_\_ Серия № \_\_\_\_\_  
Выдан \_\_\_\_\_ 20\_\_ г. (подпись отправителя)

При получении писем, адресованных «не востребовано», по месту работы, учебы, во в.л. при проживании по другому адресу укажите сведения о месте регистрации зарегистрировав по адресу.

Посылку с визитом нести, используя упаковку, печать и маркировку посылки. Для свое согласия на обратку жмет посылку в доверие.

Выдан \_\_\_\_\_ по доверности № \_\_\_\_\_ от \_\_\_\_\_ 20\_\_ г.

Выдача производится по адресу: \_\_\_\_\_ от \_\_\_\_\_ до \_\_\_\_\_

Для письменного сообщения \_\_\_\_\_ (Отписка КЭПД СЭС места получения)

Бланк сформирован на официальном сайте Почты России [rosbta.ru](http://rosbta.ru). Если у вас не приняты этот бланк, отправьте SMS с индексом почтового отделения, в которое вы обращаетесь, на номер +7 999 526-74-02.



**10. Returns processing** (operations 13-17 on the diagram).

Experts divide returns into three types:

- returned items are packaged;
- goods were found unfit after the content was checked;
- goods were found partially unfit.

The scenario where the goods never reach the customer or the latter refuses to purchase them before receiving the parcel or at the time of its receipt is referred to as non-delivery. The subsequent re-acceptance of such orders requires no quality check or correct item placement control and no checks of the enclosed items' compliance with the SKUs specified in the order. In all other scenarios, these actions are required, and the cost of returns processing is therefore increased.

## Launch

In November 2015, Itella began its cooperation in the area of fulfillment operations with the Russian company MyToys, one of the top 10 online children's products shops with a broad assortment of goods estimated at about 55,000 SKUs.

The client needed to outsource fulfillment operations to a new provider with a flexible approach to seasonal changes in the number of orders. In high season, the orders volume increased multiply. The provider's warehouse also had to be located close to Moscow in order to reduce delivery time. The previous provider's warehouse was located outside Moscow Region, and deliveries to suppliers took a long time. Now, if the order is recorded in the system before 3 p.m., it is delivered next day. Same Day delivery is also possible.

Itella's business processes matched the basic requirements, so the client went on to occupy half of one of the two mezzanine floors in a 10,000 sq. m warehouse in Khimki, just 7 km from Moscow Ring Road, which had been specially equipped for the purposes of fine-meshed storage.

During the initial phase of the project, Itella invested more than 20 million rubles in the warehouse:

- Racking equipment for small slots was purchased, as the simultaneous storage of more than 50,000 SKUs in the warehouse is only possible in a fine-meshed arrangement.
- An IT system was implemented to enable the client's integration with 4 courier companies (Maxipost, PickPoint, Boxberry and Russian Post).
- A palletizer and a packaging machine were purchased: one of this client's specific needs was handling out-of-gauge items that did not fit in the standard-size packaging (for example, this client used 6 standard box types and 2 standard courier package sizes). After packaging machines were put into operation, the average packing time for out-of-gauge orders was reduced to 1-2 minutes from 5-25 minutes.



*Dmitry Lobanov,  
Head of E-Commerce at Itella*

[www.itella.ru](http://www.itella.ru)

The main challenge that MyToys encountered when changing the operator was the timing of relocation to the new warehouse. To maintain the store's normal operations, relocation had to be completed within six months. Thanks to the dedicated Itella team who were assigned to facilitate the inventory transportation from the previous location and acceptance at the new warehouse, the racking system comprising more than 20,000 standard slots was rapidly installed and the relocation was completed on time.

## SpeedUp

Two months later, in August 2016, the second major MyToys project was launched, which we called SpeedUp. The main objective was to handle the multiply growth in the number of orders during the peak season while maintaining high quality of service and meet the deadlines.

Itella has its own project office, which is responsible for customer implementation and support and for managing changes that occur during collaboration. If the client's logistics process changes or new functionality is required, all details will be taken into account and a fully transparent process will be completed on time.

It is also important to mention that all our clients are insured by Russia's largest insurance company. The coverage amount is more than 30 billion rubles. With other operators, for instance, it never exceeds 600 million rubles, which is a 30th of what we offer (according to the independent study by Knight Frank).

So the project launch began on August, 23. The warehouse equipment was upgraded, business processes were changed and a list of key objectives was made:

- Automate the check of finished parcels on a pallet by means of additional scanning of the parcels' barcode.
- Automate the division of items in the order into regular and out-of-gauge items in the IT system.
- Simplify the returns acceptance process.
- Install a minor assembly line to reduce labor required to shift finished parcels from packaging stations to weighing stations.

In November, the store completed high season sales successfully, having processed 4,000 orders per day with reduced delivery timing using our fulfillment service. Actual sales were ahead of the plan by 64%.



## Client's comment

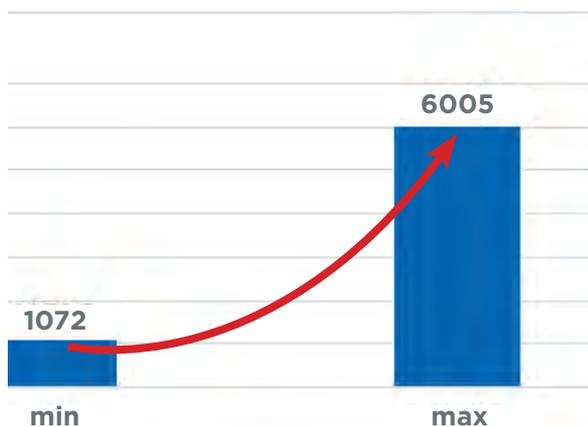


*Our partner company with the right approach allowed us to launch the project in a short period of time. Even though our partner lacked extensive experience in online sales, new storage facility arrangement and operations were adjusted efficiently and tailored to our specific needs. The high season challenges were quickly resolved, which helped us optimize our processes further and achieve optimum results as early as in January 2017.”*

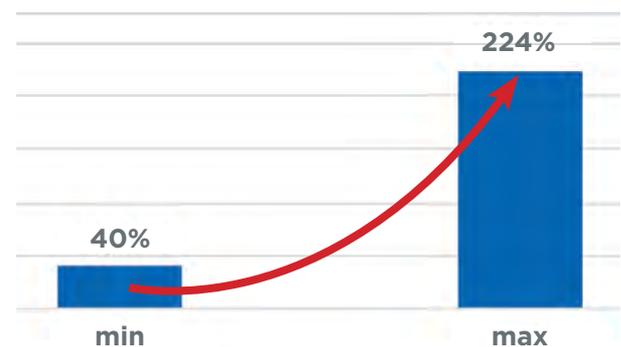


**Balint Achai, Operations Director, MyToys**

**Shipment variations,  
orders per day**



**Variations from average,  
shipped orders per day**





**1. Fulfillment:** secure storage, picking&packing, repacking, X-dock operations

**2. Delivery across Russia** – 100% coverage: courier delivery, postmachines, parcelshops, Russian Post. Cash-on-delivery option, Track&Trace

**3. Returns:** returns handling, quality checks, repackaging

**4. Marketing:** Big data & CRM, campaigns management, localization/datahosting in Russia

**5. Insurance:** Itella customers are insured in largest Russian insurance company. Insurance amount is >20 bln RUB

**6. Own Project Office:** full integration & project support (project passport, dedicated resources, key account manager of project, Gantt chart)

✓ European experience since 1638, presence in 10 countries

✓ In Russia since 2006, 3500 employees from Moscow to Vladivostok

✓ 6 fulfillment warehouses “A” class with total space ~400 thsd m<sup>2</sup>

# Fulfillment operators' attributes or how a retailer should read potential contractors' cards

The purpose of this section is to help our readers understand what each field of the fulfillment operator's card means. So far, the price has been the crucial factor most stores consider when choosing a contractor. Another question is the extent of compromise on other parameters that is reasonable in the long term. Experts note that a growing number of shops who tried working with a contractor that seemed cheap at first glance switched to a different company pretty soon because they were not happy with the rate of successful deliveries, order picking errors, call center or account managers' performance, slow resolution of issues that require a prompt response etc.

Below you will find a list of basic parameters that online stores consider important when selecting contractors that we compiled.

- 1. Basic services.** If you split the fulfillment service into basic operations, the core ones would include the storage of goods at the warehouse and order picking and packaging. In addition, all players provide a set of services, which, taken in their entirety, cover the full order life cycle from the item's arrival at the warehouse until its delivery to the end customer (see Diagram 1). To benchmark costs of servicing by different operators, we need to consider the aggregate price of all services, not just the core functions. For example, order packaging by fulfillment operator's staff using the online store's unique boxes, cost of storage of non-purchased orders that were returned to the warehouse, their re-acceptance quality checks and re-entry in the stock may affect the overall service bill.



*Large players' approach to the issue of arranging in-house fulfillment versus outsourcing it is more serious and systemized than that of smaller companies. Their own experience and competences allow them to evaluate economic models, research the market and make decisions based on granular analysis of all nuances of the process. Small Internet projects and startups, on the other hand, are ready to outsource fulfillment in most cases, without giving it much thought. This is partly due to the high margin that renders cost-efficient thinking unnecessary, but most often this attitude results from the lack of knowledge in this area. Regardless of the business size and experience, we are ready to share comprehensive advice with all stakeholders. Besides, our operation-based service cost model allows even a novice to easily gain understanding of the pricing..”*

**Konstantin Kalinin, Commercial Director at BetaPRO**



*Very often, when all activities are performed in-house, the costs of a discrete business segment are kind of spread over other business units, and assessing the actual cost of certain operations becomes challenging. It would be easier if those costs could be allocated to business units generating revenue. But often they are attributed to support units which don't and can't generate revenue: security, cleaning, maintenance services, HR and many other functions.”*

**Alexei Zhukov, expert**

## **2. Warehouse parameters and location.**

- a. Warehouse operating hours.** This factor allows the business to schedule inventory shipments to the warehouse and affects the timing of non-typical situations resolution and urgent orders picking. If the monthly number of orders processed is less than 100,000, a 24-hour warehouse facility is not necessary. 37% of fulfillment operators offer this schedule.



*24/7 schedule provides two benefits: business day extension (more working time estimated linearly) and a possibility to save full days. Consumers are active in the daytime, so the night time can be used to prepare for servicing them. The consumer expects that between 9 p.m. and 9 a.m. nothing really happens. And if something does happen at this time, they are impressed. But the price you pay for that is also high: 24/7 schedule requires a significant extension of personnel and security. Sometimes round-the-clock operations are launched so that the staff could work in shifts: such employees are cheaper, but you can't be confident that the desired efficiency level is achieved."*

**Andrei Chromov, General Director of Aristos**

**b. Acceptance time of the last order to be delivered in Moscow and St. Petersburg on the following day.**

Same-day delivery requests account for no more than 1-2% of all orders; however, most capital city residents expect to receive their parcel on the next day. Since on the average just below 50% of all orders are made in Moscow, St. Petersburg and their suburbs, the time until which customers in these cities can make an order on the website and receive it the next day is an important factor.

**c. Video surveillance of the goods acceptance and shipment areas.**

If the goods shipped to the fulfillment operator's warehouse by the vendor directly are of improper quality, the store needs to understand clearly at which point the defect appeared: is it a manufacturing defect, were the goods damaged during transportation or at the warehouse? Video surveillance of the goods acceptance and shipment areas allows to determine whether the fulfillment operator was at fault or the item was damaged prior to its acceptance. All fulfillment operators who participated in our research claim to provide this option.

- d. Warehouse insurance.** Many fulfillment operators insure the content of the warehouse to guarantee that the stock owner is reimbursed promptly and in full in the event of loss.



*However, this arrangement doesn't necessarily mean that the cost of goods lost due to an insured event will be recovered entirely. The store should request that the fulfillment operator provide the insurance contract and review it carefully: there may be restrictions based on the product type, amount, use of franchise and other terms. Check the insurer's responsibilities, try to evaluate possible delays in reimbursement (for example, if the contract stipulates a complex or unclear procedure for the documents collection and provision) and whether you will be able to collect the necessary insurance documents etc."*

**Matvey Kozlovsky, CEO at B2CPL**

- e. Warehouse location.** Russian logistics is centered in Moscow, and most warehouses are located within or just outside the city. The trend of business and logistics decentralization was already started by the major players, but has not yet gained momentum. Therefore, the preferred location for warehouses is usually Moscow and its suburbs. To large online businesses handling over 3,000 orders per day, the linkage to Moscow doesn't matter so much as it does to smaller players. Availability of large volumes makes it possible to offer delivery terms in line with the market. For example, Ozon.ru, the seventh largest retailer in the Russian online segment by online sales volume\*, delivers orders to Moscow on the same day if the order is made before 12 p.m., while its warehouse is located in Tver. Small shops, on the other hand, are more comfortable working with a fulfillment operator and deliver their orders to the warehouse if it is located within Moscow.



\* Among Russian online stores trading in commodities, according to Data Insight, 2016: [datainsight.ru/top100/](http://datainsight.ru/top100/)



*If the provider maintains the required level of service, the role of warehouse location and some other factors becomes insignificant. The current service level standard in Moscow is delivery on the next day. And we had no trouble providing that with our warehouse in Yaroslavl because of the volume-based agreements we had with delivery services, stipulating later shipment time and separate shipment processing streams by cities. Our next step is next-day deliveries in Saint-Petersburg. The only instance where a warehouse in Moscow is a crucial factor is when you work with a large number of vendors with relatively small amounts of orders. In that case, building a stringent relationship with the vendors and healthy project economics would be challenging.”*

**Natalia Pshistav, Commercial Director at Arvato**



*You can easily deliver from Moscow Region even within a day. If the volumes are large, any delivery service will pick up your orders even from outside Moscow Ring Road. In general, it's convenient for small clients. Bringing 15 items of merchandise to a warehouse in Podolsk may be uneconomical, especially if you have to do it all the time. The advantages of using a warehouse located within Moscow are as follows:*

- 1. Own ODP, which may be very helpful, especially during the peak periods when most courier services struggle.*
- 2. Possibility to use foot couriers.*
- 3. It is much easier and cheaper to deliver goods within Moscow Ring Road (both for transport companies and clients).*
- 4. It's easier for a client to come in person (we have some clients who prefer to bring their own merchandise or check and finish packing goods before acceptance, we have even arranged separate office space for that).*
- 5. It is easier to hire staff in Moscow (although the payroll will grow significantly).”*

**Dmitry Novikov, General Director at Reworker**

**3. Cost of services.** Three pricing methods are used in the fulfillment services sector. They can be combined or applied separately.

- **Price per operation.** The fulfillment process is divided into operations and each of them is priced at a fixed rate. The store, together with the fulfillment operator, chooses which services will be included and pays for each operation performed with each order. The invoice is issued only for picked orders. Total price of fulfillment services for the billing period becomes known to the Internet project after invoicing.
- **Volume percentage.** The process is perceived as a whole and not divided into operations. The basic rule is the higher the store's sales volume, the lower percentage paid for fulfillment services. This pricing method simplifies the payment process, but the total price of fulfillment services for the billing period is unknown until the invoice is issued.
- **Bundled rates.** Fixed service cost per month. The bundle involves processing any number of orders below the specified cap. The processing of each subsequent order is charged separately.



*We don't publish our rates because they are all individual and depend on the specifics of the client's business and operating processes, as well as volumes. At eSolutions, we stick to two pricing methods: per operation pricing and a percentage of the sales volume. Many customers prefer the first model, especially if their online store is managed by logistics professionals: this pricing is understandable, transparent and predictable. That way, clients can optimize their stock, for example. The other method is appealing to clients who are just entering the online segment and cannot predict their sales volume, which, by the way, can be zero. Because clients pay a certain percentage per confirmed order, they pay nothing if the goods are not sold and the logistics operator is the one that bears the costs anyway. That's why this method is offered to brands that already have a certain experience in sales, stable volumes and strong stock turnover. In any case, we reserve the right to choose the pricing method at our own discretion."*

***Alina Kisina, Head of Business Development at eSolutions***

- 4. Additional services.** The set of additional services for particular stores varies depending on their work schedule and types of goods sold.



*I don't think we should expect the industry to be standardized entirely: even more developed markets are not standardized. Business partnerships and relationships between the client and outsourcing company are always based on trust, communication, readiness to compromise and certain flexibility. You can't estimate those things. But ripper processes, which can be used for primary assessment of the fulfillment operator's pricing segment, should certainly emerge."*

**Alexei Zhukov, expert**



*The fulfillment market is still in the process of being established. It is now in the same stage that CMSs went through 15 years ago and courier services went through 5-6 years ago. The service as such is already established, so are the pricing techniques, more or less, and answers to the key why-, who- and how-questions have been found, but most consumers are not yet ready to use it and/or are unaware of it. You just need to survive this period, preferably trying as hard as possible to bring a brighter future closer, when every online store owner will be aware of this service. You can approximate that time just by spreading the word about the service and explaining its pros and cons wherever possible."*

**Dmitry Novikov, General Director at Reworker**

- a. Contact center/CRM.** Multi-channel telephone and order processing staff (can be assigned to the specific store or not). Call center workers use scripts when interacting with customers. The contact center may be a unit of the fulfillment operator or a third-party company that operates under a contract with the operator.



*We have a call center and a warehouse in one building, which enables the closest possible connection between warehouse workers and CC operators: every CC manager has a clear understanding of all warehousing processes, enjoys rapid access to all information and changes in operating procedures and can “save” an order, if necessary. Friendly relationships between warehouse employees and CC managers have a very positive impact on the company performance: everybody feels they are one team.”*

***Irina Pyatovskaya, Head of Sales at Fastery***

- b. Marketing.** Some fulfillment operators start working with the online store's target audience even before the online purchase is made. They help with digital marketing and promote the store's website.



*The advantage of outsourcing fulfillment and marketing to one contractor is that there are no duplicating processes. A single solution optimizes processes, removes repeated iterations, reduces the time of issue resolution and interactions, optimizes administration. In addition, a single solution combines IT systems and facilitates the preparation of consistent and transparent reporting that can be used for developing, launching and monitoring promos.”*

***Maria Zaitseva, Director of Federal Customers Management at SPSR Express***

- c. Content production.** Professional photo and video shooting of products for the online shopping cart, assistance in preparing descriptions for item cards. If the online store works with a vendor who does not provide sufficient information about the goods, the website content production becomes an issue. Then the store should either photograph and describe the goods using in-house resources or find a third-party contractor, or assign this work to a fulfillment operator.



*Most marketing companies on the market estimate the customer's lifetime at one to eight months, depending on the services rendered. Our experience shows that the lifetime of fulfillment clients is longer by an order of magnitude, reaching up to a few years. And because the size of the client directly affects the fulfillment operator's profit, there is a huge mutual interest in the high quality of marketing services. This is why it is reasonable to assign content production and other marketing services to the future fulfillment operator as a party that is more interested in the quality of marketing services."*

**Evgeny Ivakin, Commercial Director at Ritm-Z**

- d. Website creation and maintenance.** The general trend that we noticed is the expansion of fulfillment companies' services portfolio. As a result, an increasing number of operators offer clients who don't have an online store to create one and outsource order processing to them. This service bundle may be of interest to off-line chain stores and foreign retailers that consider entering the Russian e-commerce market.



*First, it reduces the number of contracts and related interactions commensurately. Second, it helps prevent responsibility shifting to other contractors: it is always clear who is in charge. Another question is whether one contractor can be expected to have sufficient competence in all these matters. Assessment of their balance of strengths, priorities and understanding which aspects can be compromised (because there will always be a need to compromise something) actually defines the customer's competence."*

**Andrei Chromov, General Director of Aristos**

- e. Cross-docking.** Goods acceptance methodology when items delivered by the vendor are not placed at the warehouse for storage but shipped further immediately. Order picking may be the responsibility of either the vendor or fulfillment operator. In the first case, orders delivered to the warehouse are just redistributed to different vehicles, depending on their destinations; in the second case, delivered items are first grouped in orders and then shipped to their destinations. This model best fits shops that are focused on rapid turnover, receive goods from different vendors in small batches and often organize sales and promotions.



*A key factor in the quality of this service is well-functioning in-warehouse logistics and skilled staff. The thing is that in the case of extended storage of goods at the warehouse it is possible to detect and correct errors by stocktaking. The price and probability of errors grows substantially when the goods are processed immediately. Among our clients, two-stage cross-docking (pick-by-line) is popular with printing companies. A quick reminder: this service includes not only prompt shipment of finished packages, but also the preparation of orders for the end customer. Demand for single-stage cross-docking comes from retailers in the segment of home appliances, FMCG etc.”*

**Alexey Oskin, CEO at Easy Way**



*Apparently, this service is necessary to deliver expensive or bulky goods. Today, cross docking is becoming popular, as few clients can afford to store their entire assortment and buffer stock in the warehouse. Fulfillment operators are first of all expected to provide an IT solution enabling such service and a corresponding process supported by human resources and storage space.”*

**Mikhail Gritsenko, E-Commerce Director at PEK**

**5. Processing partial and full returns.** The task of the fulfillment operator within this process is to accept returned items at the warehouse and update their status via the store's API or personal account. If the order never reached the customer and returned to the warehouse (non-delivery), the operator dismantles it and returns the items to the stock. If the customer decided to return the order after the package was opened (full or partial return), additional check of the goods must be performed before their acceptance. The acceptance terms are stipulated in advance, such as in which case the goods should be resold and in which case they should be repackaged or returned to the store as damaged. The speed of obtaining information on the returns depends on the courier service. Some systems support splitting orders and specifying returned items, others only send the number of fully or partially returned order to the store and therefore the fulfillment operator.



*Processing returns requires a very clear understanding of their causes and circumstances, as fulfillment processes for different types of returns (returns of unopened packages, goods rejected after trying on or partial buy-out, claims/warranty returns) are different and require different operations. For example, our Returns Center service for online stores includes the option of forwarding returned items with customer claims to our address or the store's post office box. We make photographs and video records when accepting such returned orders, opening the package and further processing the content, scan the accompanying documents (customers' claims, return forms) and forward all these materials with a cover letter to the online store via electronic channels so that the decision is made. We believe that end-to-end fulfillment service is incomplete without the returns processing service."*

**Konstantin Yakunin, General Director at ExpressRMS**

**6. Basic list of product categories.** There are three players specializing in servicing online apparel and footwear clothes on the Russian fulfillment market. Others have multiple product categories in their portfolio. Fulfillment operators mostly refuse to process products that their shipping partners are incapable of shipping, e.g., bulky equipment, furniture, etc. The key challenge of handling these product categories is not so much their storage as it is transportation.



*Warehouse processing of bulky orders involves recording multiple details of the same item in the order. Lack of correct marking will result in losing one of those details, return of the order and negative feedback. A simple item like a bed can consist of several boxes, as there is no packaging of comparable size. Connecting boxes with duct tape most often results in the increase of order dimensions, so the crew is unable to lift and deliver it to the customer's door. Therefore, the operator handling such orders should not only be able to ensure correct marking of items when they are accepted at the warehouse, but also to pack it so that all the details reach the customer."*

***Alena Smagina, E-Commerce Project Manager at ARAN***

**7. Warehouse properties and storage types.** Stores aimed at long-term collaboration and double-digit annual growth in the number of orders are focused on the fulfillment partner's scalability potential. It is evaluated by the warehouse size and utilization. While it may be perfectly feasible for large operators to handle several thousand orders more on a daily basis during the high season, it might be a problem for smaller companies. A surge in daily orders will result in order picking errors and delivery delays, which would affect the store's reputation and customer loyalty.

The goods layout is determined jointly by the fulfillment operator and the client. It takes into account the store's specific needs (product category, number of orders) and fulfillment operator's recording system.

- *Dedicated (SKU-based) storage.* A good option for shops whose product grid is not very deep.
- *Mixed storage.* A good option for shops with a large number of SKUs, where it is too expensive to store boxes with each item separately.

#### *Storage types*

- floor stacking,
- racking,
- fine-meshed storage,
- safe storage (also for dangerous goods),
- temperature regime storage.



*Fulfillment operators offering various non-standard storage conditions are in a more favourable position because today's online stores pursue the expansion of their product grid. Segments such as cosmetics, food, car accessories are growing. As a reminder, perfumes storage often requires compliance with dangerous goods storage standards, food products are stored under different temperature regimes, and car tires, for instance, must be placed a separate fenced area. Besides, the market is holding its breath expecting legislation changes in the area of remote trade in alcohol and pharmaceutical products. If the ban on trade in these products is lifted, there will be a need for licensed storage spaces equipped in accordance with the legislation."*

***Dmitry Lobanov, Head of E-Commerce at Itella***

- 8. Delivery, last mile.** Deliveries to end-customers or pickup points is not part of the fulfillment service, but 70% of operators deliver all or part of orders using their own couriers. Possible order delivery arrangements are as follows:
- a. Fulfillment operators can deliver orders using in-house capabilities;
  - b. Partly using in-house capabilities, partly via partners;
  - c. Via partners:
    - I. Under a direct agreement between the store and delivery service;
    - II. Via delivery aggregator that provides price or speed arbitration;
    - III. The fulfillment operator selects partners at their own discretion or together with the client based on the client's requirements.

The client is not restricted to cooperating with the fulfillment operator's delivery services only, but if the store works with a courier service under a direct contract, it is not entitled to volume-based discounts that the operator enjoys.



*Fulfillment extends the opportunities of the client and their business in the area of delivering goods to the end customer. We have projects where we deliver orders together with courier services and process replacements following a complex algorithm. There are two conditions. First, clear tasks communicated by the customer and joint training of the courier service staff. In our case, group of couriers were formed in different locations. We trained them on the regular technical details replacement process. Second, a clear understanding of the economic viability of this service. In the case described, the client provides the required service to the customer without being distracted by the need to handle internal business processes and payroll. It is us who runs the process, getting feedback and goals from the client. It's a private case. Speaking of our own standards, delivery quality is a key aspect: we monitor the client's feedback on the couriers, delivery timing, information exchange, the courier company's response to changes in orders (addresses, contacts, customers' wishes)."*

**Oksana Lyubivaya, CEO at Prostore**

## 9. Cooperation with Russian Post. Pre-mailing preparation.

Russian Post operates more than 42,000 offices throughout the country, providing coverage for the entire nation. Not one operator of order distribution points can boast comparable coverage and all outsourcing\* points in the country add up to a quarter of this amount. Post offices differ in size, function and services provided. The type of post office a store uses for shipments and whether parcels are checked in by the store or its contractor are the factors that affect delivery speed, percentage of parcels rejected by the post and typical risks that should be considered. The following is a description of each post office type.

- a. *Postal facility (PF)*. A regular Russian Post branch that provides financial and postal services to individuals and legal entities.
- b. *Centers for parcel receipt and distribution (CPRD)*. These were created to decrease the workload of PFs. They only accept parcels from individuals and legal entities.  
While shipment documents are filled in by Russian Post staff at PFs, it is the responsibility of senders to do that in CPRDs. This may result in errors and failure to deliver the parcel to the ASC for further shipment.
- c. *Interdistrict head post office (IHPO)*. There is one interregional head post office per each 50-70 postal facilities.
- d. *Automated sorting center (ASC)*. One ASC services the region where it is located and all adjacent regions. All parcels from the PFs, CPRDs and long-haul shipments arrive to ASCs. The parcel weight and dimensions are measured and checked against those indicated in the shipment form. If the parcels pass the check, they are sent to their destinations.
- e. *Main Center for Long-Haul Mail Transportation (MCLHMT)* is responsible for mail deliveries between Russia's largest cities.

Since the parcels from PFs, CPRDs and IHPOs arrive in ASCs and are only then submitted to recipients, the delivery time can be extended by one to two days.

## How outsourcing cross-border processes helped Artaban.ru store cut logistics costs by 30%

### Client

- Artaban.ru online store

### List of activities

- purchasing goods from vendors in the USA
- delivery in the USA (first mile)
- fulfillment in the USA
- delivery from the USA to Russia by air (middle mile)
- customs clearance
- delivery to a warehouse in Moscow
- cross-docking in Moscow
- delivery in Russia (last mile)
- returns logistics

### Challenge

To enable consumers to order goods from abroad and try them on free of charge (and return some or all items without paying any fees), the store has to carry out logistics procedures several times (in Russia and the USA), as well as customs clearance, returns to foreign suppliers etc. Artaban.ru needed a contractor in the USA who would take over all cross-border processes.

### Solution

The company decided to hand over all cross-border processes in the USA to Shiptor as of 2014.

Since the beginning of their collaboration, Shiptor professionals processed 11,000 parcels from the USA, each containing 2.2 items on the average.

**How it works:** Artaban.ru is assisted by Shiptor throughout the entire work cycle, including the purchase of goods from vendors, control of delivery, acceptance and processing,



*Andrey Lyamin,  
Development Director at Shiptor*

[www.shiptor.ru](http://www.shiptor.ru)

customs clearance, logistics and a complete set of return services (if necessary).

After the customer made an order on Artaban.ru, the information is checked by the store worker (for typos). The order is then automatically submitted to Shiptor's CRM via API and its processing starts. Shiptor employees see new purchase requests for the goods of foreign suppliers, pay for them and deliver the goods to a warehouse in the USA. When items arrive at Shiptor warehouse in the USA, they are checked for compliance, such as color, size and model. When an error is detected, the item is marked as flawed in the system with the indication of the flaw, Artaban employees are informed about the issue and can quickly decide how to proceed with the order.

**Note: instead of trying to detect errors in Russia, all possible issues are resolved in the United States.** Thanks to the API integration, both end users and Artaban.ru staff are aware of the current order status at all times.

After the item is shipped to and checked at the US-based warehouse, it is assigned a slot for storage and further integration into an order with other items, if necessary. Shiptor employees unpack, rearrange and repackage goods so that they occupy less space and don't get damaged during the delivery. The cargo is then delivered to an airport in the USA and shipped to Moscow, where it passes through the customs clearance. Shiptor's express shipments from the USA are sent twice a week; the total time between the plane take-off from the US and the parcel receipt in Moscow is 2-3 days. Goods then arrive to Shiptor sorting center in Moscow, from where the orders, already packed into parcels, continue their journey to the recipients in Russia.

Shiptor's important competitive advantage is a single window for all logistics processes and accelerated clearance procedure. The company declares its shipments in the pilot e-format, which allows the goods to be released from the customs on the same day, regardless of the number of items and weight of parcels.

Thus, the entire time from the goods arrival at the US warehouse to their acceptance in Moscow warehouse is 6-8 days. As a result, the end buyer in Russia receive their order within just 10-12 days on the average.



**Established in:** 2011

**Number of SKUs:** 250,000

**Import countries:**

USA and Europe

**Unique selling points:**

no prepayment, free trying on and return of goods

### Returns logistics

For the convenience of its users, Artaban.ru allows free order cancellation at any stage, and Shiptor carries out the entire re-exporting process, if necessary.

### Loyalty program

When working with Shiptor, each customer has not only a current account balance, but also an internal credit limit that can be helpful in case of urgent orders or delays in payments.

### Other benefits

Since Artaban.ru outsources the entire cross-border workstream from the United States, all operations are faster and cheaper. If Artaban.ru team implemented each of these processes in-house, the cost of maintaining the warehouse and standard shipping charges and resolving logistics and customs clearance issues would be about 30% higher. Not to mention the increase in delivery time and number of cancellations (many of which would have been discovered only upon delivery to Russia) and the complications of processing the returns.

Another important benefit Shiptor offers is the VIP client status of key foreign vendors. With this status, companies enjoy special shipping rates, prioritized order processing, prompt resolution of issues with returns and immediate assistance on any issues that arise.



*We enjoy working with Shiptor. We have a contact person for each process (goods buy-out, delivery, resolution of issues, customs clearance, processing returns and so on). The workstream is all set up and fine-tuned, everyone knows exactly what to do, how to do it and when. The volumes are large enough, so errors happen, of course, but they are very few. For three years of our collaboration, I've had a perfect relationship with at least ten Shiptor employees. This is a successful and healthy symbiosis: we accept orders and Shiptor team delivers them. Everyone is busy doing what they are supposed to do."*

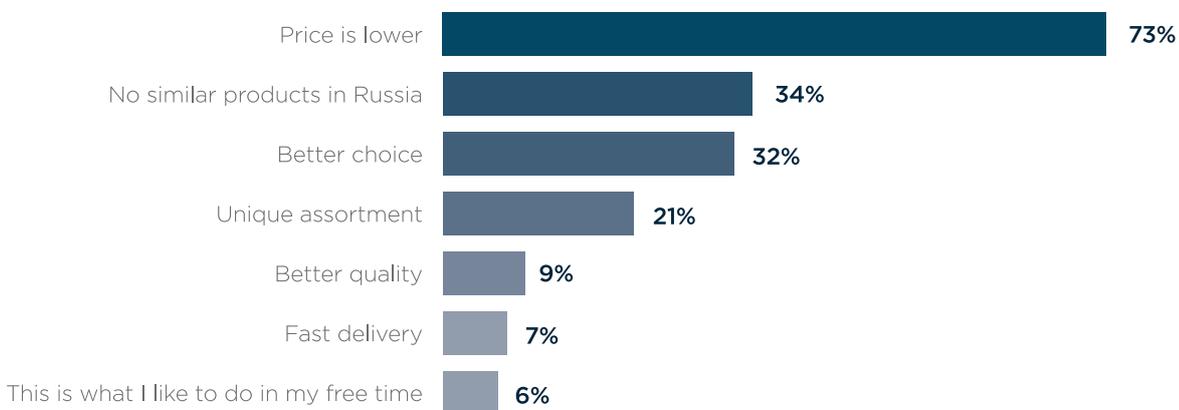
**Sergei Puzanov, General Director of Artaban.ru**

## About cross-border market

Purchasing goods directly from abroad or cross-border shopping is an attractive niche for large and small online shops. The market is growing at an explosive rate: from 2015 to 2016 alone, the number of goods that Russians ordered directly from abroad soared by 33%, from \$6 billion to \$8 billion (according to RBC). This growth is fuelled by Russia's monthly customs limit on imported goods of up to €1,000 per customer, which is one of the highest in the world. Siptor estimates that its decrease even to a fifth, i.e. €200, won't be a deal breaker.

According to the company's assessment, the average shopper's check in American and European online stores reaches up to €200. As for market places like Aliexpress, the average check is even lower, estimated at about €20.

*Drivers of cross-border shopping (according to GFK, October 2016)*



It is interesting that Russian consumers orders goods not only from China, even though it accounts for more than half of the market: 55% of all orders. Share of goods from the United States (30%) and Europe and the United Kingdom (10%) in the cross-boarder segment is also high.

In Siptor, we carry out all warehouse management processes abroad, including fulfillment; since 2006, this area has been the main focus of the company. We help online stores to get started or get their cross-boarder processes right. We are ready to integrate, localize, undertake cross-border logistics, return logistics, fulfillment in the United States, Europe, China and Russia, receive payments for non-resident online stores, render call center and promotion services.

With Siptor, customers can have all their goals in “turnkey” sales of foreign goods achieved. The company has its own storage spaces with a total area of 5,400 sq. m in the United States, Europe, China, and Moscow. Ten years of experience and a deep understanding of each process in cross-border commerce guarantee the highest level of service. In fact, with Siptor.ru, cross-border shopping becomes as reliable, convenient and transparent for the end consumer as buying items stored in warehouses in Russia.

Siptor’s important advantage is integration with the leading marketplace in Russia. Its integration with Yandex. Market will allow foreign shops to sell goods in Russia even without a localized storefront. All processes related to integration, localization, cross-border logistics, return logistics, fulfillment (in the United States, China, Germany and Russia), receipt of payments, call center and promotion services will be delivered by Siptor.



*In September 2016, Siptor also launched a fulfillment unit in Russia. Within less than a year, more than 200 Russian online shops became the company’s clients. Siptor is engaged in all stages of the fulfillment service: acceptance of goods, warehousing, order processing, picking and packaging, processing non-deliveries and returns.*

## Benefits of outsourcing fulfillment to Shiptor:

### Automation instead of manual work

Integration with CRM instead of maintaining the entire database in XLS. With Shiptor, all information about each order is available in one place — the customer's personal account.

### Price

Outsourcing fulfillment is nearly always cheaper. Not just cheaper, but really, really cheaper, as compared to the cost of maintaining your own warehouse and fulfillment staff. Not to mention the time you would have to spend on designing and adjusting all the processes.



*Despite high competition within the niche, we see explosive demand for outsourcing the fulfillment function among Russian shops. There are several reasons for this, the main one being the rapid pace of e-commerce development in Russia. Another important factor is our competitive advantage of being a one-stop shop that provides the full cycle of services in one window. It is convenient to work with Shiptor, because all processes are controlled by one owner. Finding a trusted partner for the online store means having all issues related to warehousing and logistics covered and focusing on business development.”*

**Andrey Lyamin, Development Director at Shiptor**

# SHIPTOR

# SHIP TO RUSSIA



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USA, EU and China



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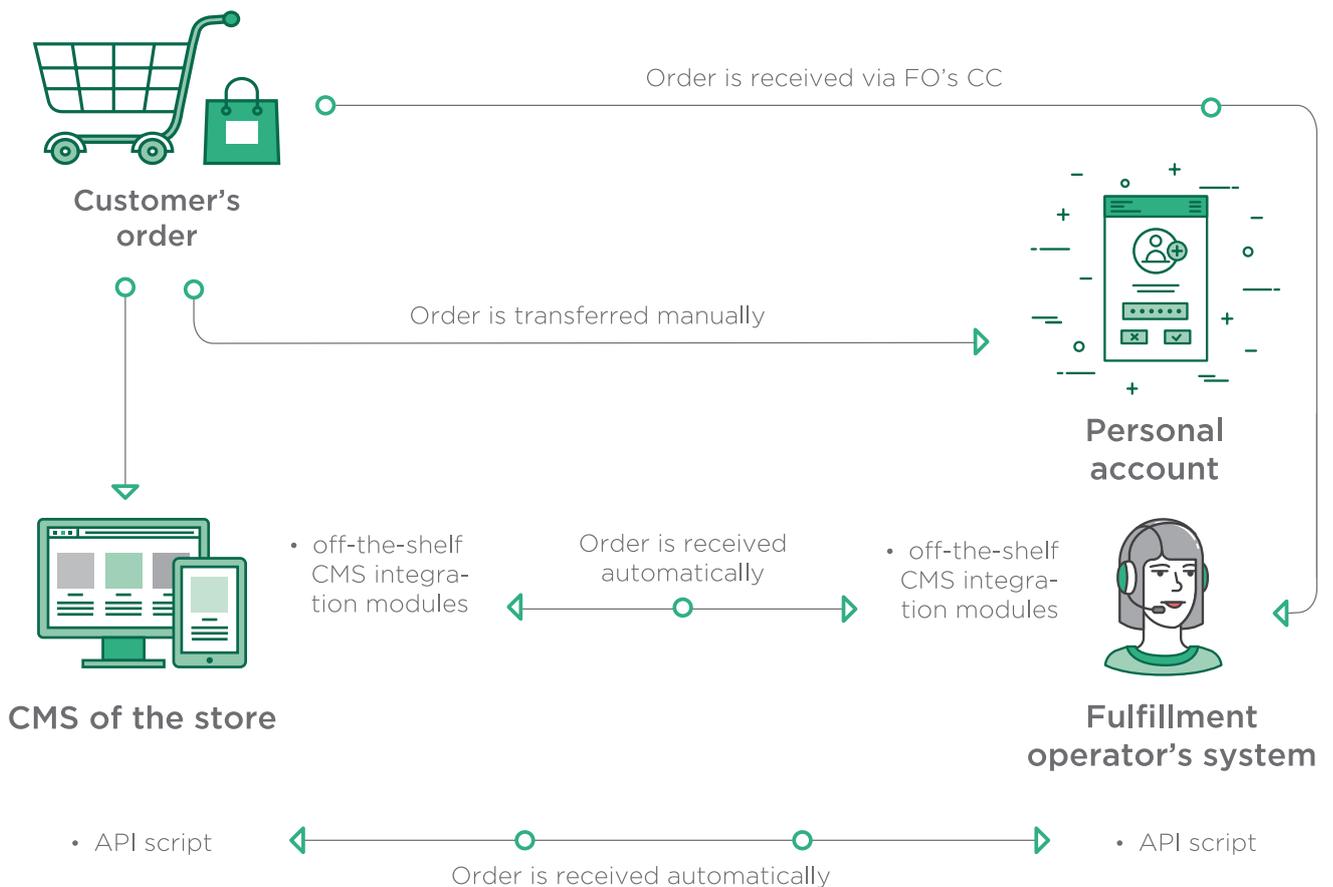
+7 (499) 702-49-20

[www.shiptor.com](http://www.shiptor.com)

[sales@shiptor.com](mailto:sales@shiptor.com)

**10. Interactions between the store and fulfillment operator.**

Because the latter work with a huge number of clients, they are experienced with different information systems. Degree of automation with a specific client largely depends on the store's capabilities. For example, large stores submit all orders, retrieve their status and exchange documentation with fulfillment operators via API. Smaller shops use personal accounts developed and provided by fulfillment operators. Many operators offer off-the-shelf modules to integrate their personal account with some of the most common CMSs. Such module allows the shop to indicate courier delivery or pick-up terms on its website. The order in the fulfillment operator's system can also come directly from the customer. If the fulfillment service includes a call center, its employee creates an order and saves it directly in the system. The most common way used by most small online stores is transferring orders in an Excel file.





*API is perhaps the most technologically advanced tool for interaction between the fulfillment operator and online store. Information is sent via the API in real time, with the restrictions caused by human error. It can be transformed in line with your specific needs: prompt notification of recipients, interaction with the service, analysis of any level. Information exchange via API is a technologically advanced and convenient way of interaction, especially if shipment volumes are large.*

*Modules are functional units that perform a specific task, such as notifying the recipients, calculating the price of goods in the shopping basket, providing linkage between the store's CRM or CMS and the fulfillment operator. Modules are good for a quick start. For example, the partner module of Shop Logistics helped the online store of Pushkin Museum of Fine Arts to launch purchases delivery in a short time period."*

**Sergei Semco, Commercial Director of Shop Logistics**

- 11. Goods collection from vendors.** Most (25 of the 27 interviewed) fulfillment operators provide this service to their clients. The arrangements can be different, tailored to each online store. As far as high-turnover goods are concerned, fulfillment operators can maintain their stock at the level required by the store, make decisions on replenishing the stock on their own or contact the store to clarify whether or not it should be replenished, how many items should be ordered etc.



*Not all vendor issues can be outsourced to fulfillment operators. The stores will still need to handle payments and all financial issues, but at least they can rid themselves of most day-to-day tasks, such as availability inquiries, order placement, assigning couriers to shipments and other similar tasks. For instance, managers in our company have already gained extensive knowledge on vendor management issues. When a new store approaches us, its suppliers are familiar to our employees, some of them would even have already assigned a personal account manager to us. Our team's goal is to find the most convenient cooperation arrangements, which makes their own work easier in the first place. So, if our manager sees that with this vendor, for example, product shipments can be improved and simplified, we will certainly propose this option to the store."*

**Irina Pyatovskaya, Head of Sales at Fastery**

- 12. Customs clearance.** The online store may need the services of a customs broker if:
- a. The vendor's warehouse is located outside Russia;
  - b. The buyer orders the goods to be delivered abroad.

To prevent the store from searching customs brokers and interacting with them directly, fulfillment operators who have good contacts and relevant competencies step in. More than a third (37%) of operators offer customs clearance services for shipments.



*The speed up the customs clearance process for parcels, e-declarations should be filed with the recipient's passport details and information on the purchases. The buyer's data is usually collected after the order is completed. Technically, this process requires a dedicated interface, information check by the staff and a license to process personal data. This is how it looks in reality: we send a letter with a reference to data validation/filling (depending on the arrangement with the store). Customers often fail to confirm the data the first time, we have to send reminders and make calls. Passport data is always a sensitive issue for customers, and this is not a trivial technical infrastructure that requires investment and experience. If the fulfillment operator knows how to work with it, the online store can save a significant amount of time and resources."*

**Andrey Lyamin, Development Director of Shiptor in Russia**

**13. Bulk shipments (B2B) from the warehouse.** If the fulfillment operator's client sells is also active in the offline segments, they may need to have the merchandise delivered from the partner's warehouse to their retail outlets. This process involves more documentation and other business processes. The warehouse must be equipped for pallet storage, have an entrance for trucks and the couriers must be trained to deliver goods in accordance with the delivery and acceptance requirements. This includes handling the accompanying documents (preparation and verification) and issuing acceptance certificates with an indication of defects or shortage of goods, if any.



*The key difference between B2C and B2B is that an individual end-buyer might not accept the order, while a retail outlet, all else unchanged (when recipient's address is correct, the goods are not damaged and accompanied with valid documents etc.), has to accept the delivery. There are some other differences. First, it is the delivery time that affects the routes: more than half of retail outlets are ready to accept shipments only outside working hours. Second, it's the shipment handling time: there may be queues and long waiting times after the shipment check while the acceptance documents are prepared. Third, retail stores, unlike individual buyers, do not pay at the time of delivery, that is, there is no issue of change. Fourth, it is a matter of HR: when the work algorithm is simple and clear, there are no special requirements to the staff; however, deliveries in retail may require a specialist to perform a porter's functions."*

**Mikhail Gritsenko, E-Commerce Director at PEK**

**Client:** online store of seeds and goods for home and garden, launched distance sales more than 10 years ago.

**Main sales channels:** online store (and Russian Post catalog as an additional channel).

**CMS:** Bitrix.

**Average monthly number of orders:** 20,000 pcs (annual average), 40,000 (seasonal average).

**SKUs total:** 18,000.

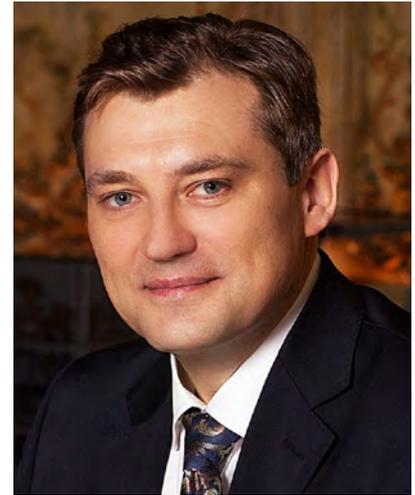
**Product items total:** 1,630,000.

**Average check:** RUB 2,000

**Average items per order:** 56 (40 SKUs).

**Delivery channels:** Russian Post, CDEK.

**High season:** November to February.



*Alexei Gryaznev,  
General Director  
of CJSC DSS*

[www.dsserv.ru](http://www.dsserv.ru)

## 1. EXPECTATIONS

A customer approached CJSC DSS with a request that would seem rather challenging for any fulfillment operator: they needed to launch shipments of orders from the new warehouse and start accepting new deliveries from vendors within five days. At the same time, relocation costs had to be minimized and end-to-end API integration had to be implemented. All this was going to happen in the high season. Any market expert would find this task next to impossible, given the size of the client's business.

## 2. SOLUTION

**API integration** with the client's CMS (within 5 days only).

Direct IT integration with the client's vendors and contractors (integration with the client's shipping contractors Russian Post and CDEK had already been implemented, it required some fine-tuning of data exchange on Deliveries)/ API integration with the client's CMS was completed in 3 business days.



**Box deliveries receipt** (1 box = 1 item).

**Receipt of goods from the customer's warehouse without counting items** (in boxes).

**Acceptance of goods at the warehouse:** 24 hours (all items were accepted, with the respective data entered in the WMS). Proprietary WMS specifically designed for online store's operations allows parallel acceptance (rather than acceptance in series, as is the case with some warehouse operators) of batches with multiple SKUs (mixed batches). That means that by increasing the number of processors (warehouse operators), we are able to accept any amount of merchandise within minimum time.

**Acceptance of new deliveries from vendors** was launched on the 5th day. Order receipt and picking was also started on the 5th day. Purchase of special additional stored containers matching weight and dimensions of the basic items and reducing the size of slots in the racks.

100% flow-through control of order picking and packaging: control during the picking, sorting, and packaging stages (3 control stages).

Assignment of personal manager (warehouse section supervisor) responsible for the project

**CJSC DSS** is one of the major operators on the Russian market of fulfillment services for companies engaged in remote trade:

- Part of Accord Post Group
- Established in: 2010
- Headcount: 700
- Area: 25,000 sq. m  
responsible storage: 19,000 sq. m  
order picking: 6,000 sq. m
- Capacity:  
assembly line: 11 transporters;  
daily shipments: 15,000;  
potential: 30,000 shipments
- Status: Federal Client of Russian Post
- Member of the National Association of Distance Selling

### 3. RESULTS

**Storage optimization:** customer's storage costs reduced by 30% (in storage volume, with financial costs reduction as a result).

**Picking process optimization:** reduced order picking time and, consequently, cost by 75%.

**Pre-sale preparation** (loose goods packing in separate bags, preparation of custom-sized batches (10, 25, 50, 100 pcs) for retail sales).

**Error reduction** (oversorting, underpicking) to 0.01%.

**Order picking.** Order picking and shipments to delivery services: 1,000 orders per day. Average items per order = 56 (40 SKUs). Some orders include of 90-100 items. During peak periods, we ship 50,000-100,000 items per day.

**Maximum picking during peak periods** (up to 300 SKUs = 1,000 items).

Delivery of any seasonal sales volumes and peak loads due to promotions.

More delivery channels and courier companies (Russian Post, CDEK, Boxberry, A1 Express) as part of end-to-end integration of CJSC DSS: nationwide coverage (including remote destinations), reduced delivery costs and improved customer loyalty due to leveraging the best performing delivery channel.

**Processing returns** within 24 hours (from the returned goods arrival at CJSC DSS warehouse), including items re-entry in the system for further use when picking new orders.

**Tracking receipts and processing of COD payments** from Russian Post and courier services. Cash transfers are made on a daily basis.

#### 4. TRACK RECORD OF CJSC DSS

Distant Selling Service is engaged in project activities aimed at building the best logistics chain for the customer. The company successfully delivers tasks on a turnkey basis by providing off-the-shelf fulfillment solutions with continuous support and improvement (optimization) of each phase, as well as creating new ergonomic solutions in the area of fulfillment and domestic deliveries.

Providing tailored approach and solutions for our customers' problems combined with cost reduction is our key goal that we achieve together with our customers, building long-term partnerships.

For those who appreciate the time and know how to calculate costs.



*We have had a business relationship with CJSC DSS since December 2016. Taking into account our complex product assortment, our online store activities were set up very quickly. The company performs all fulfillment functions in all areas, from software support to all warehousing operations, promptly and transparently and is flexible in adjusting to seasonal changes in assortment and consumer demand. It's a pleasure to work with professionals."*

**Online store owner**

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Distance Selling Service (DSS) - is a unified logistic services storage platform for e-commerce, 3PL and Lettershops



Receiving goods from suppliers



Prepostal preparation



Processing of returns



Placement for storage



Delivery to the Russian Post and courier services



Call-centre



Pick&Pack



COD processing and factoring



IT-integration

**14. Annual number of orders processed.** Maximum capacity (scalability reserve). It is not really the fulfillment operator's current number of processed orders that matters to a customer who is selecting contractors. It is much more important how many orders it can accept simultaneously and how far the store can grow without compromising on the service quality. In general, any peak in the shop's operations is insignificant for large fulfillment operators who have been on the market for more than seven years. But those operators who mostly work with customers with up to 1,000 orders per month may struggle processing all the orders on time during the high season.



*An insightful B2B company always has a pool of customers of different sizes, balancing between the risk of losing a large client, business margin and overhead costs necessary for working with a large set of small clients. Thus, even a large fulfillment center is interested not only in large customers, but also in smaller ones. But it is important to realize that any fulfillment operator will be cautious about small online stores. Client installation takes time and effort, which the fulfillment center often invests, in order to retain the client, in further cooperation, hoping that a long term relationship will pay back. But in reality, few small internet shops survive in the long run. For this reason, fulfillment operators conduct a thorough selection, choosing partners among small players that seem promising."*

**Alexei Zhukov, expert**

**15. Whether fulfillment is the core business.** Provision of fulfillment services is the main business activity for most operators. However, there are those who are engaged in deliveries but also offer fulfillment services because some of their clients are interested in outsourcing order storage and processing along with shipments. The number of such companies on the market is growing. Specialized operators offer delivery arbitration (the best price or quality offers from various delivery services is chosen for each order based on the client's requests), while fulfillment companies who started as courier services don't do that. In the latter case, one of the important advantages and values of fulfillment for online business is lost, i.e. better quality and lower cost of the last mile.



*We started offering fulfillment services for the sake of our clients, responding to their requests. End-to-end logistics service (storage + picking + delivery) delivered by a single vendor reduces document flow and simplifies accounting. In addition, the combination of services prevents the division of responsibility for goods among the contractors. Of course, there's a risk that the service provider will fail to handle the work load, while redirecting traffic to an alternative contractor within a short period will be impossible. This is especially critical for sellers of goods characterized by seasonal demand. Inability to deliver orders on time would bring the sales down. But we also know that the less hands the goods have to change, the less the risk of their loss, the less worrying for the seller."*

**Oleg Fedorov, Logistics Director at IML**



*Attempts made by courier services and 3PL operators to set up fulfillment units in 2014–2015 failed because of the critical differences in the logic of operations, requirements to IT systems in general and WMSs in particular, to the completely different numbers of SKUs with which the operators had to work, for example, a pallet in/out operator and even the smallest fulfillment operator, not to mention the variety of SKU shapes, types, storage methods etc. Even large companies, such as DHL Supply Chain, gave up immediately after trying to work with some of the top 20 online stores. As for delivery operators, they couldn't attract even a minimum significant number of customers, cornered by the trivial shortage of storage space even before those factors kicked in."*

**Viacheslav Pomeschikov, General Director at Marschroute**

**16. Integration with marketplaces and catalogs.** Some fulfillment operators went into partnerships with online sales platforms and offer their customers a simplified integration with these platforms. This saves the client's time and provides an extra source of information on cooperation and related issues.

**17. Quality certificates.** Certificates are not mandatory for doing business. They may be international (ISO) or Russian (GOST). Their availability confirms the company's reliability and that its processes are consistent and compliant. Because the fulfillment market is still developing, there are only four companies that own such certificates.

**18. Storage and delivery licenses.** Today, not all types of goods can be purchased remotely and delivered by a courier. Exceptions include pharmaceutical products and alcohol. Experts expect that the remote sale of these goods will soon be permitted, thus unveiling a niche for their storage and delivery to online buyers.

The problem with alcohol is the verification of the buyer's age and delivery within the approved hours. As for medication, first of all, prescription authentication is mandatory for all sales of prescription drugs, and second of all, only a pharmacist or chemist is allowed to work with drugs, hence it is a pharmacist or chemist who must deliver them. When Russia's Ministry of Economic Development, Ministry of Industry and Trade, Ministry of Finance and Ministry of Health develop a set of measures to address these issues, remote sales will be permitted.

The sales of alcohol and pharmaceutical products are licensed activities, which means that the storage and delivery of these products will also require a license. Very few companies on the logistics market currently own a license to store and transport pharmaceutical products and products with alcohol content.

# CASE **aristos**

## **Monobrand with taste: a guide to online store creation for consumer goods manufacturers**

### **What is the difference between monobrand and regular online store?**

A monobrand store sells goods of a single brand produced by one manufacturer. From the consumer's viewpoint, this arrangement implies the shortest distribution chain along which the goods travel from producer to buyer. In most cases, of all distribution chain elements, it is the brand owner or manufacturer who enjoys the strongest trust and loyalty. A monobrand online store makes sense for well-known manufacturers whose products the consumers will be looking for. Other brands hardly need this type of store, unless it is kept for future purposes, in order to create this perception of a unique product.

***“A monobrand online store makes sense for well-known manufacturers whose products the consumers will be looking for. Or for manufacturers who want to look like that.”***

If the brand is at the top of the loyalty hierarchy, it also entails the most responsibility. Errors that are pardonable when made by a distributor, reseller or retail outlet will be unforgivable for the manufacturer. They can cause considerable damage to brand image and customer loyalty. We believe this is fair, so we offer end users the level of service they would expect of the brand.



*Andrei Chromov,  
General Director of Aristos*

**[aristos.online](https://aristos.online)**

## What are the manufacturer's options of building own monobrand shop?

We distinguish three official online store models:

Model	Who is responsible for online store's success
Own in-house solution	Manufacturer
Solution based on existing partner (distributor, reseller)	Distributor/Reseller
Outsourcing	Third-party outsourcer

The main difference between these models is where the responsibility is centered. Which entity assumes the role of the order generation process owner? In the first scenario, it is an employee or department in the manufacturer's company. In the second and third scenario, it is the reseller and outsourcer.

### Can we go through the details of each model? How does the in-house model work?

The in-house model entails the build-up of manufacturer's own retail expertise. Whether it is necessary or not is up to the manufacturer. It is important to remember though that this process is by no means instantaneous and you can't avoid making mistakes that will affect your budget or customer loyalty.

This expertise will be fostered within a dedicated division established for this purpose. And it's vulnerable, especially as long as this division is small. It will be small because in most cases the manufacturer won't be ready to rent warehouses, hire couriers, purchase vehicles, set up the call center etc. Many or all activities will be outsourced.

### **What's wrong with that? Outsourcing is cheaper.**

There are two issues:

1) ownership division between independent parties. I will use a metaphor to explain this. You're a restaurant owner and you decided to implement the in-house model engaging outsourcing agencies. You'll be at the center of ownership. One contractor will provide the kitchen team, including the chef, another one will engage waiting staff (with a replacement guarantee), the third one will be responsible for cleaning, the fourth one will undertake advertising, the fifth one will run the IT and so on. I think everyone would agree that this restaurant is not viable. Especially if you, the owner, are not present at the restaurant on a daily basis.

Human activities rarely become formalized in a natural way, so no contract can ever make all the process participants efficiently respond to challenges as a team, because none of the contractors feel they own the process. The owner, in turn, has no direct unformalized levers to influence it.

2) ownership twist.

Let's use the same metaphor. The client of the restaurant enters into a service agreement with the owner of the restaurant. However, this agreement is performed by other parties that have never entered in any agreements with the visitor. He or she is not their client at all. This is approximately how all public services work. Employees of the tax service, for instance, or the pension fund, ministries and departments have no contract with the people they service. Their client is the government.

Under this model, contractors are motivated to receive payment from the shop owner rather than from the online store customers. This is not to say that such model is not viable: the governmental pension funds work somehow. They rarely make their customers truly happy, though.

**What are the consequences of ownership division and twist?**

You receive a package that is damaged. When you specify that to the courier of the logistics contractor, you will most likely hear something like: “You should contact the store, I’m just here to deliver the parcel.” Then the shop can also come up with an excuse: “It’s our partners who let us down, we will make sure that your feedback is delivered.” You’re not their client. Why should they talk to you?

**What are the advantages of the model that relies on existing partners?**

The fact that the partner already exists. The partner already has product expertise. Besides, there are probably goods at the warehouse already...

**But?**

There may be no but’s. But usually there are. If the partner has no expertise in online retail sales, they are no better than the manufacturer, and we already discussed the issues that can arise. If the partner does have the expertise, where did it come from? This kind of partner is likely to have their own online store, in which case the manufacturer’s monobrand store will be launched using the same capacity, i.e. some or all resources will be split between these two businesses. However, it is most likely that the official monobrand store should communicate other values and/or provide a different level of service. And that will be very hard to implement within the same business processes. The same way it is impossible to provide both business and economy class service within one taxi car.

It is also worth noting that in most cases official stores use official prices. It will be difficult to explain to the consumer why the price is different if everything else is the same. The consumer must feel that the added price is justified by the added value.

**There's one model left, and it would be a pity if it also had significant flaws.**

Speaking of the third model, outsourcing online sales (I mean the entire process ownership rather than certain parts of the process), its closest analogy is the franchise. The producer outsources online sales to the contractor the same way they would grant a franchise. And the franchisee becomes the proper process owner with the same or similar restrictions that brick-and-mortar store franchising entails.

What issues can arise here? The same issues: wrong choice of partner, partner's lack of experience, partner's misunderstanding of the brand's values, brand's misunderstanding of partner's values etc. If the producer is capable of avoiding these issues, everything should work well. Or at least the cooperation model per se is fundamentally healthy and it naturally seeks to sustain a healthy process.

**The franchise example is clear, but the franchise is usually purchased. What about this aspect? Your company cooperates with producers using this model. Who should pay to whom?**

It's simple: the party who pays is the one that provides less value than the partner. If both parties generate equal value, nobody pays anyone. And the online store is self-reliable. This is the case with most of our mono-brand store projects. The online store is different from a regular one primarily because it HAS to develop and change continuously. Skills in architecture design and successful addition of new features to the existing functionality is an indicator of the online seller's expertise.

***You can never complete online store creation. It's not a thing. It's a process. We don't offer brands to adjust to our processes, we build tailor-made processes for each client based on our experience and expertise.***

**In today's world, where many things are easy to replicate, it's not easy to stand out.**

Nowadays, it is important to stand out with your stable performance, i.e. providing the stipulated level of service at all times, steadily low rate of failures, compensating customers for inconveniences etc. In today's world, commodities look very similar. When everything looks similar, it's often enough to be 1% better to become the best.

**What do you do and how do you do it?**

We do what we call end-to-end online-sales outsourcing for manufacturers. This means that we build the online store's website, buy and store items, pick orders, deliver orders using our own service, carry out promos to attract traffic and trade marketing activities to increase conversion, post sales, customer support — in other words, anything it takes to make the producer proud of their store. Our partners are large and well-known companies with a reputation. We ought to use their names with due respect. And that's what we do.

**What about the price?**

We are the seller of the goods and owner of the process. We are motivated to sell the manufacturer's products rather than to sell services to the manufacturer. Our cooperation model assumes that all costs are covered by the frontal margin. And we achieve this result immediately or within a reasonable time. We invest in projects as much as the manufacturers do.

**So the manufacturer doesn't receive additional benefits from online sales?**

They don't receive profit from the retail margin. But they never used to received it either. And won't necessarily receive it if they try to build online sales on their own. So a more accurate way to put it would be it is the manufacturer's consumer who receives

what they expect to receive: maximum assortment, qualified advice and support and the level of retail service corresponding to the manufacturer's brand level. What could possibly make the manufacturer happier? ;)

The manufacturer receives all the perks of almost direct interaction with the customer, comprehensive sales statistics, high level of control, more freedom of decision making, opportunity to carry out promotions and communications. So, in general, a monobrand is a benchmark. This is a signal for the market: "We know how to sell products online and we are EXCELLENT in doing it."

**What will sales look like 30 years down the line? Can other models emerge in the future?**

Given the blockchain advancement, we can assume that consumers entering into a smart purchase contract will automatically enter into several subcontracts with the contractors performing the task. Apart from the price of the product, a specified percentage or amount will be automatically charged by the courier service, insurance company, consultancy company, affiliate for providing the lead etc. It depends on the number of participants and their contributions. The more value, the higher the price. Such smart contracts may well include penalties and, for example, late delivery may deprive the carrier of part of the payments. And there's nothing personal about it: robots made an agreement and shared the profit and costs. Airbnb and other similar sites already indicate their fee separately and the consumer knows exactly which parties to the transaction get how much out of the booking price they pay.

# **OUR EDGE: OFFICIAL ONLINE STORES FOR MANUFACTURERS**

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The logo for 'aristos' features the word in a bold, lowercase sans-serif font. A small blue checkmark is positioned above the letter 'i'.

<https://www.facebook.com/aristosgroup>

<https://aristos.online>

+7(985) 768-95-35

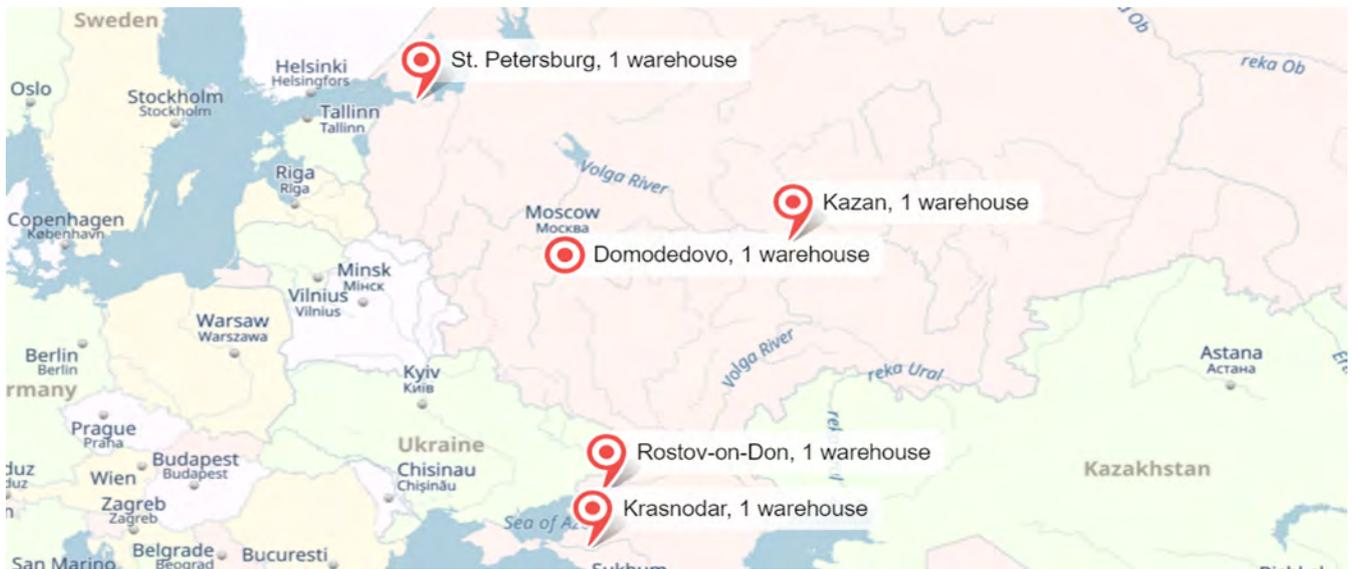
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Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Doesn't work with Russian Post</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs: The Goods (WOP)</li> <li>• Quality certificates: ISO 9001</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• A warehouse in Moscow Region, St. Petersburg and 3 other locations in Russia</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 1 a.m. on the delivery day</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<p>Years of experience in the warehouse processing of all bulky goods categories, including multi-piece items, and delivery with own vehicles with professional crews and related services such as: goods drop-off in the customer's apartment/house, partial purchase, returns of goods that didn't suit the customer, furniture assembly and installation of household appliances on the day of delivery</p>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- tools
- books
- cosmetics, perfumes
- furniture
- food
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- children's products, toys
- homewares

- pet food, supplies & accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- tires and discs

### Prepared to work with:

- games, movies, music discs
- sex shops
- office supplies
- musical instruments
- apparel, footwear and accessories (also for children)
- tobacco products and smoking accessories
- jewellery, watches



## Contacts

arancom.ru

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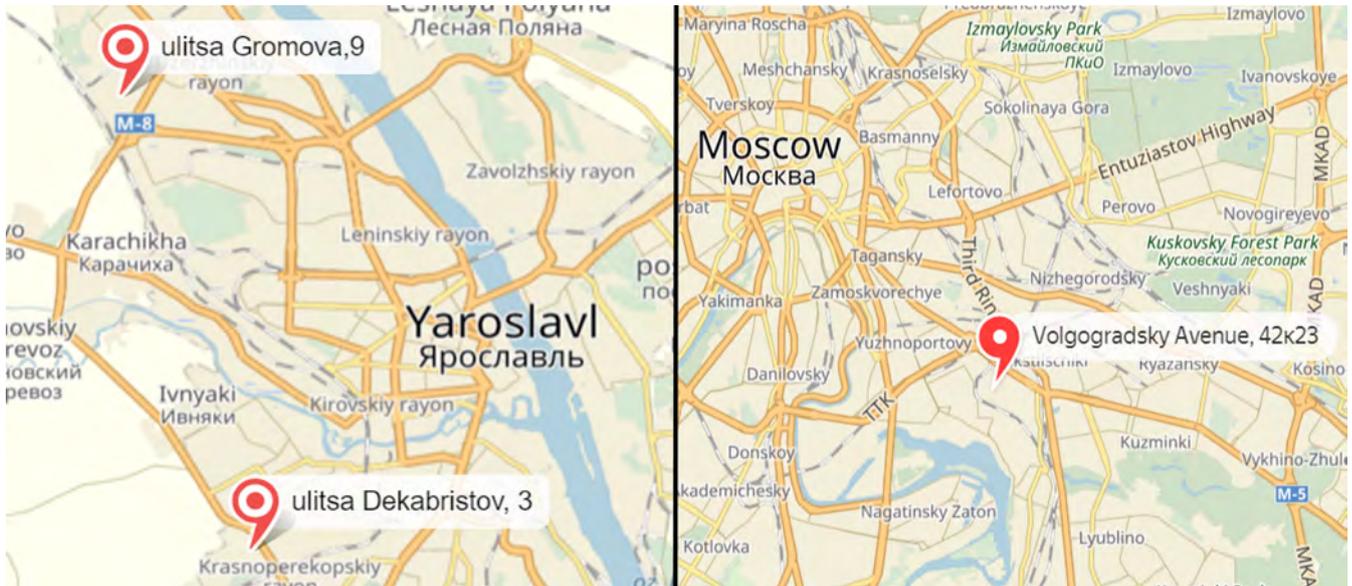
+ 7 (495) 258-87-13 (multi-channel)

# arvato

## BERTELSMANN

Parameters	Value	
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> </ul>	<ul style="list-style-type: none"> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> <li>• Bundled rates</li> </ul>	
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> </ul>	<ul style="list-style-type: none"> <li>• Supports integration with: ERP (SAP, Oracle, MS), CMS (1C-Bitrix, Magento, Demandware, Hybris), Payments (Yandex, Assist)</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service: no</li> <li>• Parcels for Russian Post are processed in Arvato warehouse with subsequent distribution by destination areas</li> <li>• Delivery partners: SPSR Express, DPD, IML, PickPoint, B2CPL, Hermes, RedExpress, Boxberry, CDEK, O-Courier, DHL, Pony Express, Maxipost</li> </ul>	
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs</li> </ul>	<ul style="list-style-type: none"> <li>• Quality certificates: ISO 9001:2015</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• A warehouse in Yaroslavl and in Moscow</li> <li>• Working hours: 6:30 a.m.-11:30 p.m. daily</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 8 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> </ul>	<ul style="list-style-type: none"> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> <li>• Dangerous goods storage</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• High quality assurance (stipulated by SLA and KPIs)</li> <li>• End-to-end solutions</li> <li>• Client endorsements</li> <li>• Possibility of applying best practices and lessons learned by our global counterparts</li> <li>• Compliance with a robust corporate policy</li> <li>• Code of Conduct and Supplier Code compliance</li> <li>• Strategic partnership with Russian Post</li> </ul>	

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- games, movies, music discs
- tools
- office supplies
- books
- cosmetics, perfumes
- health care products
- apparel, footwear and accessories (also for children)
- furniture
- souvenirs, gifts
- children's products, toys

- household and portable electronics (TV, computers, smartphones, audio/video devices)
- homewares
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts

### Prepared to work with:

- musical instruments
- home and garden
- pet food, supplies & accessories
- building and home renovation products (except for tools)
- jewellery, watches
- tires and discs



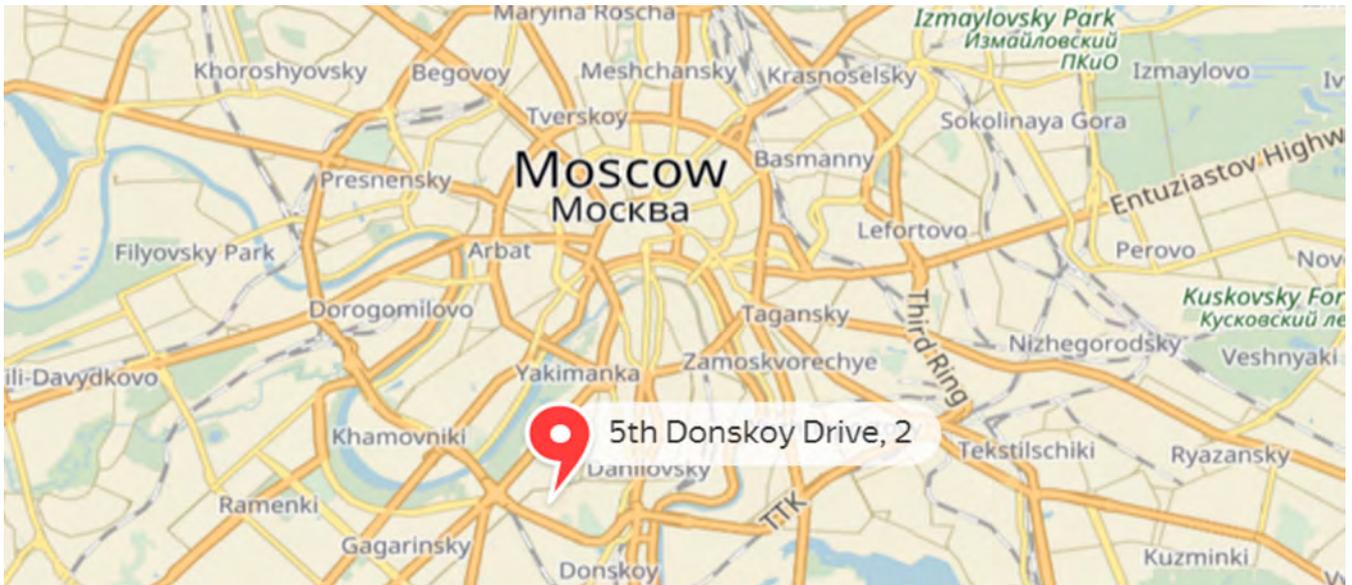
## Contacts

arvato.com/ru-ru.html  
 solution@arvato.ru  
 + 7 (4852) 67 27 77



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: Magento</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: PFs</li> <li>• Delivery partners: DPD, EMS, SPSR Express, OZON delivery</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Suitable for brands</li> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs: Aliexpress, Yandex.Market, PC, Pochta Market</li> <li>• Personal data processing license</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: Mon-Fri: 8 a.m. to 9 p.m., Sun-Sun 9 a.m. to 8 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 8 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- tools
- sex shops
- cosmetics, perfumes
- musical instruments
- apparel, footwear and accessories (also for children)
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- homewares
- pet food, supplies & accessories
- goods for sports, tourism, fishing and hunting
- jewellery, watches

### Prepared to work with:

- automotive parts and electronics
- large household appliances
- games, movies, music discs
- office supplies
- books
- pharmaceutical and health care products
- furniture
- food
- souvenirs, gifts
- children's products, toys
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- hobbies and handicrafts
- tires and discs



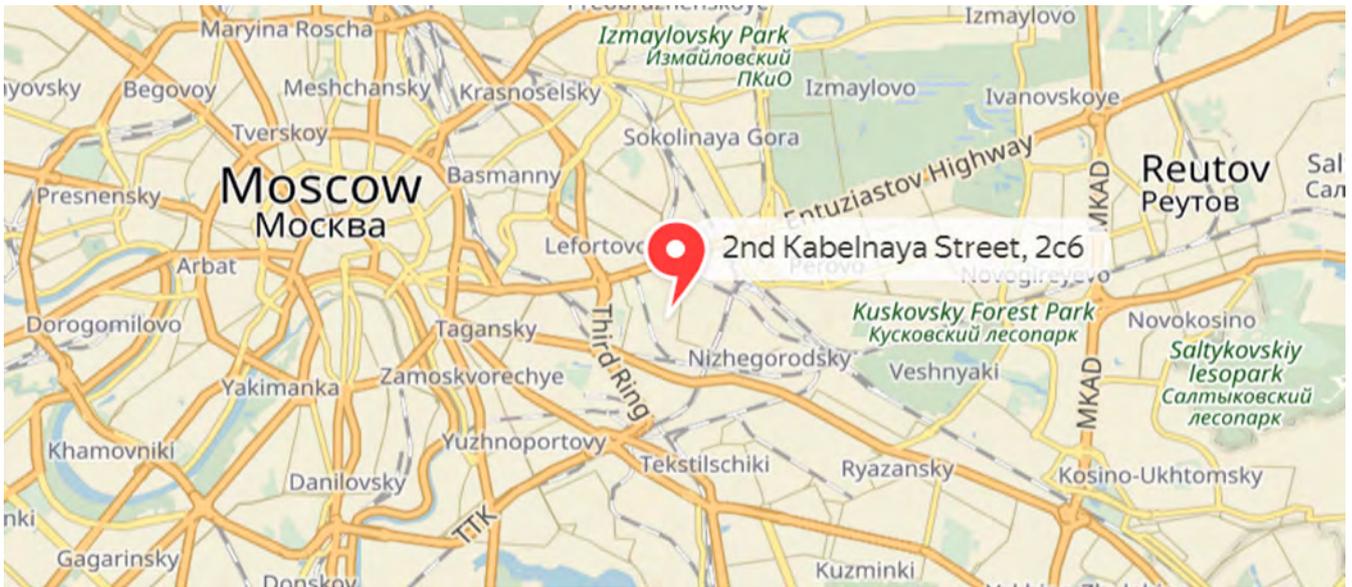
## Contacts

aristos.online  
 Andrei Chromov  
 a.khromov@aristosgroup.ru  
 + 7 (985) 768-95-35



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Call center provided by partner</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates (single rate for fulfilled orders)</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: LeadVertex, Retail CRM, 1C-Bitrix</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service: no</li> <li>• Parcels for Russian Post are delivered to: ASC and MCLHMT</li> <li>• Delivery partners: DPD, SPSR, Boxsberry, Pick Point, CDEK, B2CPL, Maxipost, TOP Delivery</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Bulk shipments from the warehouse</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 6 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• Low shipping rates.</li> <li>• More than 15 years of experience.</li> <li>• Payment for fulfilled orders only, no subscription fees.</li> <li>• Transparent rates.</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- small household appliances
- games, movies, music discs
- tools
- sex shops
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- furniture
- musical instruments
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- tobacco products and smoking accessories
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches



## Contacts

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 sales@betapro.ru  
 +7 (495) 649-88-99



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Integration</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: ASC</li> <li>• Delivery partners: Boxberry, Pick-up</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Tula Region</li> <li>• Working hours: 8 a.m. to 9 p.m., daily</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 6 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<p>Integration of orders, storage, packaging and delivery updates is an opportunity to ensure optimum linkage and speed of processes, from order receipt and confirmation to its delivery to the recipient. This integration eliminates delays between order processing stages, makes the entire process transparent, understandable and adjustable, if necessary, with the help of only one account manager</p>

## Product categories

### Current customers:

- automotive parts and electronics
- small household appliances
- games, movies, music discs
- tools
- sex shops
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- musical instruments
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)

- children's products, toys
- homewares
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting

### Prepared to work with:

- furniture
- home and garden
- pet food, supplies & accessories
- hobbies and handicrafts

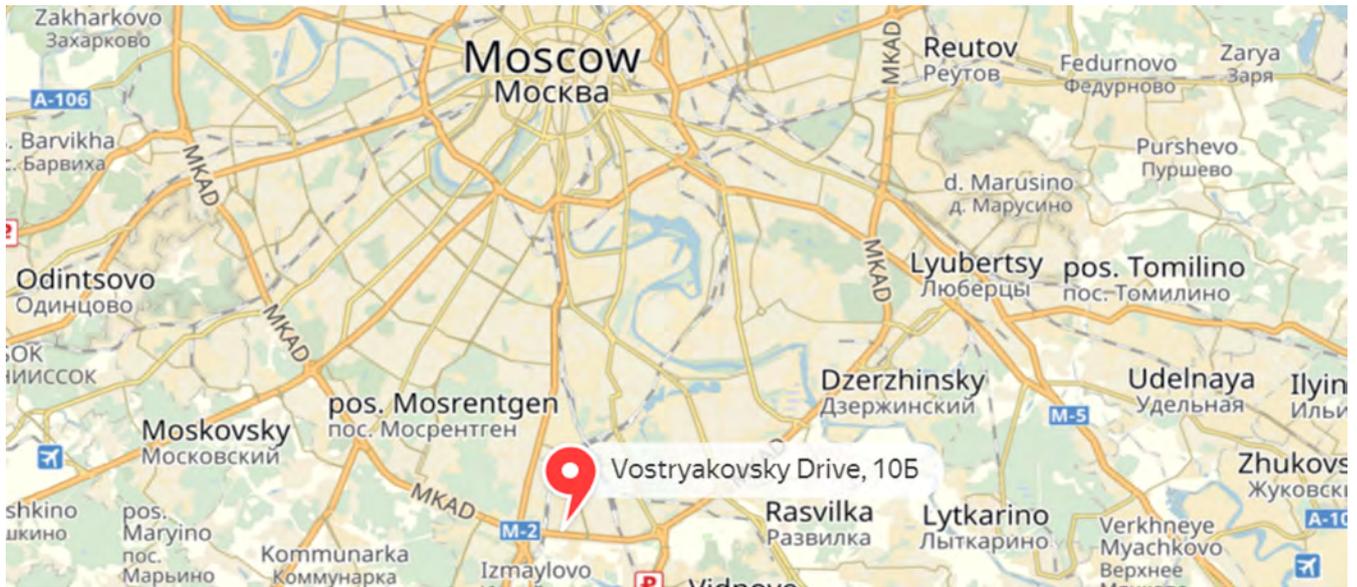


## Contacts



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Cross-docking</li> <li>• Returns processing (including partial returns in Moscow)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Doesn't work with Russian Post</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance (via partners)</li> <li>• Bulk shipments from the warehouse</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until midnight</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• Wide own terminal network</li> <li>• Own delivery service</li> <li>• No limits on order weight/dimensions</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- games, movies, music discs
- tools
- sex shops
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
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- household and portable electronics (TV, computers, smartphones, audio/video devices)
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- homewares
- pet food, supplies & accessories
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- watches
- tires and discs



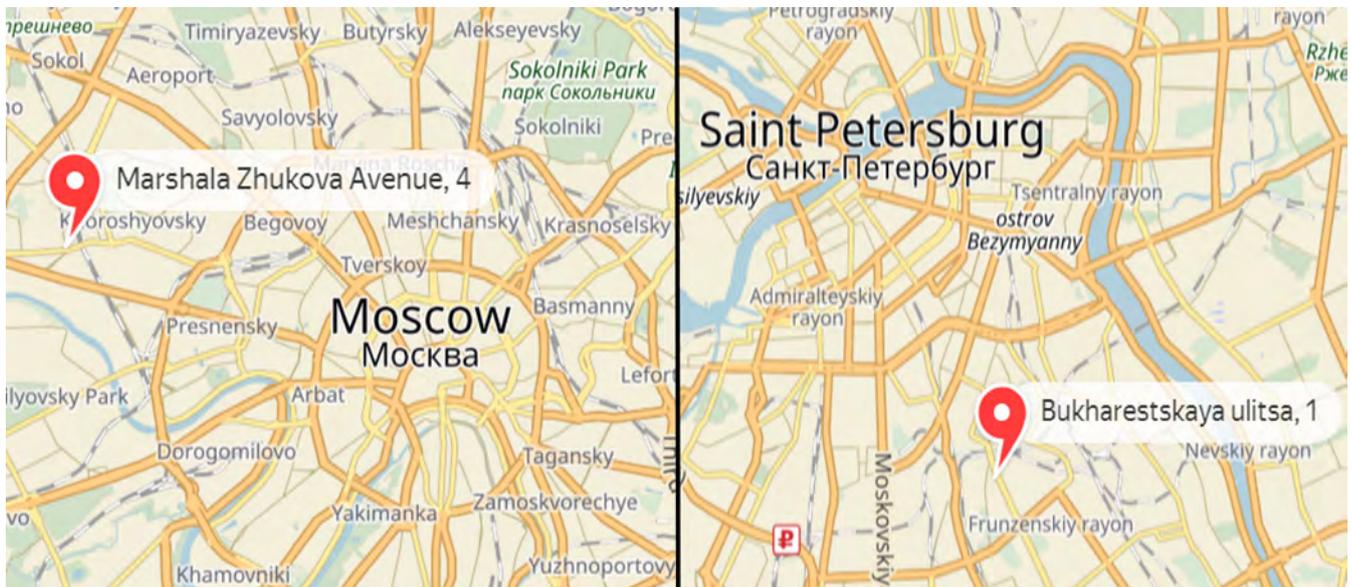
## Contacts

easyway.ru  
 Alexei Antonov  
 info@easyway.ru  
 +7 (495) 640-01-02



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Call center provided by partner</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1 C-Bitrix, UMI.CMS, UMI.ru, Nethouse, InSales, AdvantShop.NET, Ecwid, Simpla, Webasyst Shop-Script, Amiro.CMS, HostCMS, PrestaShop, Magento, Fast-Sales, diafan.CMS via MyWarehouse (software)</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Global shipments for Russian Post are delivered to PFs, domestic shipments are delivered to the ASC and IHPO</li> <li>• Delivery partners: DPD, Boxberry, CDEK, EMS Russian Post, PickPoint, Dalli Service, New Partner, Ddelivery, Vestovoy etc.</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs: sub-partner of AliExpress (PickPoint is the official partner)</li> <li>• Quality management system is compliant with ISO-9001 but lacks ExpressRMS certification. The management believes that the certification is not necessary</li> <li>• Waste management (via partners)</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road and St. Petersburg</li> <li>• Operating hours: Mon-Fri, 9 a.m. to 10 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 7 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- small household appliances
- games, movies, music discs
- office supplies
- cosmetics, perfumes
- pharmaceutical and health care products
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- hobbies and handicrafts

### Prepared to work with:

- tools
- sex shops
- books
- furniture
- food
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- jewellery, watches

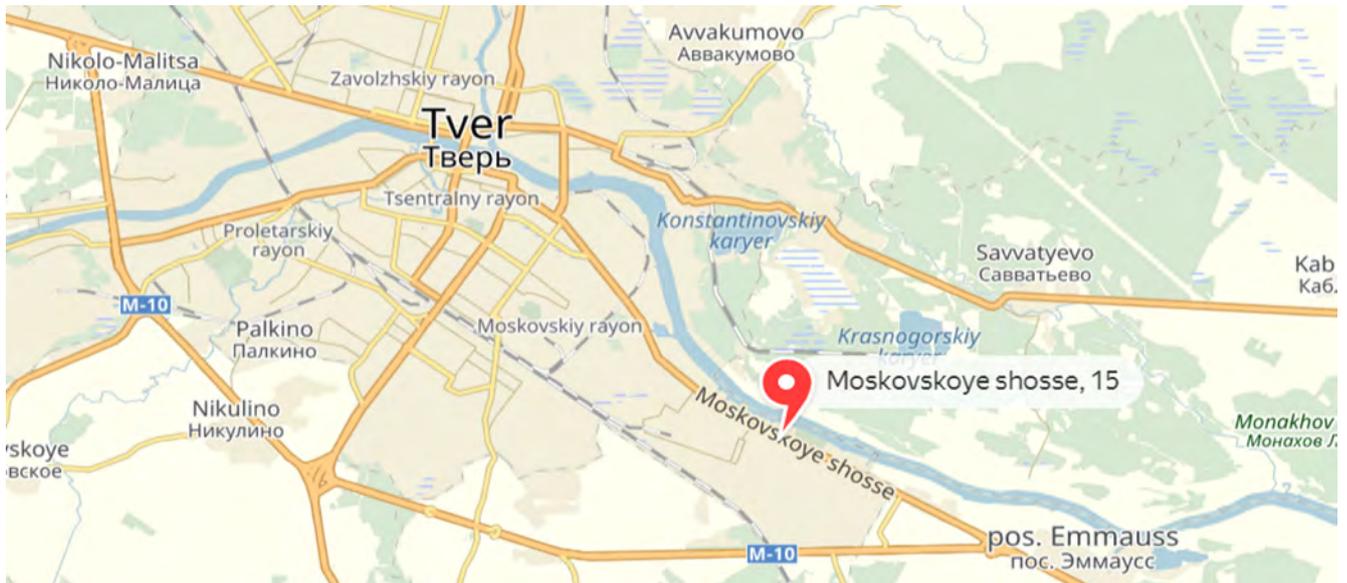


## Contacts

expressrms.ru  
 info@expressrms.ru  
 + 7 (495) 241-05-24

Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Website development and support</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C-Bitrix</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service: no</li> <li>• Parcels for Russian Post are processed in a private post office in the warehouse Otto Group Russia</li> <li>• Delivery partners: DHL eCommerce, Pick Point, Pony Express, DPD</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Suitable for fashion brands</li> <li>• Bulk shipments from the warehouse</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Tver</li> <li>• Working hours: flexible</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 4 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> <li>• Dangerous goods storage</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- office supplies
- apparel, footwear and accessories (also for children)



### Prepared to work with:

- games, movies, music discs
- tools
- books
- cosmetics, perfumes
- souvenirs, gifts
- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

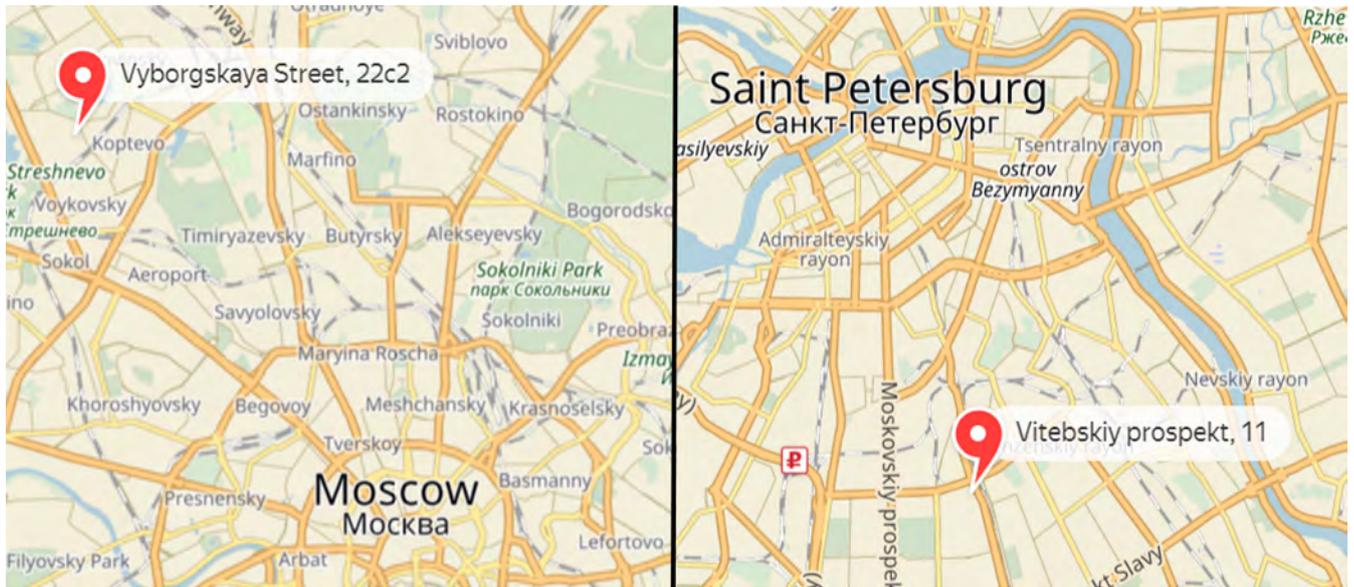
## Contacts

etraction.ru  
 Alina Kisina, Head of Business Development  
 alina.kisina@ottoruss.ru  
 info@etraction.ru  
 +7 (495) 775-86-87



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center (limited functionality)</li> <li>• Marketing</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rate (under certain conditions, the store may be charged for the slots rental)</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: EME.WMS</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: PFs</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Operating hours: Mon-Fri from 10 a.m. to 9 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 6:30 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	Own logistics, same-day delivery in Moscow, delivery to ODPs or to the indicated address by courier, express delivery

## Warehouses map



## Product categories

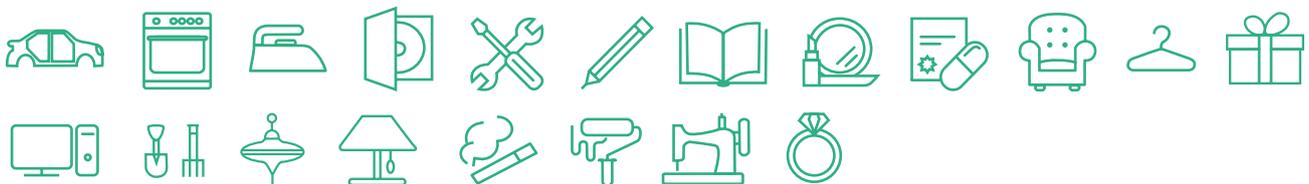
### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- games, movies, music discs
- tools
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- furniture
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- home and garden

- household and portable electronics (TV, computers, smartphones, audio/video devices)
- children's products, toys
- homewares
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- musical instruments
- pet food, supplies & accessories
- goods for sports, tourism, fishing and hunting
- tires and discs



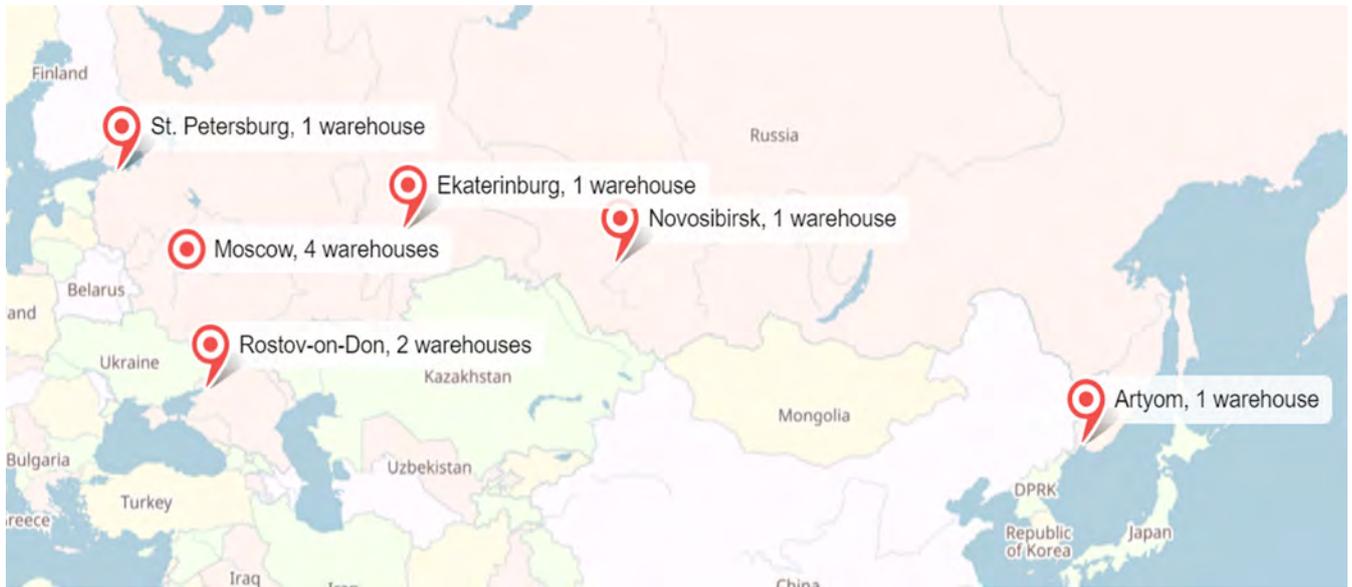
## Contacts

iml.ru  
 Head of the Fulfillment  
 ff@iml.ru  
 + 7 (496) 988-49-05



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Call center provided by partner</li> <li>• Marketing</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with Maxipost and 1C-Bitrix</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Private post office in the warehouse</li> <li>• Delivery partners: Maxipost</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Quality certificates: ISO 9001, ISO 14001</li> <li>• Licensed storage of pharmaceuticals, alcohol, special technical conditions (STC) for the storage of dangerous goods</li> <li>• Personal data processing license</li> <li>• Waste management (via partners)</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• 4 warehouses in Moscow Region, one in St. Petersburg and 5 in other locations in Russia.</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 3 p.m. Until 7 p.m. (for certain types of customers)</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> <li>• Dangerous goods storage</li> </ul>
<i>Competitive advantage</i>	<p>Reliability and professional approach to organizing fulfillment processes. Our customers don't need to worry about their operations, which are facilitated by the logistics market leader using the world's best practices. We offer beneficial commercial conditions to our customers, also in terms of consumables, and an opportunity to scale the business, because we are ready to cover all seasonal peaks and declines in processing and storage, offer 100% insurance coverage, security guarantees for the product and high quality standards stipulated by the SLA.</p>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- tools
- cosmetics, perfumes
- pharmaceutical and health care products
- apparel, footwear and accessories (also for children)
- food
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- children's products, toys

- homewares
- pet food, supplies & accessories
- building and home renovation products
- (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- games, movies, music discs
- sex shops
- office supplies
- books
- musical instruments
- souvenirs, gifts



## Contacts

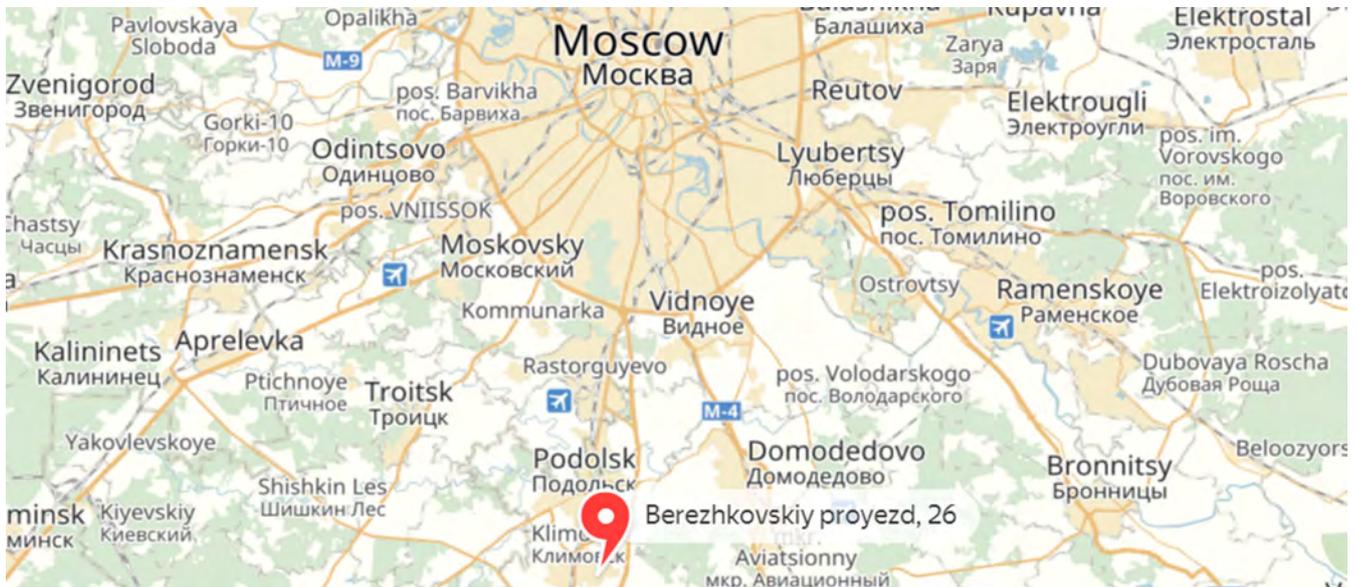
itella.ru  
 Dmitry Lobanov  
 Sales.Russia@itella.com; Dmitry.lobanov@itella.com  
 +7 (499) 926-53-00

# KUPIVIP.RU

## E-COMMERCE SERVICES

Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage (based on net revenue)</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Integration. Finished infrastructure using 1C-Bitrix, can be integrated with any of the brand's front-end or back-end system</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own a courier service (Moscow, St. Petersburg and Rostov-on-Don)</li> <li>• Parcels for Russian Post are delivered to: ASC</li> <li>• Delivery partners: regional delivery agents network, Pony Express, DPD, PickPoint, CDEK</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Suitable for fashion brands</li> <li>• Own website development and support team, mobile applications development</li> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs: Yandex.Market, Showrooms</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow Region</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 7 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- games, movies, music discs
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- children's products, toys

### Prepared to work with:

- automotive parts and electronics
- tools
- sex shops
- office supplies
- books
- cosmetics, perfumes
- furniture
- musical instruments
- homewares
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches



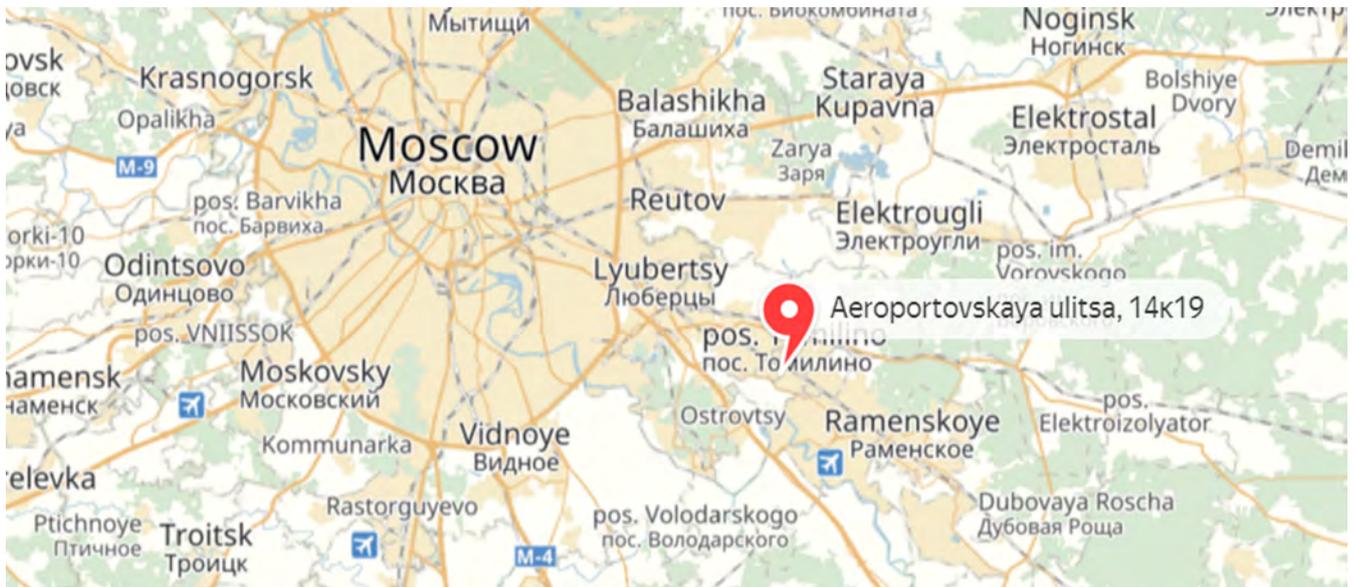
## Contacts

b2b.kupivip.ru  
 Dmitry Holomtsev  
 dkh@kupivip.ru  
 +7 (495) 781-63-63

# lamoda

Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Content creation</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Integration: on request</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are processed at a private post office in Lamoda warehouse and further delivered to the ASC</li> <li>• Delivery partners: Pony Express, DPD</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Suitable for brands</li> <li>• Suitable for fashion brands</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs: Lamoda Market</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow Region</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 11:59 p.m. Same-day delivery of orders made until 1 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• Mixed storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> <li>• Dangerous goods storage (upon request)</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- cosmetics, perfumes
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- children's products, toys
- homewares
- jewellery, watches

### Prepared to work with:

- automotive parts and electronics
- tools
- books
- pharmaceutical and health care products
- food
- household and portable electronics
- (TV, computers, smartphones, audio/video devices)
- home and garden
- pet food, supplies & accessories
- building and home renovation products (except for tools)
- games, movies, music discs
- office supplies
- musical instruments
- goods for sports, tourism,
- fishing and hunting
- hobbies and handicrafts



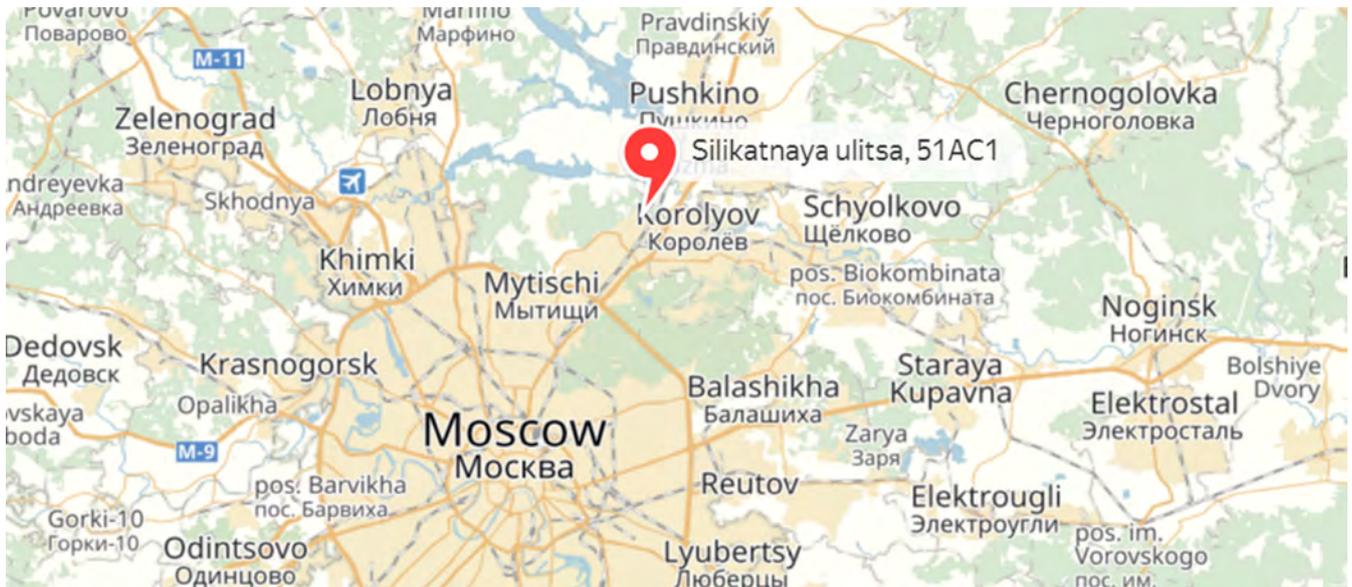
## Contacts

b2b.lamoda.ru  
 b2b@Lamoda.ru  
 +7 (495) 785-18-10, доб. 314



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service: no</li> <li>• Parcels for Russian Post are delivered to: PFs and IHPO</li> <li>• Delivery partners: Maxipost, EMS Russian Post</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Bulk shipments from the warehouse</li> <li>• Personal data processing license</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow Region</li> <li>• Working hours: daily from 8 a.m. to 8 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 2 p.m. Until 4 p.m. (for certain types of customers)</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- games, movies, music discs
- tools
- sex shops
- books
- cosmetics, perfumes
- apparel, footwear and accessories (also for children)
- food
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- homewares

- pet food, supplies & accessories
- tobacco products and smoking accessories
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- office supplies
- musical instruments
- home and garden
- children's products, toys
- building and home renovation products (except for tools)



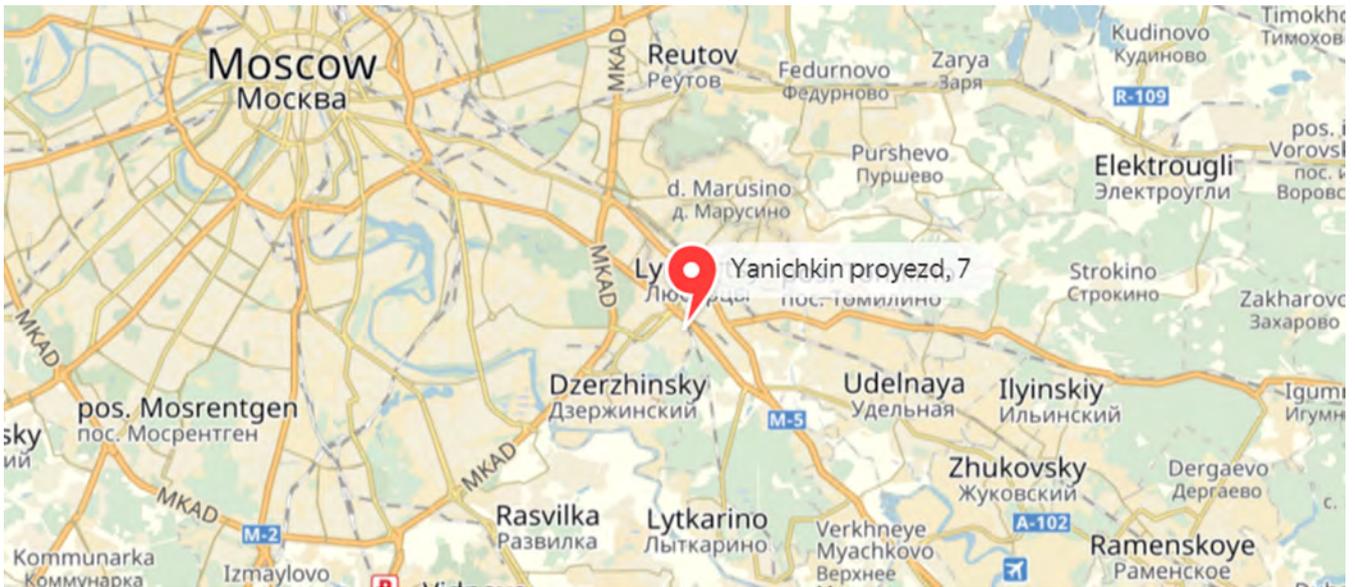
## Contacts

logoskor.ru  
 marketing@logoskor.ru  
 + 7 (495) 544-16-75



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C-Bitrix</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: ASC and IHPO</li> <li>• Delivery partners: CDEK, Boxberry, IML, Hermes, Pick-up, PickPoint, TopDelivery</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs</li> <li>• Licensed storage is available</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow outside Moscow Ring Road</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 7 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• telephony that allows to maintain a log of calls to the customer and record conversations of the courier and customer online for any delivery operator</li> <li>• check points system for order picking providing 99.99% accuracy</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- games, movies, music discs
- tools
- sex shops
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- furniture
- apparel, footwear and accessories (also for children)
- food
- souvenirs, gifts
- home and garden

- household and portable electronics (TV, computers, smartphones, audio/video devices)
- children's products, toys
- homewares
- pet food, supplies & accessories
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts

### Prepared to work with:

- office supplies
- musical instruments
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- jewellery, watches
- tires and discs



## Contacts

marschroute.ru

Viacheslav Pomeschikov, General Director

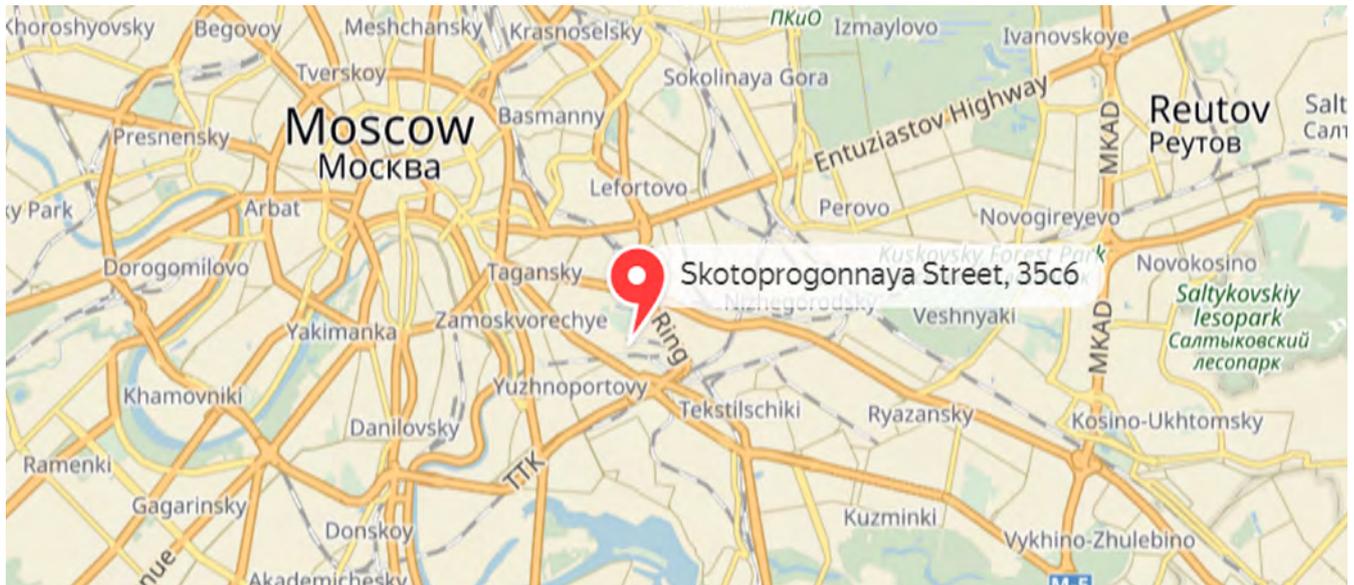
viacheslav.pomeschikov@marschroute.ru

+7 (903) 799-48-23



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Integration with WordPress</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Doesn't work with Russian Post</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Licensed storage is available</li> <li>• Personal data processing license</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: Mon-Fri: 7 a.m.–9 p.m., Sat-Sun: 7 a.m.–6 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 6 p.m., on request until 8 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- tools
- sex shops
- books
- cosmetics, perfumes
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- tobacco products and smoking accessories
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- small household appliances
- games, movies, music discs
- office supplies
- musical instruments



## Contacts

on-tm.ru  
 Mikhail  
 m.belokamenskiy@on-tm.ru  
 + 7 (965) 100-22-20

# PONY EXPRESS

Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• 1C-Bitrix integration (at the implementation stage)</li> <li>• API Documentation</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs</li> <li>• Quality certificates: ISO 9001, ISO 27001, SMETA</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow outside Moscow Ring Road, warehouse in St. Petersburg outside the Ring Road</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 10 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Product categories

### Current customers:

- large household appliances
- small household appliances
- games, movies, music discs
- cosmetics, perfumes
- pharmaceutical and health care products
- furniture
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- pet food, supplies & accessories
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- tires and discs

### Prepared to work with:

- automotive parts and electronics
- tools
- sex shops
- office supplies
- books
- musical instruments
- food
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- children's products, toys
- homewares
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches



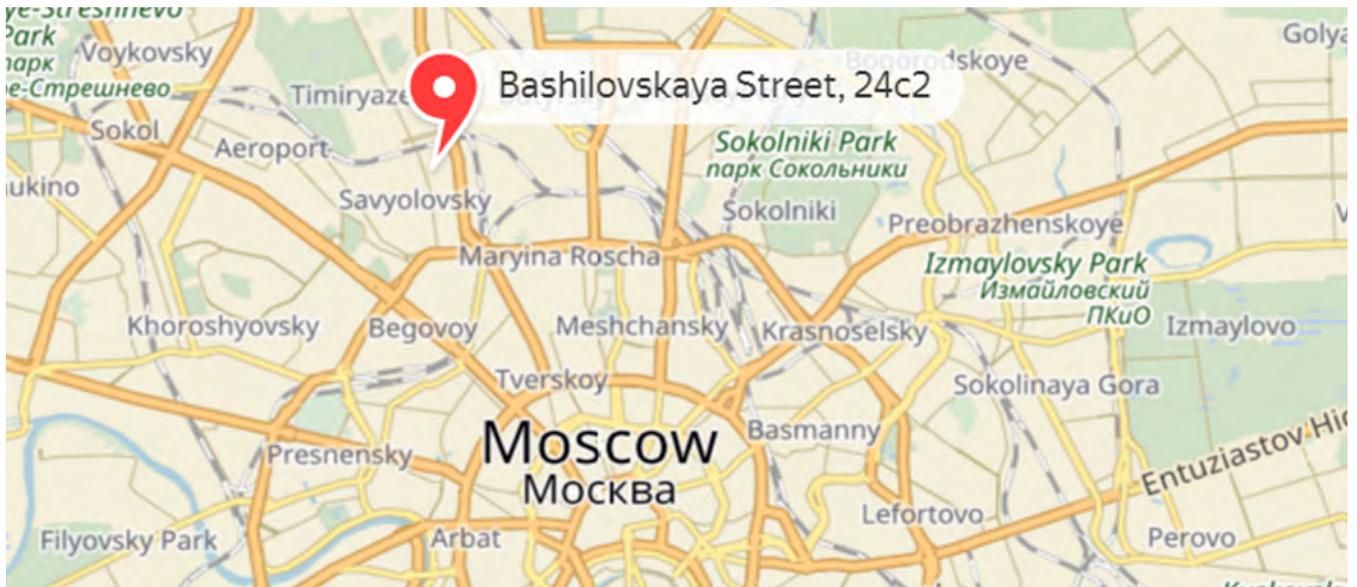
### Contacts

ponyexpress.ru  
 Elena Golovach  
 Elena.Golovach@ponyexpress.ru  
 (495) 785-44-85 (доб. 70015)



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C-Bitrix, PrestaShop, Opencart, Ocstore, Webasyst-shopscript, Insales, Leadvertex</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: PFs</li> <li>• Delivery partners: Grastin, Aksiomus, CDEK, DPD, Ddelivery, CheckOut, Dostavista, PEK, SPSR, PickPoint, Boxberry</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Suitable for brands</li> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Waste management (via partners)</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: Mon-Fri: 10 a.m.–8 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 12 p.m.;</li> <li>• until 4 p.m. (for certain types of customers). On request, same-day shipment and delivery is available</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- tools
- sex shops
- books
- cosmetics, perfumes
- apparel, footwear and accessories (also for children)
- food
- souvenirs, gifts
- children's products, toys
- homewares
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- automotive parts and electronics
- games, movies, music discs
- office supplies
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- pet food, supplies & accessories
- tobacco products and smoking accessories
- building and home renovation products (except for tools)



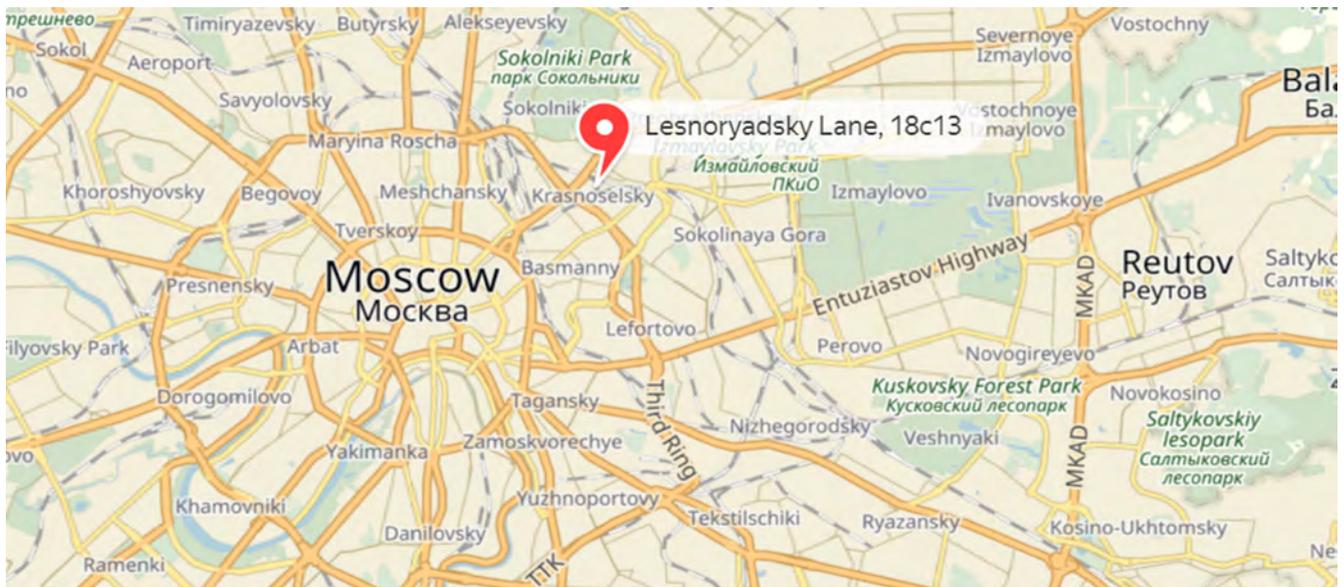
## Contacts

prostore.pro  
 Natalia Alekseeva  
 info@prostore.pro  
 + 7 (499) 653-82-95  
 + 7 (964) 766-45-20



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Volume percentage</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C-Bitrix, PRESTASHOP, OPENCART, ocStore, Insales</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: ASC and PFs</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Bulk shipments from the warehouse</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: 10 a.m.–10 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 10 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- cosmetics, perfumes
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- books
- children's products, toys
- homewares
- home and garden
- pet food, supplies & accessories
- tobacco products and smoking accessories
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- automotive parts and electronics
- games, movies, music discs
- tools
- sex shops
- office supplies
- pharmaceutical and health care products
- furniture
- musical instruments
- food
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- building and home renovation products
- (except for tools)
- tires and discs



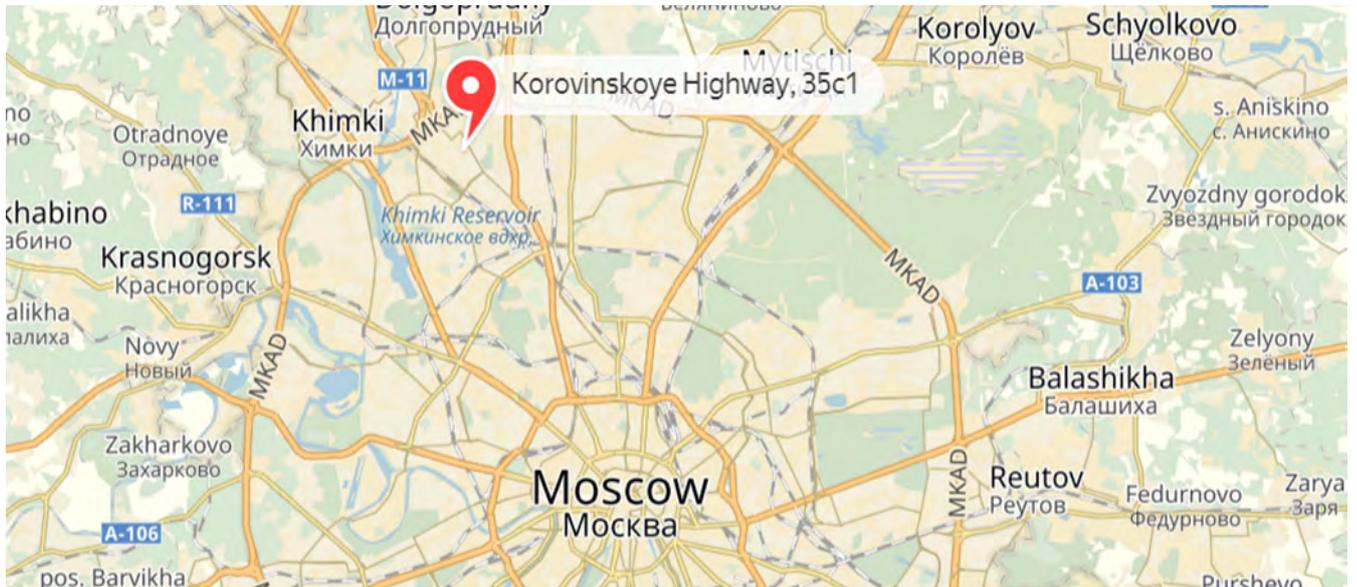
## Contacts

simpsol.ru  
 Alexei Osipov  
 osipov@pk-express.ru  
 + 7 (495) 989-96-65

# ПЭК: ДОСТАВЛЯЕМ СБОРНЫЙ ГРУЗ

Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Integration is supported (if PEK API is used)</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Doesn't work with Russian Post</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance (via partners)</li> <li>• Bulk shipments from the warehouse</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: 9 a.m.–6 p.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 3 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• Reliability: 16 years on the market</li> <li>• Wide network of branches</li> <li>• Own delivery service</li> <li>• Own car fleet</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- office supplies
- furniture
- apparel, footwear and accessories (also for children)
- tobacco products and smoking accessories

### Prepared to work with:

- automotive parts and electronics
- large household appliances
- small household appliances
- tools

- books
- cosmetics, perfumes
- musical instruments
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- building and home renovation products
- goods for sports, tourism, fishing and hunting



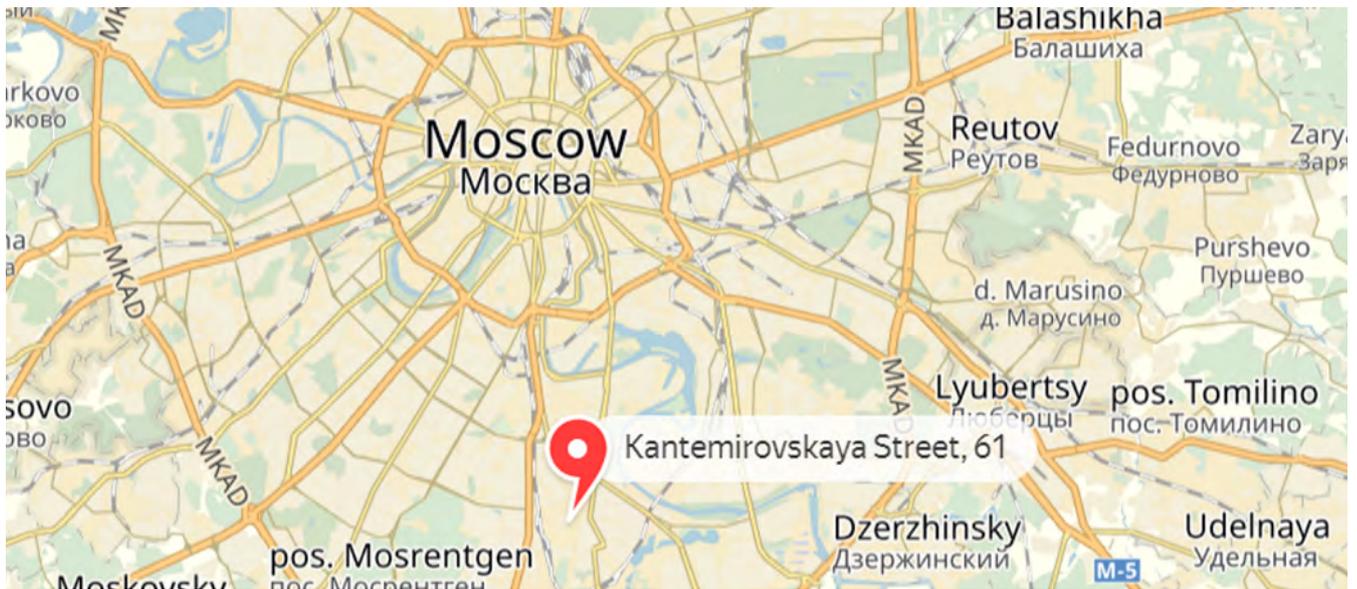
## Contacts

pecom.ru  
Sergei Balashov  
pecom@pecom.ru  
+7 (495) 660-11-11



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Call center provided by parnter</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: ASC</li> <li>• Delivery partners: Maxipost, Logsis, CDEK, Boxberry</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Bulk shipments from the warehouse</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: from 9 a.m. to 8 p.m. daily</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 5-6 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• We are experienced in working with small customers</li> <li>• We offer a multi-functional personal account</li> <li>• We're inside Moscow Ring Road, not far from the subway, and we have our own ODP right by the warehouse</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- small household appliances
- sex shops
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)

- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- games, movies, music discs
- tools
- musical instruments
- tobacco products and smoking accessories
- goods for sports, tourism, fishing and hunting



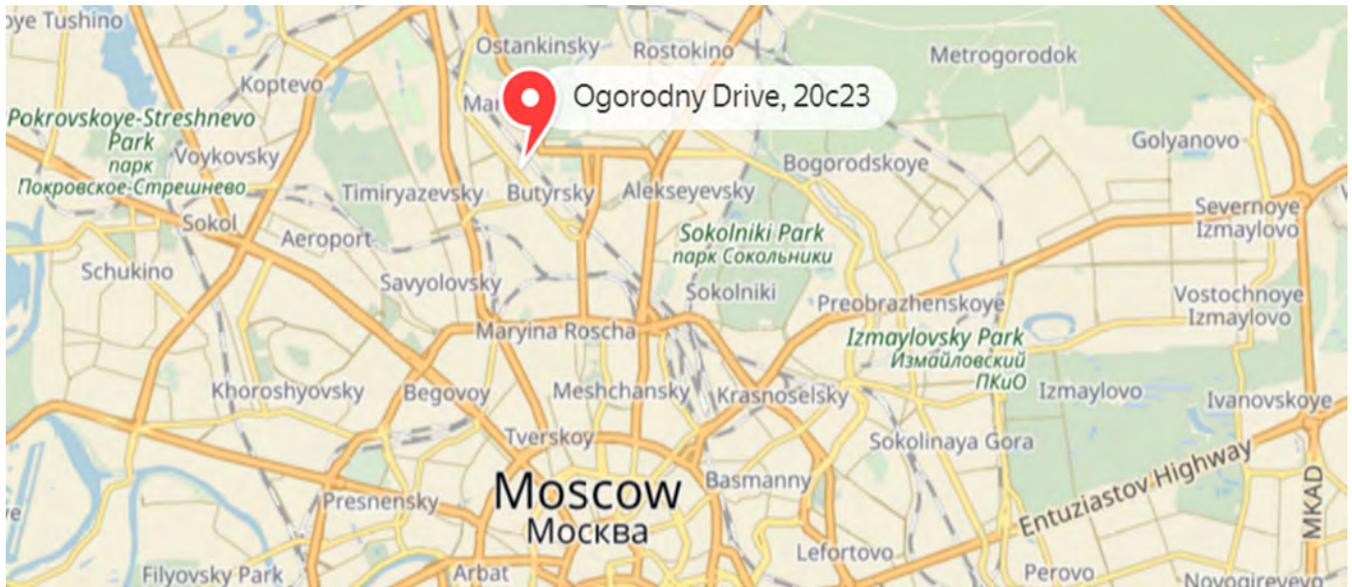
## Contacts

reworker.ru  
 Yulia Yarovskaya  
 info@reworker.ru  
 +7 (800) 555-38-34



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: Insales, Advantshop, Shop-Script 6, 1C-Bitrix, Amiro, PHPShop, RetailCRM</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service: no</li> <li>• Parcels for Russian Post are delivered to: PFs and IHPO</li> <li>• Delivery partners: Bringo, PickPoint, Grastian, Strizh, Boxberry, Top Delivery, CDEK, Yandex Delivery, Business Lines, Express Garant, Shoplogistic, Pchelkoy, DPD, Aksiomus</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Waste management</li> <li>• Accounting outsourcing</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: 7 a.m.–11 p.m. on weekdays, 7 a.m.–7 p.m. on Sat., 11 a.m.– 11 p.m. on Sun.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: 9 p.m.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• Cross sales (upselling, sales of related items)</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- games, movies, music discs
- sex shops
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- home and garden
- homewares
- jewellery, watches

### Prepared to work with:

- automotive parts and electronics
- tools
- office supplies
- musical instruments
- children's products, toys
- pet food, supplies & accessories
- tobacco products and smoking accessories
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts



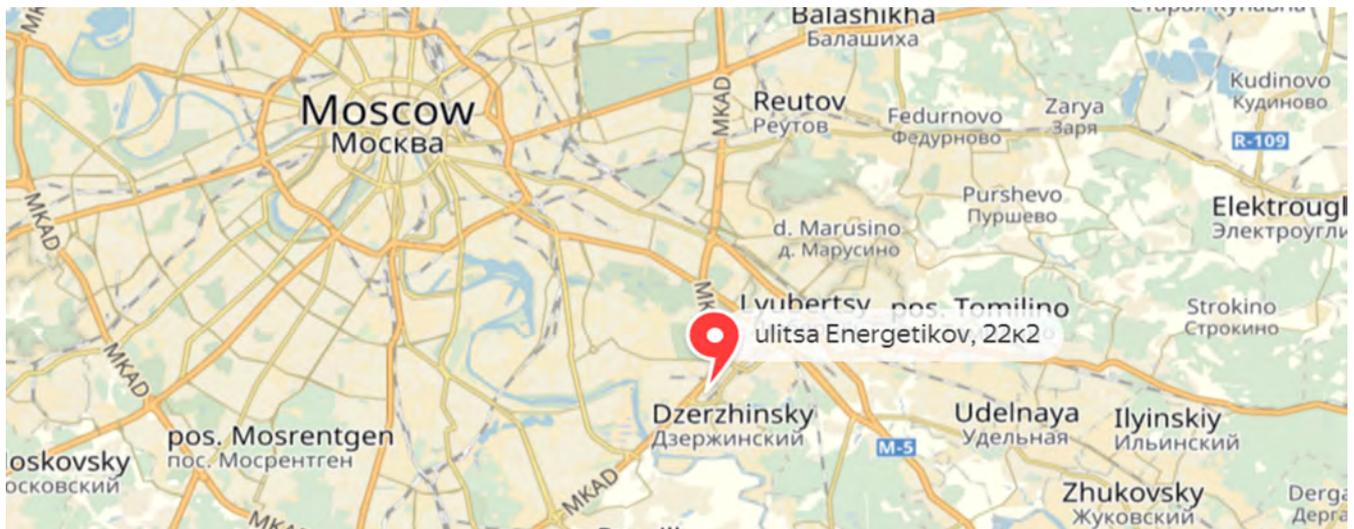
## Contacts

ritm-z.ru  
 Info@ritm-z.com  
 + 7 (495) 504-36-39  
 + 7 (812) 603-77-33



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow Region</li> <li>• Operating hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: orders made until 9 a.m. are delivered on the same day. Orders made after 9 a.m. are delivered on the next day</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Pallet storage</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<p>CDEK is the only express delivery company that provides fulfillment services in various regions of Russia. In doing so, we work with both large and small online shops, offering warehousing and shipping solutions at fair prices.</p>

## Warehouses map



## Product categories

### Current customers:

- large household appliances
- small household appliances
- tools
- books
- cosmetics, perfumes
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)
- home and garden
- children's products, toys
- homewares
- goods for sports, tourism, fishing and hunting

- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- automotive parts and electronics
- games, movies, music discs
- sex shops
- office supplies
- furniture
- musical instruments
- pet food, supplies & accessories
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- tires and discs



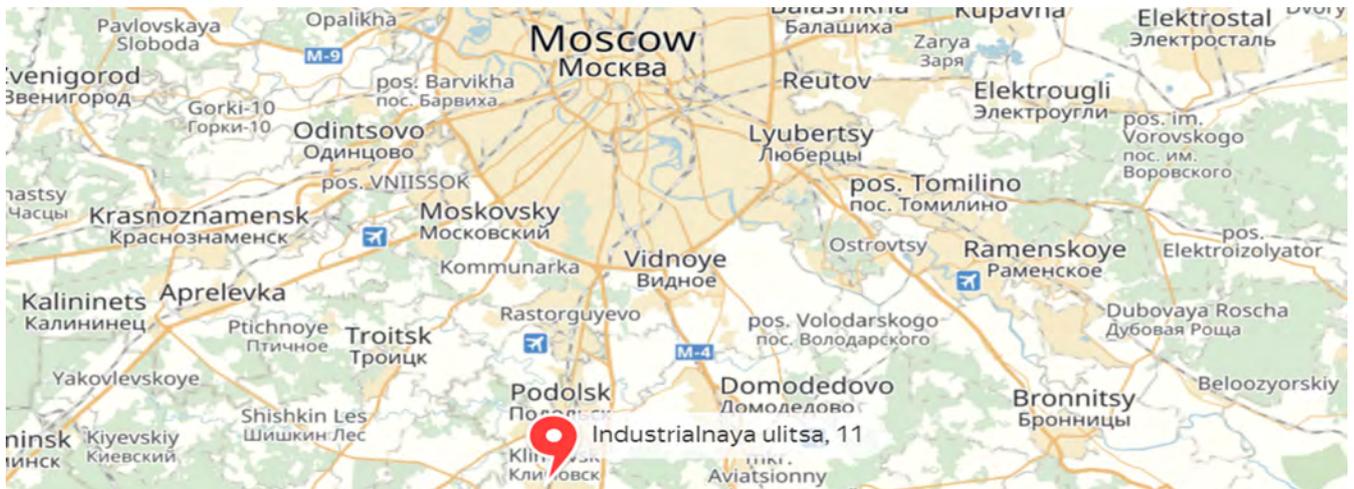
## Contacts

cdek.ru  
 Daria Levtsova, Head of Sales  
 sale-msk@cdek.ru.  
 + 7 (800) 250-04-05



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C, TOPCRM, FTS, Kontur.Diadoc, etc.</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service; no</li> <li>• Parcels for Russian Post are delivered to: PFs, ASC, IHPO, MCLHMT</li> <li>• Delivery partners: SPSR Express, DPD, CDEK, Boxberry, A1 Express</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow Region</li> <li>• Operating hours: 24/7</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- games, movies, music discs
- tools
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- apparel, footwear and accessories (also for children)
- food
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)

- home and garden
- children's products, toys
- homewares
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- automotive parts and electronics
- musical instruments
- pet food, supplies & accessories
- tobacco products and smoking accessories



## Contacts

sales@dsserv.ru  
 info@dsserv.ru  
 +7 (495) 739-21-15



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C-Bitrix, Drupal</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: ASC and PFs</li> <li>• Delivery partners: SPSR Express, other courier services</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Quality certificates: ISO 9001</li> <li>• Personal data processing license</li> <li>• Waste management</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow, Moscow Region, Riga, Istanbul, Hong Kong</li> <li>• Working hours: from 8 a.m. to 8 p.m. daily</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 4 p.m. until 8 p.m. (for certain types of customers)</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>

## Warehouses map



## Product categories

### Current customers:

- small household appliances
- games, movies, music discs
- sex shops
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- apparel, footwear and accessories (also for children)
- food
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)

- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- tobacco products and smoking accessories
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- tools
- furniture
- musical instruments
- building and home renovation products (except for tools)
- tires and discs

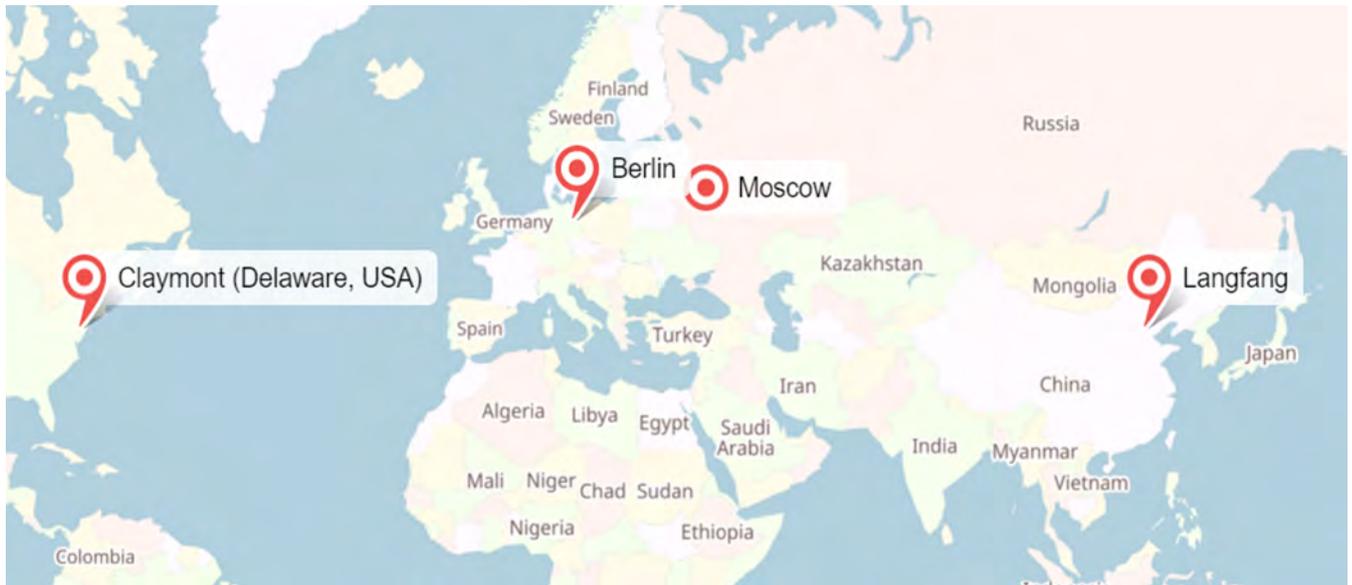


## Contacts

spsr.ru/en  
 Commercial Directoratespsr@  
 spsr.ru  
 +7 (800) 555-54-45

Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Marketing</li> <li>• Content creation</li> <li>• Website development and support</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C-Bitrix, OpenCart, Cs-cart, InSales, RetailCRM, MetaPack, ChannellAdvisor</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: MCLHMT</li> <li>• Delivery partners: DPD, Boxberry, CDEK, IML, PickPoint</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Bulk shipments from the warehouse</li> <li>• Personal data processing license</li> <li>• Waste management</li> <li>• Customs clearance</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road, Claymont (Delaware, USA),</li> <li>• Berlin, Langfang</li> <li>• Working hours: 24/7</li> <li>• Acceptance time of the last order to be delivered in Moscow</li> <li>• on the following day: until 12 a.m. for deliveries on the next day</li> <li>• and until 1 p.m. for deliveries on the same day</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<p>Shiptor offers to outsource many logistics and marketing processes: goods buy-out, fulfillment, customs clearance, shipping, localization and development, integration, content creation. The company achieves this by leveraging its own global warehouses infrastructure, proprietary software and years of experience in assisting major stores. Our vision is that all needs of our customer must be catered for in one window.</p>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- games, movies, music discs
- tools
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- furniture
- apparel, footwear and accessories (also for children)
- food
- souvenirs, gifts
- home and garden
- children's products, toys

- household and portable electronics (TV, computers, smartphones, audio/video devices)
- homewares
- pet food, supplies & accessories
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- sex shops
- musical instruments
- tires and discs



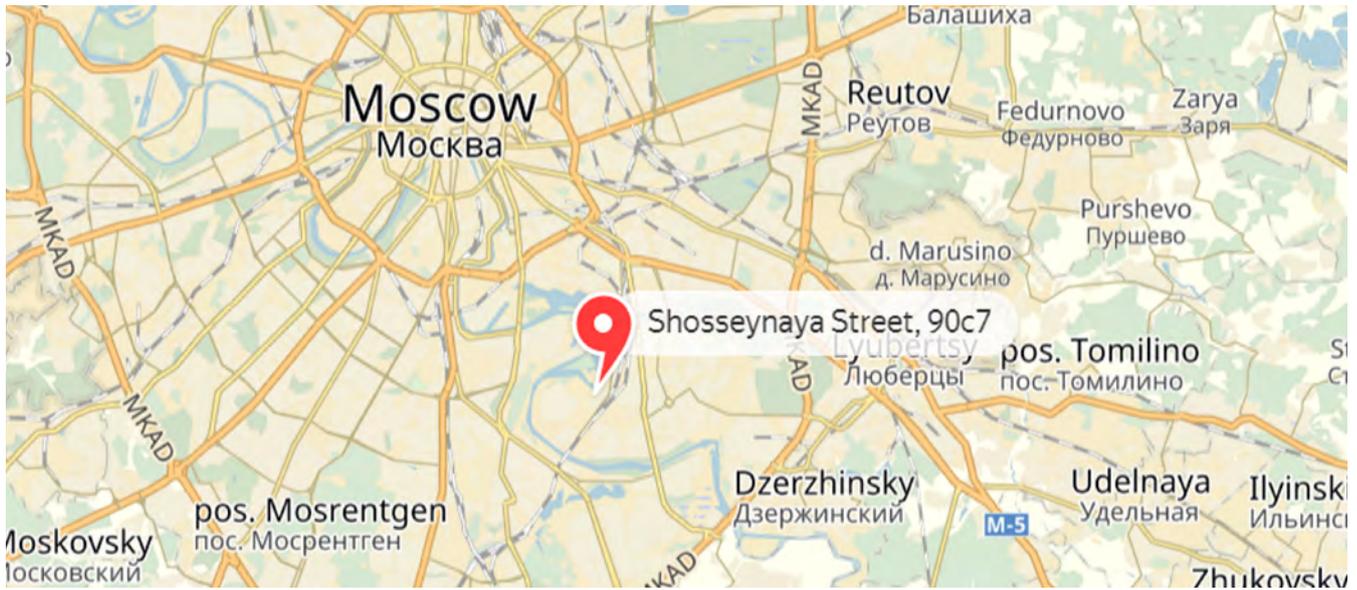
## Contacts

shiptor.ru  
 sales@shiptor.ru  
 + 7 (499) 702-49-20



Parameters	Value	
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Call center provided by parnter</li> <li>• Cross-docking</li> </ul>	<ul style="list-style-type: none"> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>	
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: Opencart, Opencart 2, Cs-Cart,</li> </ul>	<ul style="list-style-type: none"> <li>Amiro.CMS 6.0.6, Shop-Script 5, 1C-Bitrix, Insales, retailCRM</li> <li>• Shop Logistics widgets: calculator, shopping basket, delivery tracker</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service</li> <li>• Parcels for Russian Post are delivered to: ASC</li> <li>• Delivery partners: Shop Logistics, Boxberry, Sdjek, Topdelivery, DPD, Ozon-delivery, PickPoint</li> </ul>	
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Order picking for same-day delivery is possible</li> <li>• Bulk shipments from the warehouse (on request)</li> </ul>	<ul style="list-style-type: none"> <li>• Waste management (on request)</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Working hours: Mon-Fri: 24 hours, Sat.: 12 a.m. to 8 a.m., Sat-Sun: 6 p.m. to 9 a.m., Sun: 7 p.m. to 12 a.m.</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 4:30 a.m. on the delivery day</li> </ul>	<ul style="list-style-type: none"> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• Possibility of order picking and delivery on the same day</li> <li>• Rapid availability of COD amount when shipping via own delivery service (1-3 days from delivery date)</li> <li>• Payment for the storage service as rendered, no need to reserve pallets and slots or pay mandatory amounts</li> <li>• Possibility to deliver orders with own carrier service on the next day in Moscow and the entire (!) Moscow Region</li> <li>• High-quality order picking: no more than 0.4 errors per 1,000 orders</li> <li>• Additional services that enhance usability: goods collection from the vendor, warranty slips completion, storage of small items in zipper bags</li> <li>• 5 successful years in fulfillment</li> </ul>	

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- small household appliances
- tools
- sex shops
- office supplies
- books
- cosmetics, perfumes
- pharmaceutical and health care products
- apparel, footwear and accessories (also for children)
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)

- home and garden
- children's products, toys
- homewares
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- games, movies, music discs
- food
- pet food, supplies & accessories
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- tires and discs



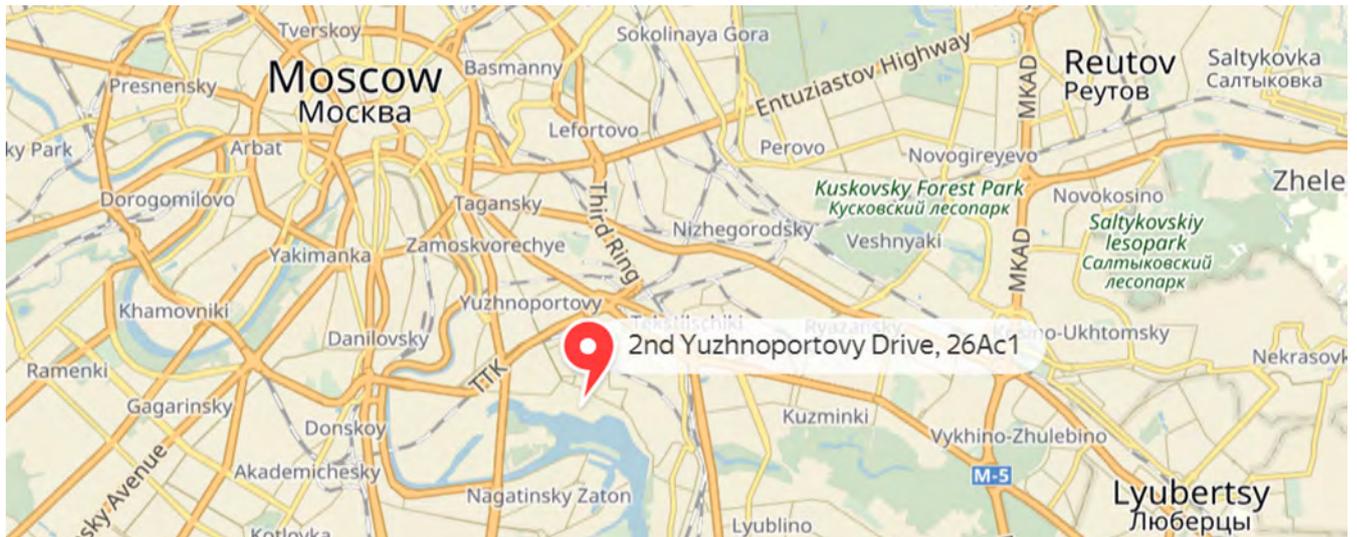
## Contacts

shop-logistics.ru  
 sales@shop-logistics.ru  
 +7 (495) 668-10-71#2



Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Own call center</li> <li>• Cross-docking</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: 1C-Bitrix, Drupal, Joomla</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service: no</li> <li>• Parcels for Russian Post are delivered to: ASC</li> <li>• Delivery partners: Ddelivery, Checkout; any delivery service at the customer's request</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Waste management (via partners)</li> <li>• Own Fastery delivery services aggregator</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow within Moscow Ring Road</li> <li>• Operating hours: from 9 a.m. to 8 p.m. every day except Sunday</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 3 p.m. Until 5 p.m. (for certain types of customers)</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• Temperature regime storage</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<ul style="list-style-type: none"> <li>• Order processing (storage, confirmation, picking, packaging) from 45 rubles.</li> <li>• In-house automation software development (WMS, shipments aggregator, telephony, CRM).</li> </ul>

## Warehouses map



## Product categories

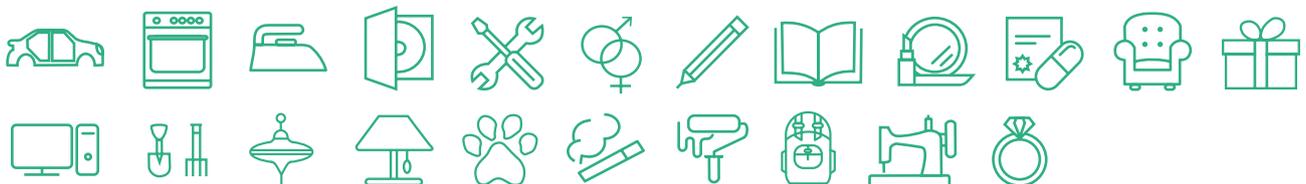
### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- games, movies, music discs
- tools
- sex shops
- office supplies
- books
- cosmetics, perfumes
- furniture
- food
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)

- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts
- jewellery, watches

### Prepared to work with:

- musical instruments
- apparel, footwear and accessories (also for children)
- tires and discs



## Contacts

fastery.ru

Ivan Arinchev, Commercial Director

hello@fastery.ru

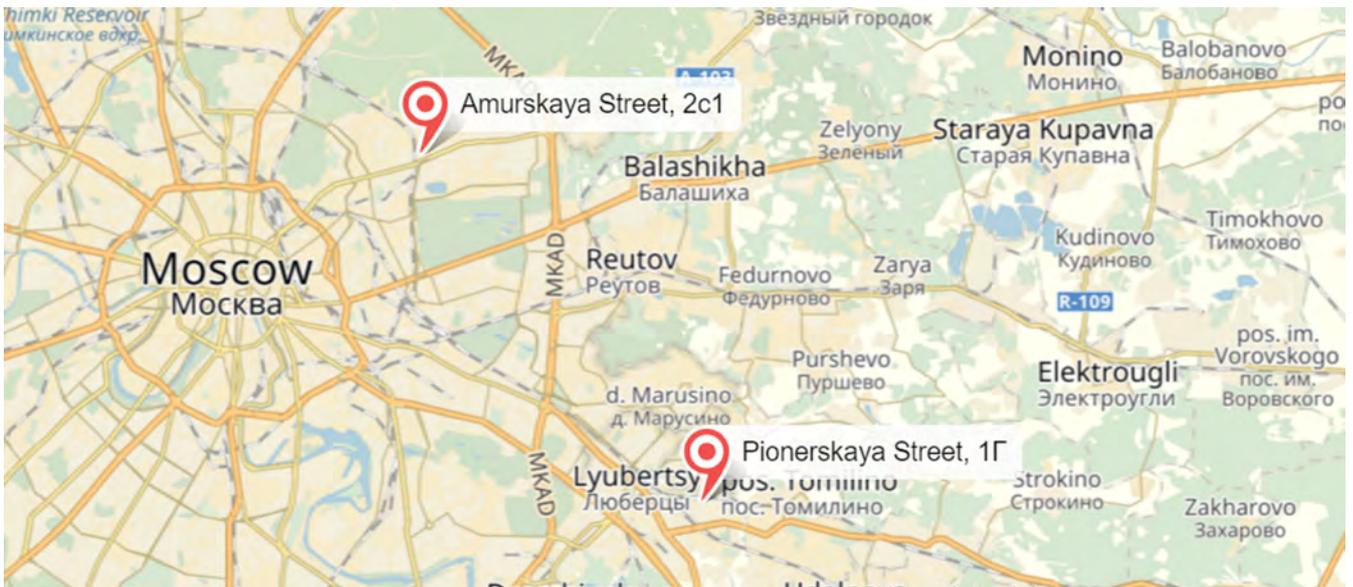
+7 (495) 308-30-40



**RE**  
**FRESH LOGIC**

Parameters	Value
<i>Add. services</i>	<ul style="list-style-type: none"> <li>• Call center provided by partner</li> <li>• Marketing</li> <li>• Returns processing (including partial returns)</li> </ul>
<i>Pricing</i>	<ul style="list-style-type: none"> <li>• Per operation</li> <li>• Volume percentage</li> <li>• Bundled rates</li> </ul>
<i>IT</i>	<ul style="list-style-type: none"> <li>• API</li> <li>• Private account</li> <li>• Viewing the remainders online</li> <li>• Supports integration with: Insales</li> </ul>
<i>Delivery</i>	<ul style="list-style-type: none"> <li>• Own courier service: no</li> <li>• Parcels for Russian Post are delivered to: PFs</li> <li>• Delivery partners: DPD, PickPoint, Grastin, Dalli Service, CDEK</li> </ul>
<i>Specific features</i>	<ul style="list-style-type: none"> <li>• Customs clearance</li> <li>• Bulk shipments from the warehouse</li> <li>• Integration with marketplaces and catalogs</li> <li>• Licensed storage is available</li> <li>• Waste management (via partners)</li> </ul>
<i>Warehouse</i>	<ul style="list-style-type: none"> <li>• Warehouse in Moscow and Moscow Region</li> <li>• Operating hours: from 8 a.m. to 8 p.m. daily</li> <li>• Acceptance time of the last order to be delivered in Moscow on the following day: until 6 p.m. Same-day delivery from the warehouse in Moscow.</li> <li>• Video surveillance of the goods acceptance and shipment areas</li> <li>• SKU-based storage</li> <li>• Mixed storage</li> <li>• Pallet storage</li> <li>• Allocated storage rooms</li> <li>• Warehouse insurance</li> </ul>
<i>Competitive advantage</i>	<p>Omnichannel support, online and offline sales logistics. Courier services aggregation and selection of optimal solutions to meet the customer's needs.</p>

## Warehouses map



## Product categories

### Current customers:

- automotive parts and electronics
- large household appliances
- small household appliances
- games, movies, music discs
- tools
- sex shops
- office supplies
- books
- cosmetics, perfumes
- apparel, footwear and accessories (also for children)
- food
- souvenirs, gifts
- household and portable electronics (TV, computers, smartphones, audio/video devices)

- home and garden
- children's products, toys
- homewares
- pet food, supplies & accessories
- jewellery, watches
- tires and discs

### Prepared to work with:

- furniture
- musical instruments
- tobacco products and smoking accessories
- building and home renovation products (except for tools)
- goods for sports, tourism, fishing and hunting
- hobbies and handicrafts



## Contacts

fresh-logic.ru  
 Anastasia Popova, Project Manager  
 info@fresh-logic.ru  
 +7 (495) 669-68-04

## Report Partners

**Aristos (aristos.online)** is a company founded in 2011 by the Russian e-commerce market pioneers; the professionals who formed its first core team had previously launched one of Russia's first online shops [dostavka.ru](http://dostavka.ru).

The main activity of Aristos is developing monobrand online stores for leading global manufacturers and providing end-to-end support of their operations, including store infrastructure design, delivery service and call center set-up, content production, marketing and sales. The company's portfolio currently comprises a dozen of projects, including official online stores of well-known brands, such as:

Philips: [shop.philips.ru](http://shop.philips.ru)

Olympus: [shop.olympus.com.ru](http://shop.olympus.com.ru)

Grohe: [shop.grohe.ru](http://shop.grohe.ru)

Castrol: [shop.castrol-original.ru](http://shop.castrol-original.ru) etc.

Launch of several new sites is scheduled in 2017, also outside Russia. This year the company will enter the European market for the first time and open offices in Lithuania and the Netherlands.

**eSolutions** project (member of Otto Group) entered the e-commerce market in November 2012. eSolutions provides end-to-end services in the area of creation, management and development of online apparel, footwear and accessories shops in Russia for brand owners, manufacturers and distributors. Building on the vast experience and infrastructure of Otto Group Russia, leader of the Russian e-commerce market, eSolutions provides flawless services in the area of warehouse management, goods handling, storage and sorting, order packaging and shipping, full return cycle, service providers (call centers, payment systems, delivery services) integration and digital marketing.

eSolutions (eSolutions LLC) is a business unit of Otto Group in Russia, focused on providing B2B services in the area of e-commerce. Customers of eSolutions include well-known Russian and global brands, as well as young local designers. There are no restrictions on the size of companies, preference is given to monobrand projects, manufacturers and official distributors.

The logo for Aristos features the word "aristos" in a bold, lowercase, sans-serif font. A small blue checkmark is positioned above the letter 'i'.The logo for eSolutions features the word "esolutions" in a lowercase, sans-serif font. To the right of the text is a stylized 'e' icon composed of overlapping colored segments (orange, yellow, green, blue, purple). Below the main text, the tagline "A member of the otto group" is written in a smaller, red, italicized font.

CJSC Distant Selling Service (CJSC DSS, Accord Post Group) is one of the top three service companies who enjoy the status of the Federal Client of Russian Post. It is specialized in providing fulfillment, distribution, transportation and freight forwarding services for online stores, catalog companies, teleshops etc.

Production capacity: modern production infrastructure, own warehouse facility of more than 25,000 sq. m, skilled personnel, automated business processes, full-cycle IT infrastructure. Distant Selling Service implements projects of different complexity levels.



Itella is one of the leaders of the Russian logistics services market. Each year, Itella processes more than 1.5 million tons of cargo in its storage sites. Its resources allow Itella to develop individual logistics solutions for each client, be it a large company or a small player just entering the e-commerce market. Itella is experienced in providing digital fulfillment services, major large companies that represent international brands in Russia and their online stores:

- Responsible warehouse storage and handling
- Related warehouse services
- Deliveries to online stores

Total area of warehouses: 535,000 sq.m (430,000 sq.m in Moscow Region and 105,000 sq.m in various regions of Russia).

In Russia, Itella has extensive experience in cooperating with customers in pharmaceuticals, FMCG, electronics and household appliances, apparel and footwear (fashion), DIY, automotive parts and components, industrial and agricultural equipment and components. Itella is your partner of choice in warehousing and transportation services, as well as services for e-commerce companies. We ensure that your commercial operations are seamless and make day-to-day activities simple and easy for our customers in 10 countries around the world. In 2014, our Itella's turnover amounted to EUR 1,858.7 million.



Founded in 2008, Shiptor has already gained leadership in logistics, fulfillment and cross-border segments. Its own warehouse network in the United States, Europe, China and Russia with a total area of about 5,300 sq. m, enables the company to successfully cooperate with B2B and B2C partners of any scale.

The company offers end-to-end solutions for cross-border activities, including goods buy-out, delivery from first to last mile, accelerated customs clearance, passport data processing, logistics of returns and warehousing services. Shiptor's offer to global clients comprises rapid integration with leading Russian marketplaces and end-to-end product localization.

Its Russian business unit Shiptor.ru provides turn-key solutions for fulfillment and logistics challenges. The company's warehouse in Moscow handles dozens of tons of shipments monthly; the list of its services includes responsible storage, order picking and repackaging, cross docking, items marking or adding leaflets, returns logistics support and receipt of payments. In the area goods delivery, Shiptor.ru offers its own courier service and aggregates dozens of leading delivery services in Russia in a single window, including postal ATMs, Russian Post, CDEK, DPD, Boxberry and others. In-house R&D enables flexible Shiptor integration in the client's infrastructure.

Besides, to ensure a quick start, the company provides integration through its API and modules for all popular CMS and CRM systems.



# Data Insight research agency

Founded in 2010, Data Insight specializes in Internet research and research of the Internet.

Our key competency is the analysis of heterogeneous information, search for data sources and comparing various, sometimes incompatible data. All data that we release on the market is verified using different methodologies in order to produce consistent results.



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[www.datainsight.ru](http://www.datainsight.ru)

## Key areas of our research and consultancy activity - what we study:



**E-commerce**, including online retail of material goods, e-travel, online services, m-commerce, consumer behavior

Ecosystem of b2b **services for e-commerce**: logistics, payments, marketing solutions



Ecosystem of **startups and investments**

Ecosystem of **digital advertisement**: services, technologies, measurements



## AMONG OUR CLIENTS:

- PayPal
- PayU / Naspers
- Svyaznoy
- Banki.ru
- Fastlane Ventures
- Prostor Capital
- SoftKey
- Media3
- Dentsu Aegis
- CityAds
- IAB Russia

## OUR SERVICES:



- We track news on e-commerce and interactive advertisement
- We provide consulting services on all stages - including strategy, marketing and technology
- We create research reports and white papers as info support of businesses and new B2B products and services
- The list of available reports on e-commerce and other segments on online industry can be obtained via website or by phone
- We conduct deep researches on individual requests from online companies and investors. Ask us for examples or come to us with the specific task - we will think about specific solution

# Internet researches in Russia and CIS

