



## UPS & ChannelAdvisor Simplify Global Shipping And E-Commerce For Small And Medium-Sized Businesses

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UPS (NYSE: UPS) announced today that ChannelAdvisor Corporation (NYSE: ECOM), a leading provider of cloud-based e-commerce solutions, now offers its services to thousands of small and medium-sized business (SMB) e-commerce customers at a discounted rate as part of UPS's Customer Technology Program.

With ChannelAdvisor, brands and retailers can manage, optimize, and fulfill their merchandise sales on more than 130 marketplaces globally, including Amazon, eBay, Google Shopping Actions, and Walmart. Through its robust and comprehensive suite of automation and analytics tools, ChannelAdvisor helps brands and retailers streamline their operations to achieve cost-saving efficiencies while meeting consumer expectations for fulfillment.

ChannelAdvisor becomes the latest business to join the UPS Customer Technology Program, or CTP. The UPS offering helps pre-screened, qualified small and medium-sized businesses purchase hardware, software, peripherals, such as printers, and packaging solutions at a discount from vendors that also work with UPS. This helps SMBs that are UPS customers better compete by gaining efficiencies and reducing costs.

"Our relationship with ChannelAdvisor gives customers of all sizes, who are shipping internationally or domestically, access to a powerful platform to help them grow their businesses and succeed," said Bill Smith, Marketing Vice President, UPS. "It provides a great opportunity to combine the tools our business customers need to cost-effectively drive their operations forward, while continuing to provide convenience, choice, and control to their consumers."

Additionally, ChannelAdvisor is a UPS Ready® certified solution, meaning business customers can easily manage order fulfillment to U.S. and international consumers, print UPS shipping and return labels, monitor shipping costs and more, all directly on the ChannelAdvisor platform.

"We're excited to collaborate with UPS, a best-in-class e-commerce delivery expert," says Paul Colucci, Vice President, North America Sales and Global Business



Development at ChannelAdvisor. "By combining the strengths and expertise of both companies, we can offer brands and retailers a competitive edge in the global arena where shipping and logistics are critical to e-commerce success. Powered by the strategic alliance between ChannelAdvisor and UPS, global e-commerce expansion is within reach for businesses eager to elevate

their brand's online presence across multiple marketplaces."

ChannelAdvisor joins 35 other vendors in UPS's Customer Technology Program, which, since its 2003 inception, has helped small and medium-sized customers grow. To learn more about CTP, visit: [www.ups.com/ctp](http://www.ups.com/ctp).

Source: [UPS](#)