

Beyond borders:

# MASTERING GLOBAL TRADE WITH INTEGRATED TECHNOLOGY

Underpinning global expansion with the right technology offers a material positive impact for organizations



SEPTEMBER 2024

EY assessment highlights the intricate balance between the substantial benefits and inherent complexities of international expansion. While the global business landscape presents challenges, EY research reveals that a deliberate technology approach is key to enhancing cross-border commerce.

More specifically, of the various technology solutions available, native solutions like Shopify's Managed Markets can help organizations navigate these complexities more effectively and tap into new markets with confidence.

## 1

Regardless of size, all organizations have a growth objective. In a connected economy, cross-border sales is one of the biggest levers for businesses to achieve these goals.



## 2

Global expansion offers significant opportunities for businesses of all sizes, enabling new revenue streams, economies of scale, and enhanced brand trust, while also inspiring innovation and mitigating risks. However, cross-border sales can introduce complexities with duties, taxes, and compliance.

### EXAMPLES OF PRACTICAL AND REGULATORY CHALLENGES OF GLOBAL TRADE

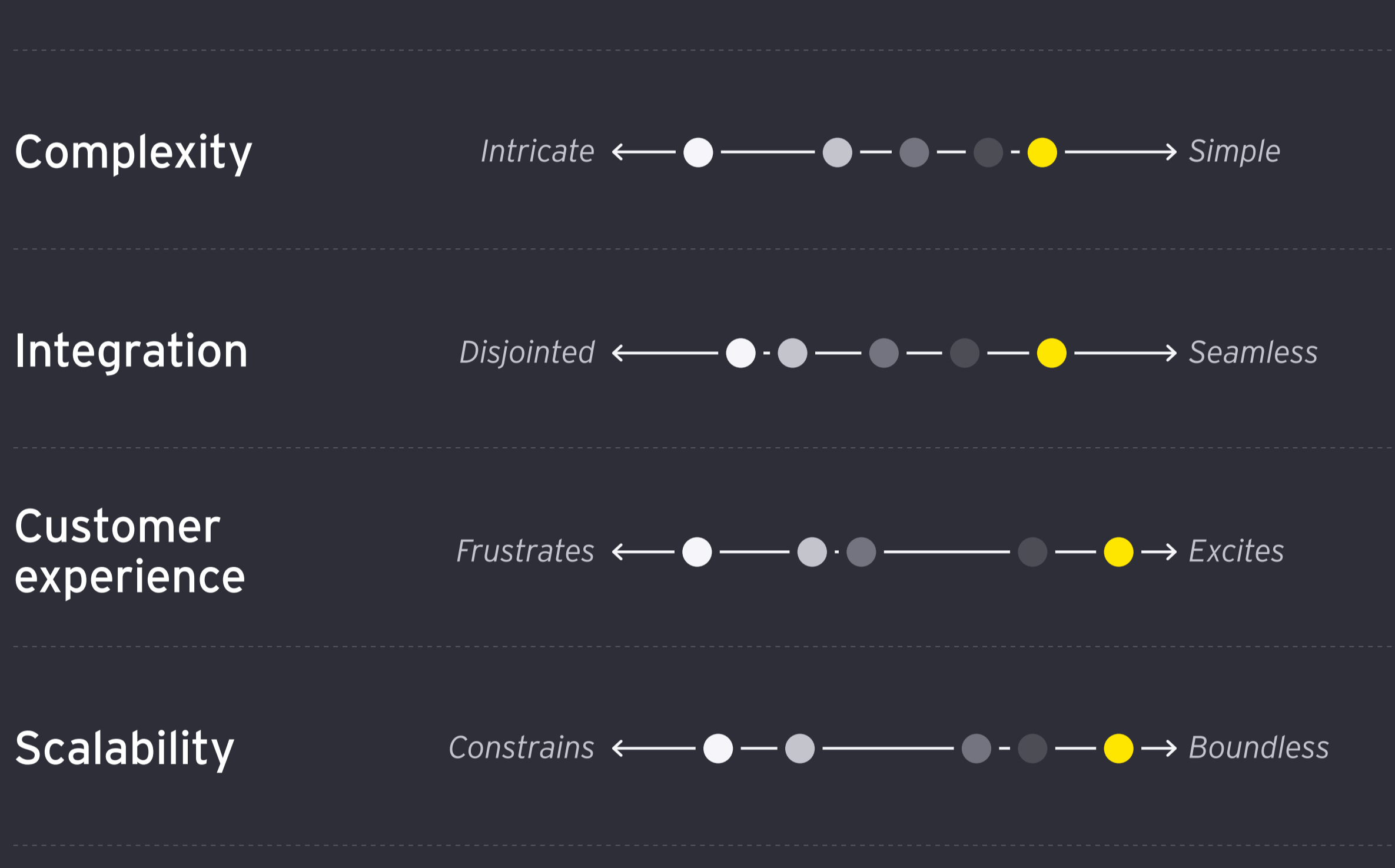
- Regulatory complexities
- Cultural and language differences
- Tax and duties on ecommerce
- Carrier requirements

## 3

While the global business landscape presents challenges, EY research reveals that a deliberate technology approach is key to enhancing cross-border commerce.

### TECHNOLOGY APPROACHES TO SUPPORT CROSS-BORDER OPERATIONS

*Indicative and illustrative only*



#### LEGEND

- Manual ad-hoc approach
- In-house development
- Multi-system integration
- SaaS and/or ecommerce platforms
- Unified commerce platform with integrated merchant of record (e.g. Shopify Managed Markets)

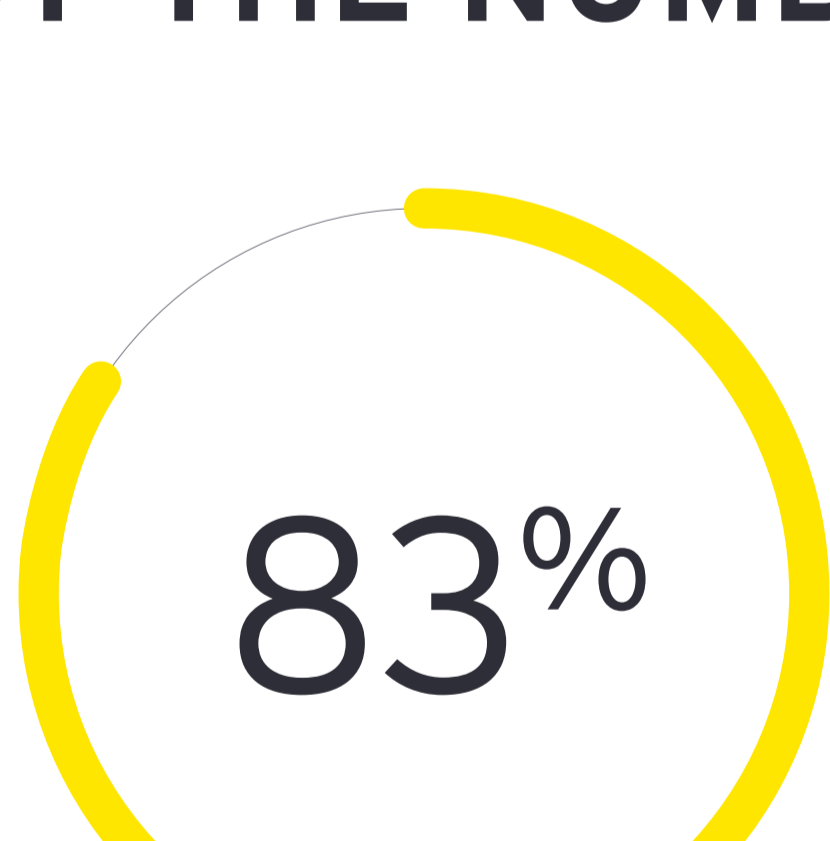
## 4

More specifically, of the various technology solutions available, native commerce solutions like Shopify's Managed Markets can help organizations navigate these complexities more effectively and tap into new markets with confidence.

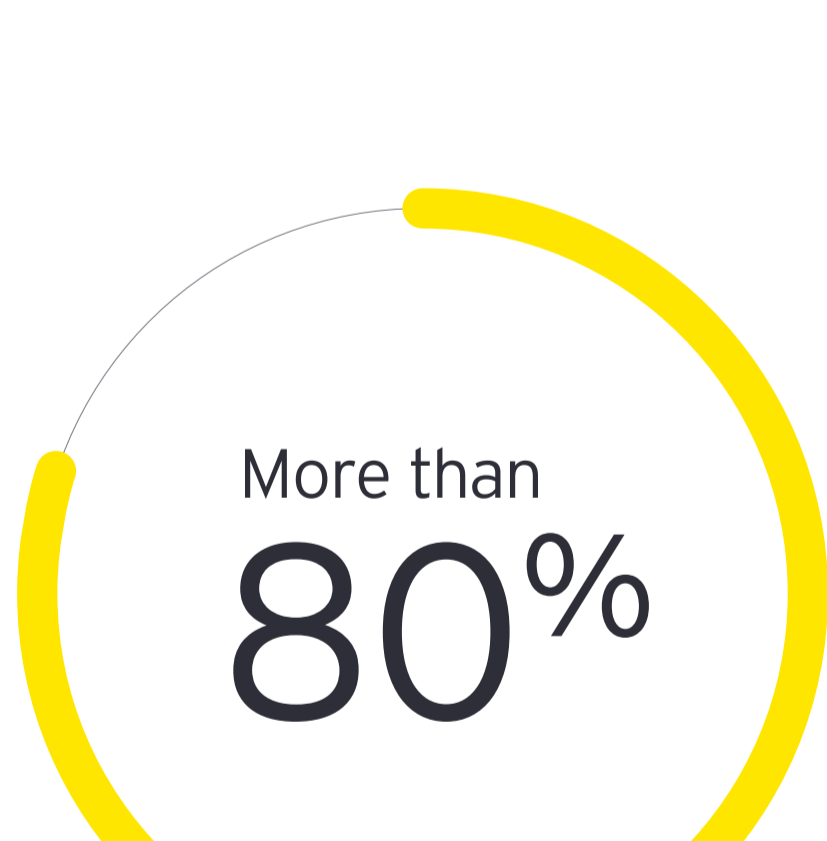
**In April 2024, EY conducted a survey of 132 organizations using Shopify's Managed Markets to assess its effectiveness. The findings revealed the platform's ability to:**

- ▶ Enhance global customer acquisition efficiency
- ▶ Streamline and automate international customs, duties, and taxes
- ▶ Elevate the customer purchase experience and brand engagement
- ▶ Offer competitive international shipping rates and improved delivery times

### BY THE NUMBERS...



of merchants saw an increase in the number of countries they sold to post Managed Markets adoption



of merchants saw an increase in some level of international sales growth for the 12-month period post Managed Markets adoption

Of those merchants, the average growth in international sales was above



The top 100 merchants saw an increase of greater than



\* Source: Shopify provided transaction data for US based merchants as of April 2024. Sample size: 567 organizations. Approximately 60% of companies only have data for six months post adoption. Comparing data from 12 months pre-Managed Markets up to 12 months post adoption

“More and more, we are seeing organizations win in the market when they take a unified approach to their channels. Customers expect a deep, personal experience no matter where or when they start or end their purchasing journey. Only a natively integrated solution can deliver this.”

WARREN TOMLIN  
EY-Shopify Global Alliance Leader, EY Canada

READ THE REPORT →

### REACH OUT TO LEARN MORE

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