



Shopee taps on CALISTA to enhance support to its seller community by augmenting trade fulfilment capabilities and providing them financing services

Client:



Product used:



Overview

Shopee, a Sea Group company, is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and logistical support.

Shopee teamed up with GeTS and PSA to strengthen support for its community, through CALISTA, a global supply chain orchestration platform. This exemplifies a successful cross-sector partnership among leading homegrown companies, to enable their business community to emerge stronger from the COVID-19 crisis.

How does CALISTA meet Shopee's needs?

e-Commerce platforms like Shopee, are an effective digital sales channel for SMEs to gain access to a larger pool of buyers. Shopee looks to continuously enhance the trading experience for its marketplace community. Thus, it is always on the lookout for partner collaborations. CALISTA's connectivity to freight services provides Shopee more options in freight booking, warehousing, last mile delivery as well as shipment visibility. Shopee is also able to offer financing to its seller community. Unlocking cash flow enables their sellers to potentially sell more.

Why choose CALISTA?

Getting access to a vast community of logistics service providers enables Shopee to meet its commitment of on-time delivery to its sellers, even when there are spikes in logistics demand or any unforeseen circumstances. All in all, CALISTA simplifies the fulfilment of complex logistics and compliance requirements and provides access to fast and fuss-free financing, for e-marketplaces such as Shopee.

