



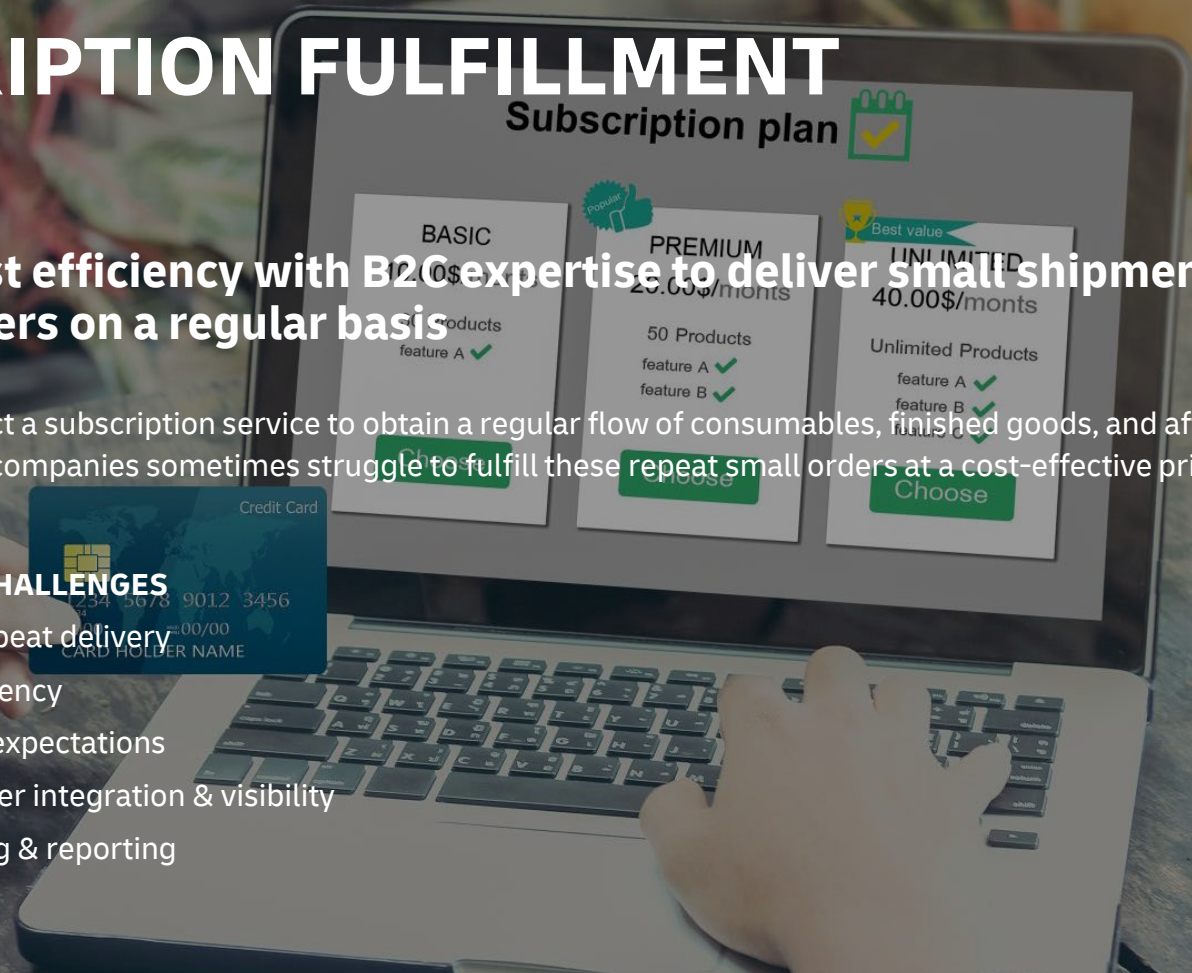
# SUBSCRIPTION FULFILLMENT

## Combining cost efficiency with B2C expertise to deliver small shipments to end customers on a regular basis

Some consumers select a subscription service to obtain a regular flow of consumables, finished goods, and aftermarket spare parts. But technology companies sometimes struggle to fulfill these repeat small orders at a cost-effective price point.

### TYPICAL BUSINESS CHALLENGES

- Ensuring reliable repeat delivery
- Achieving cost efficiency
- Meeting consumer expectations
- Providing single-layer integration & visibility
- Simplifying invoicing & reporting



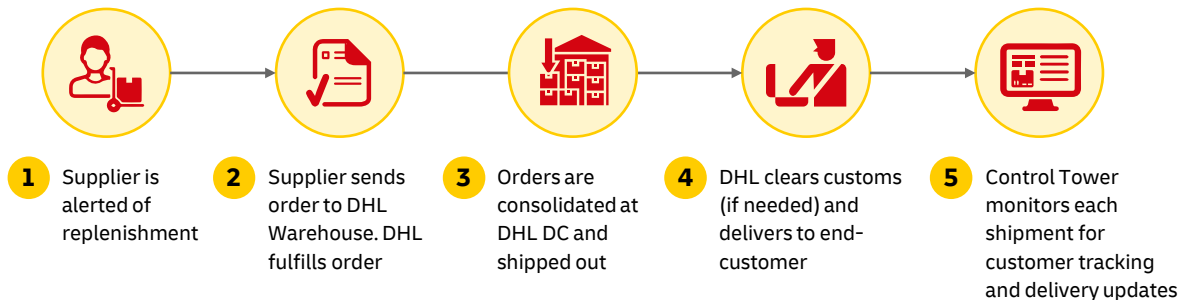
## DHL SOLUTION

This solution leverages cost-effective small parcel and mail networks to deliver subscription items direct to end users. With extensive business-to-consumer (B2C) experience, DHL understands the need to fit shipment reliability, customer centricity, and brand protection into a limited budget.

## SOLVING YOUR BUSINESS CHALLENGES

- ✓ **Ensuring reliable repeat delivery** – Small parcel and mail transportation via established networks; standardized processes for a seamless flow of information; order accuracy
- ✓ **Achieving cost efficiency** – Shortest possible lead times for the lowest possible price; premium next-day delivery for urgent orders
- ✓ **Meeting consumer expectations** – Convenience of mailbox-delivered subscription items
- ✓ **Providing single-layer integration & visibility** – Full ordering and shipment system integration; visibility options include basic track-and-trace or near-real-time end-to-end shipment visibility
- ✓ **Simplifying invoicing & reporting** – Single point of contact for all invoicing and reporting

## DELIVERING SMALL SHIPMENTS TO END CUSTOMERS ON A REGULAR BASIS



## SUBSCRIPTION FULFILLMENT



### KEY BENEFITS FOR YOUR BUSINESS



#### THINK SMALL

Small lots, small shipments, small prices

#### END-TO-END

From subscription order placement to regular mailbox delivery



#### EFFICIENT

Uses established small parcel and mail networks

#### B2C EXPERTISE

Caring for end customers

