

# RISING TO CHALLENGES OF INTERNATIONAL EXPANSION THROUGH SMART DELIVERY

ASOS partners with MetaPack to develop an automated solution capable of handling a complex and vast international delivery offering



“Even the best shopping experience can be totally negated by a bad delivery experience. With the Delivery Manager by MetaPack, our delivery options are significantly better.”

CEO, ASOS.com

## Spreading style far and wide

With exceptional growth worldwide, ASOS saw that international delivery was creating complications in two critical areas: documentation and data. The requirements for these vary by according to country of destination, which only added to the complexity. The company’s international delivery processes required manual intervention to regularly contact carriers and update prices within the ASOS fulfilment systems, as well as paperwork for each order to meet necessary customs regulations. ASOS wanted to manage its increased volume in deliveries and destinations, minimise manual tasks and paperwork, and achieve the best price for carriers around the globe.



**Selling over 65,000 products to over 230 countries**



**1.1 million square foot global distribution centre**



**Significant time and resource savings**

## Addressed for success

ASOS worked with MetaPack to develop an automated solution integrated with the company's own order processing and fulfilment systems that was capable of automatically dealing with the nuances of international shipping.

To be able to calculate the volumetric weight required for air freight, ASOS captures the exact size and weight dimensions of each order at the packing bench. This information, along with the country of destination and the exact contents of each package – a requirement for customs documentation – is passed to MetaPack through an API. Here decisions about the eligibility of a carrier can be made in an instant, while the technology automatically determines the type of documentation and number of copies that are necessary to accompany the shipment. The correct documents are then printed automatically along with the appropriate carrier label.

## Leading the fashion pack

The process now in place takes complex decision-making tasks and the completion of any export documentation completely out of the operator's hands, removing the burden in terms of time and resource previously required to communicate with carriers about pricing and other logistics.

MetaPack provides an audit of carrier selection, documentation and tracking data so that the delivery can be closed off with a suitable tracking status. The system maintains the transaction data for six years in the event that it is required for customs inspection. All this information is available through a single screen on one system, regardless of which carrier was used.

### ● ABOUT ASOS

- Brand established in 2000
- Online fashion and beauty retailer
- Websites attract 29.5 million unique visitors a month
- Head office in London
- [www.asos.com](http://www.asos.com)

### ● CHALLENGES

- Grow global sales
- Manage increased volume in deliveries and destinations
- Complete data and documentation requirements with minimal manual intervention
- Achieve best pricing for international carriers

### ● RESULTS

- Automated production of paperwork and decisions about carriers
- Minimised operators' manual intervention and decision-making
- Reduced time and resource previously spent on communicating about pricing and logistics
- Full audit on every order saved for six years, to comply with customs queries

### ● PRODUCT AND SERVICES

- MetaPack Manager
- International Expansion
- Customs Documentation
- Automation