

## **Youredi Announces Data Technology Collaboration with Cainiao**

WOBURN Mass., March, 9, 2016 – [Youredi](#), a leading provider of data integration and analytics solutions serving global e-Commerce, finance and logistics, today announced a collaboration with Cainiao Network, the logistics affiliate of Alibaba Group (NYSE: BABA) . With this collaboration, the parties will share logistics data more effectively in order to improve delivery speed of packages to global destinations.

This collaboration comes at a crucial time. According to ComScore, the eCommerce industry saw a 15% growth in 2015. China is right in the heart of e-Commerce growth. According to Forbes, B2C online sales in the world’s largest digital marketplace are growing at an annual rate of 25%.

“Data technology is a key initiative for Cainiao to improve delivery performance. Youredi has worked with Cainiao over the past few years and has proven data technology and ability to execute quickly. Youredi will help Cainiao integrate data flows with Cainiao’s global logistics partners. Youredi will also provide both Cainiao and the logistics companies real-time visibility into overall performance”, said Shawn He, outbound director for Cainiao.

"Youredi is very excited about this cooperation with Cainiao. Our integration platform has been built to ensure efficient business-to-business integrations, providing full transparency of data flows across different applications, organizations and borders," said Sami Tähtinen, Youredi CTO.

“We strongly believe that this collaboration creates a big win-win opportunity for global e-commerce. Customers will receive better service and logistics companies will be able to ship more, with better overall performance,” said Jaakko Elovaara, CEO of Youredi.

Youredi Analytics allows companies to measure and monitor how a logistics process should be running, proactively alerting them to abnormalities and bottlenecks, thus allowing them to fine tune performance in real time. For merchants, this could mean order processing/fulfillment, inventory optimization, 3PL/4PL performance, route/lane performance, and more. This analytics tool ensures KPI’s and SLA’s are met; delivering maximum profitability, optimal efficiency, and happy customers.

Youredi's advanced Integration Platform as a Service (iPaaS) solution integrates data seamlessly across applications, processes and systems, quickly and cost-effectively – on premise, in the cloud and between trading partners. It supports industry standards and interoperability between formats and standards.

### **About Youredi**

Youredi is the only global provider of a cloud-based Integration and Analytics Platform as a Service (iPaaS) solution for interoperable, low-cost data integration that ensures the seamless flow of information across value networks. Youredi enables its customers to easily and cost-effectively bring data to the right place and at the right time, so they can easily transact with business partners and gain visibility throughout the value chain. Youredi, Ltd, founded in Finland, with offices in Woburn, Mass, US and Singapore is privately held. For more information visit [www.youredi.com](http://www.youredi.com) or contact us at [talktous@youredi.com](mailto:talktous@youredi.com)