



## **International eCommerce Inbound Solution**

### **Highlights**

Industry leading  
resolution rates

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Highest depth of sort  
from addresses that  
break normal  
formatting rules

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Reduces data error  
rates and manual  
rejects

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Improve delivery QoS

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# **AUTOMATE MORE OF YOUR INBOUND SHIPPING VOLUME!**

## **Global Forecasted Growth**

- Global online sales approached US\$2.3tn in 2017, with year over year growth of over 25%. Growth is high in both emerging and developed economies, exemplified by China with online retail growth of more than 40% per year. Globally, online now accounts for just over 10% of total retail sales, up from around 5% in 2012.
- The Global Parcel Delivery Market Insight Report 2018 also found China to be the key growth driver, representing almost 60% of the total A-Pac region. Chinese parcel volumes reached 31.2 billion in 2016, representing over 50% growth from 2015.



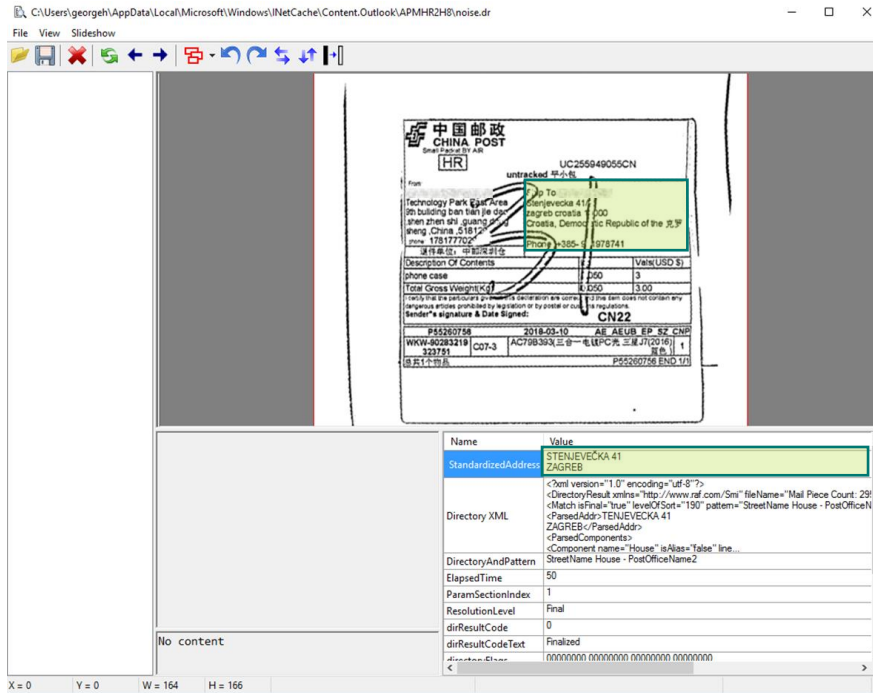
## **RAF Technology**

15400 NE 90th St  
Suite 300  
Redmond, WA 98052  
USA

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

email: [sales@raf.com](mailto:sales@raf.com)

# RAF's SOLUTION



Automated processing and handling as well as end to end package visibility are critical for operators to drive quality service at competitive price points their customers demand. ePacket growth has caused a significant challenge to this strategic imperative due to address quality especially when using CN-22 customs shipping labels presenting postal operators and couriers with substantial automation challenges. These labels often contain tiny fonts, destination address formats which violate all industry norms, and excessive print noise such as telephone numbers, non-address related Chinese characters, or other random characters which can confuse conventional recognition techniques.

## RAF's International inbound ePacket OCR solution resolves all these issues.

### ePacket OCR benefits include:

- Provides the industry's highest ePacket automated recognition converting a negative cost center to a profitable growth driver
- Reduces labor cost by dramatically reducing manual rejects
- Provides for Timely Delivery through automated processing
- Localized to perform OCR recognition for domestic and international markets
- Provides complete visibility for track & trace throughout your delivery network
- Fully Integrates into RAF's Parcel Vision & Smart Match – I

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