

E-commerce Enhancements: Marketplaces Go Global

A partnership between RevCascade and Global Access will connect digital shopping platforms with cross-border technology and shipping options.

By **Elizabeth Doupnik** on May 25, 2017



RevCascade, an e-commerce marketplace automation platform, and Global Access, a provider of cross-border e-commerce and shipping solutions, have announced their partnership that aims to enhance international online shopping. The alliance marks opportunities for retailers and brands to broaden their reach and maximize international revenue.

Specializing in cross-border commerce and global drop-shipping services, Global Access will alleviate risks encountered by retailers in drop-shipment programs. What's more, upfront costs can be circumvented under the partnership. Retailers stand

to benefit largely — as they extend their reach to offer a wider variety of international brands. Customs brokerage duty and tax assessments will be integrated, allowing for improved check-out processes.

“Global Access is the best e-commerce cross-border technology and shipping solution in the market today, and our partnership adds critical functionality to our marketplace automation platform,” said Josh Wexler, chief executive officer of RevCascade. “Until now, the complexities and uncertainties inherent in cross-border commerce have limited the ability of retailers and brands to reach their full revenue potential.”

As such, brands have the opportunity to build international vendor relationships. Common obstacles such as fraud protection, localization, tax and duty calculations and payment functionality will be streamlined on the updated platform.

As consumers — particularly Millennials and Generation Z shoppers — increasingly look for unique items, cross-border shopping provides viable options for uncommon pieces. This platform aims to deliver improved shopping experiences with better fulfillment and delivery options of a larger assortment of inventory.

“RevCascade has become known as the de-facto platform for anyone looking to launch or join an e-commerce marketplace or drop-ship program. At the same time, our turn-key international cross-border e-commerce solution is robust, transparent and simple to integrate, from small independent vendors to large brands alike,” said Dave Nielsen, chief executive officer of Global Access. “For brands selling products on marketplaces powered by RevCascade and Global Access, it will now be just as easy to ship products to Moscow as it is to ship them to Maryland. We are changing the way brands sell and consumers shop on e-commerce marketplaces.”