

Interview - New IPC cross-border shopping platform "offers integrator features at postal pricesâ€[

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IPC will shortly launch a new platform for e-retailers to increase cross-border sales with a wide range of postal delivery solutions for online shoppers, CEO Holger Winklbauer told CEP-Research in an interview. The postal association's forthcoming Dynamic Merchant Platform "is bringing the functionalities of integrators to marketplaces and retailers at the price of the postâ€□, he said on the sidelines of the IPC Drivers' Challenge event in Estoril Portugal. "This is the big opportunity for the next 12-18 months,â€□ the IPC chief said. H declined to put an exact timescale on the full launch but emphasised that the platform was technically ready to be launched with customers.

Source: https://www.cep-research.com/news/interview-new-ipc-cross-border-shopping-platform-offers-integrator-features-at-postal-prices