# INTEGRATOR COMPANION GUIDE

## DHL ECOMMERCE EUROPE API (ECONNECT)

Product Management Cross-Border

**Excellence. Simply delivered.**

eCommerce

This document is subject to change and may be updated periodically. The information contained herein is intended for general guidance only and may not reflect the most current developments. Please consult the appropriate sources or contact econnect@dhl.com for the latest updates and information.

# PRODUCTS

## DHL eCom Europe offers multiple products to send products with a onestop solution

| **Standard Product** (full or shorten Product name) | **Description** |
|---|---|
| **DHL Parcel Connect** | • Delivery across 28 European countries<br>• One Label and one set of paperwork |
| **DHL Parcel Return Connect** | • Convenient drop-off at 140+k locations<br>• labelless/QR-Code returns available (limited countries) |
| **DHL Parcel Connect Plus** | • B2B delivery to 26 European markets<br>• Parcels incl. multi-colli and pallets in one product |
| **DHL Parcel Connect Light** | • Low-cost solution to move your lightweight, lower-value goods worldwide<br>• Ship items under 2kg in weight and with a value up to €350 |
| **DHL Parcel International** | • More than 220 destinations available from DE with postal partners |
| **DHL Parcel Return International** | • Postal Return product to DE, where Return Connect is not available<br>• Co-operation with 28 European postal partners |

# FEATURES & CAPABILITIES

**In addition to our standard products we offer a broad variance of features and capabilities**

| Features | Description |
|---|---|
| Label Printing Options | • Select your preferred label format and size |
| Bulky | • Ship goods above standard measurement against a surcharge |
| Reference Number | • Add a shipment individual reference number (like order number) to the data and label |
| Customer Specific Barcode | • Add a scannable barcode on shipment level to your label |
| Labelless/Qr-Code Returns | • Enable consumers to drop-off returns without the need of printing a label anymore |
| Multipiece and Pallets | • Send Multipiece and Pallets with our B2B product Connect Plus |
| GoGreen | • Reduce your shipment's carbon emission by offsetting your logistics |
| Dangerous Goods in Limited Quantities & Lithium Batteries | • Ship DG in Limited Quantities or Lithium Batteries |

| Capabilities | Description |
|---|---|
| Customs | • Add Custom data to all shipments to custom destination |
| Pre-/Postprocessing Events | • Send Pre-/Postprocessing Events to improve the Track & Trace journey for your consumer |
| Reprint Labels | • Request a label reprint for your shipments |
| PickUp – France & Italy | • Order a direct PickUp from you address (only for eligible customers in France & Italy) |

# ECONNECT - OUR API

## Overview of the DHL eCommerce Europe API.

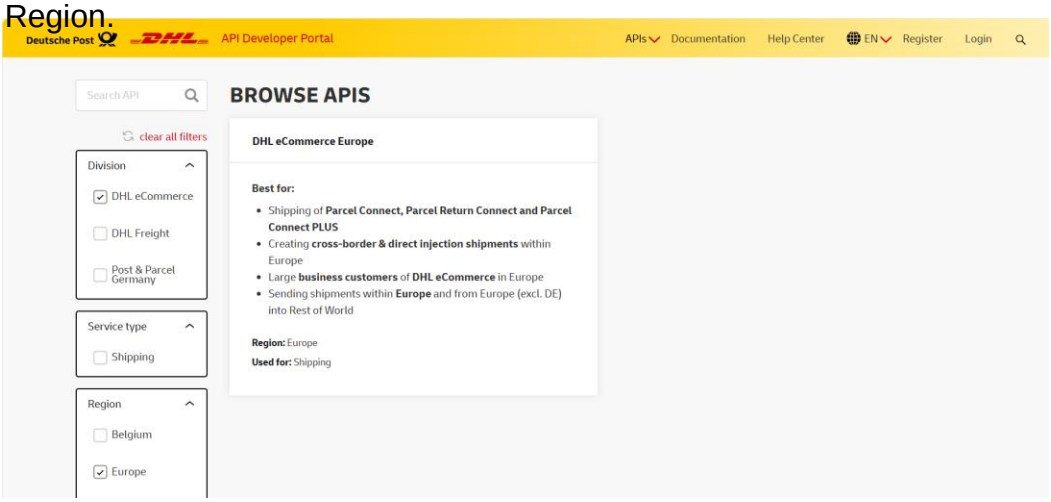
### Introducing eConnect API

The one stop solution for large e-commerce customers in Europe. When using this interface, your system is directly connected to the eConnect service via RESTful-API. It consists of the following core operations:

- Shipment
- Custom
- Event

### DHL Group Developer Portal

The DHL Group API Developer Portal supports API documentation for all divisions of DHL Group. Navigating the DHL Group Developer Portal requires orienting on the Division. For general navigation related to DHL eCommerce it is best practice to select ‘DHL eCommerce’ as the Division and ‘Europe’ as Region.



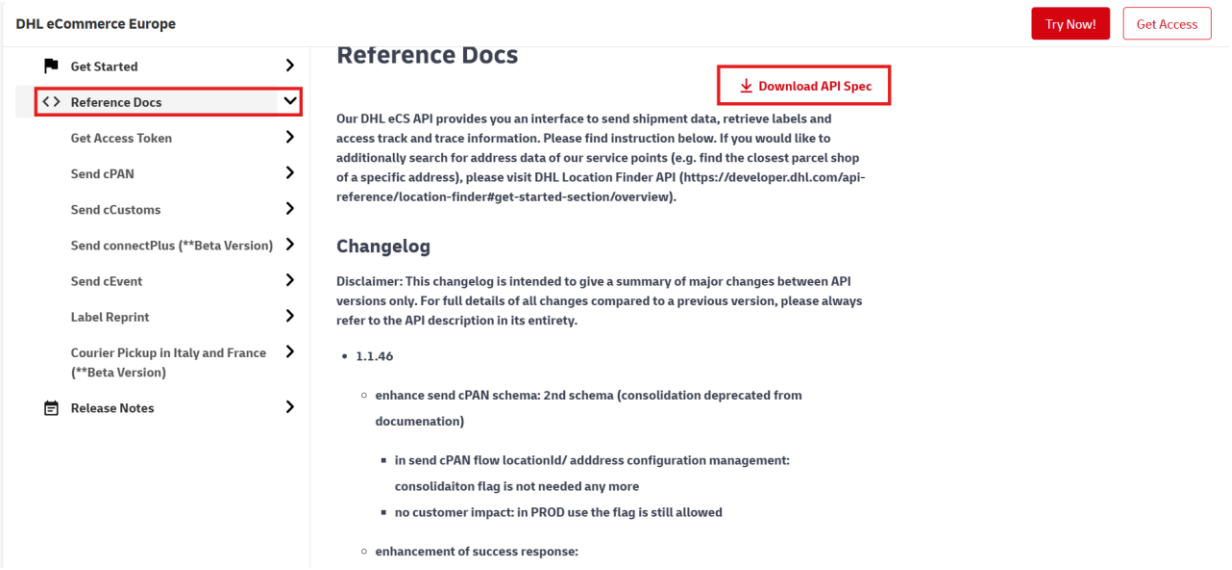
# ECONNECT – SPECIFICATIONS & ACCESS

## Understand and access eConnect as fast and easy as possible.

### eConnect Specifications

The API has been designed for use by developers. You will need basic knowledge of REST APIs, JSON, and HTTPS:

n A single API based on industry standards that developers know and understand
n Dedicated API environment to test your solution
n Support from local DHL eCom Europe API experts




### Getting Access

As a developer you'll need to request API credentials. Generally speaking, developers only need to access our Sandbox environment for testing and certification, while production access is reserved for active DHL eCommerce account holders from a production environment.

**Please refer to your local DHL eCom Europe API experts for a Sandbox account.**

### Integrator Production Credential Management

On Production Integrators can either use the credentials of each customer with an DHL eCommerce account or for simplified credential management so called "Integrator" credentials can be used. This one set of credentials allows Integrators to ship for all customers assigned to them in the onboarding process without managing individual credentials .

**Please refer to your local DHL eCom Europe API expert for Production "Integrator" credentials.**

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# ECONNECT – IMPLEMENTATION

## All relevant information for a smooth implementation with eConnect.

### Technical Implementation

The API Specification provides a detail overview of all Endpoints their schema and multiple examples. In case you need further assistance, please refer to:

n Get Started section in the developer portal, which includes details about products, functionalities in the API and multiple Use Cases
n locale DHL eCommerece Europe API expert

**Integrator Identification**
To identify Integrator implementations from customer implementation, eConnect offers a specific reporting field in the request. By providing this field the support to our customers and integrators can be enhanced and monitored.
Please provide following field in the request with the common name used for your Integrator:
`"cPAN":{[…]"reporting":{ "integratorIdReporting": "IntegratorName" }}`

### Certification

Certification is not a one size fits all at DHL eCommerce. The business processes in scope align with the core offering of your solution. The products, services, features, and functions available to DHL eCommerce customers are guided by the target audience of your software.

Below overview shows the complete logical steps needed for your certification journey.

**STEP 1**
**Kick-Off**
- Align on Scope
- Review Documentation

**STEP 2**
**Development**
- Get Access
- Development Q&A

**STEP 3**
**Review/Approval**
- Submit test cases
- Sign off test cases
- Final Approval

**STEP 4**
**Customer Use**
- Solution available to customer
- DHL asissts with onboarding

**Submit Info & Test cases**
In order to document all information about the implementation DHL eCommerce Europe offers an Form to submit all information. General information and test cases can be submitted by the Integrator or/and the local DHL eCom Europe API expert.

**Submit your information and testcases here.**

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# CUSTOMER ONBOARDING

## How to create a smooth onboarding experience for our customers.

New customers should be able to go live within days if not hours and should find it easy to configure the DHL eCommerce products and services they want to use within your software.

Before getting into the details of your solution, know that DHL eCommerce has sales and IT onboarding staff around the world that will help customers get ready to ship. They're involved in approving API credentials, validating data quality of the integration, and ensuring all scenarios respective to their business are being handled properly from within the shipping solution.

It's important to note that the larger or more complex the customer, the more validation is required by the onboarding team. Sandbox access is granted first to all requestors after our verification process, and for eCommerce shippers using integrators they're granted production access immediately while direct integrated customers undergo a more thorough data quality validation process.

With customer experience in mind, the sections below provide details on how best to include DHL eCommerce products and services into your solution for the various activities a shipper needs to perform, namely:

- Configure carriers
- Select the carrier, transportation product, and any ancillary services
- Generate label

### Carrier Configuration

Shippers will expect to setup DHL eCommerce Europe as a carrier and enter in their specific information. At minimum this will consist of e.g.:

- CustomerID (or EKP number)
- Product to use
- Label size and format

For advanced configuration, there are a number of special services or rules a shipper may want to pre-define. 'Advanced Configuration' will include at minimum:

- Account number (or Billing number)
- LocationIDs (defined address setups)
- Direct Injection Parameters number

# CARRIER/PRODUCT NAME DISPLAY

## Easy identification of carrier and products at first glance.

As the API is using technical product wording, it is important to display customer and consumer an easy and consistent wording of DHL eCommerce products.

Possible variations of display are shown in the below table:

| | **OPTION 1** |
|---|---|
| **Product name (API)** | **Logo + Carrier + Product Name** |
| ParcelEurope.parcelconnect | DHL eCommerce DHL Parcel Connect |
| ParcelEurope.return.network | DHL eCommerce DHL Parcel Return Connect |
| ParcelEurope.connectPlus | DHL eCommerce DHL Parcel Connect Plus |
| connect.light.parcel<br>connect.light.mail | DHL eCommerce DHL Parcel Connect Light |
| ParcelEurope.parcelinternational | DHL eCommerce DHL Parcel International |
| ParcelEurope.return.international | DHL eCommerce DHL Parcel Return International |

| | **OPTION 2** |
|---|---|
| **Product name (API)** | **Carrier + Product Name** |
| ParcelEurope.parcelconnect | DHL Parcel Connect |
| ParcelEurope.return.network | DHL Parcel Return Connect |
| ParcelEurope.connectPlus | DHL Parcel Connect Plus |
| connect.light.parcel<br>connect.light.mail | DHL Parcel Connect Light |
| ParcelEurope.parcelinternational | DHL Parcel International |
| ParcelEurope.return.international | DHL Parcel Return International |

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# CUSTOMER SHIPMENT CREATION

## Customers start shipping after a final check.

For customer to start shipping a final check of all connection is brought out by DHL.

Depending on the agreed scope defined in the Customer Onboarding process, our local DHL eCom Europe API experts will do a final check, which can consist of:

- Label Test
- Data Test (cPAN from Integrator; DHL internal systems)
- End-to-End testing

After that, a Go-live date can be agreed and the customer can start in a hyper-care phase supported by DHL eCommerce.

# BRANDING GUIDELINES

## Help customers to connect with our brand and products.

Our red DHL logo on Postyellow is simple, strong, and widely recognized around the world. Accurate representation of our brand in all merchant touchpoints helps customers make a connection between our brand and the shipping expertise we deliver.

Access our **DHL Brand Hub for logos and guides**.
n Downloads (DHL eCommerce logos)
n Layout Principle

**Brand Name DHL eCommerce**
As a global brand with multiple business units, this guide is specific to DHL eCommerce. The Business Unit should be referenced in all written instances.

**Integration Name DHL eCommerce Europe**
With multiple global active entities within DHL eCommerce, this guide is specific to DHL eCommerce Europe. The Integration Name should be referenced in all written instances.

### Carrier Features

**English**
- Easy pan-European shipping to 28 markets, tailored to local preferences.
- 140k+ Access Points for convenient delivery/returns
- Reliable, fast shipping for seamless shipping experience

**Italian**
- Spedizioni in Europa verso 28 mercati, consegna su misura in base alle preferenze locali.
- Oltre 140k punti di accesso per consegne e resi convenienti.
- Spedizione affidabile e veloce per un'esperienza di spedizione senza problemi.

**French**
- Expédition simplifiée et adaptée aux habitudes locales vers 28 pays en Europe
- 140k+ points de proximité pour faciliter les livraisons et les retours
- Expédition fiable et rapide pour une expérience de livraison sans faille

**German**
- Europäischer Versand in 28 Märkte mit lokal präferierten Zustelloptionen
- > 140k Access Points für bequeme Lieferung & Rücksendung
- Zuverlässige, schnelle Lieferung für eine reibungslose Versanderfahrung.

# EXECUTIVE SUMMARY

## A consistent yet flexible service level can improve our work with integrators

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1. Adopting a consistent tiered service level program will enable you, as integrators, to better leverage DHL eCommerce's unrivaled value proposition.

2. Three clearly defined service level tiers allow to pursue mutual growth with suitable integrators at every level.
   - Elite
   - Premium
   - Standard

3. Tier-specific benefits (provided by DHL eCommerce) and requirements (from Integrators) ensure flexibility for our European countries

4. A simple certification process helps Integrator managers to be effective at communicating and onboarding with Integrators

# DHL ECOM VALUE PROPOSITION

**DHL eCom Europe allows integrators to leverage our unique value proposition to accelerate their growth.**

| Benefit | Description |
|---|---|
| European Reach | • Delivery across 28 European countries with Connect<br>• Parcel Union with the best-in-class national delivery provider |
| Growth Accelerator | • Fast, affordable and reliable service with Parcel Connect<br>• Convenient return product with 140+k drop-off locations |
| Reliable Service | • One Label and one set of paperwork for shipping to any of the 28 European markets<br>• Customer delivery option for the local market |
| End-to-end visibility | • Seamless integration with existing platforms<br>• Real-time notifications |
| Preferential DHL relationship | • Dedicated 24/7 integrator support (technical) |

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# SERVICE LEVEL OVERVIEW

**Clear Service level to serve as a shared reference point for better work in integrator relationships.**

| | Qualification requirements*´** | Benefits offering* |
|---|---|---|
| **Elite** | • Demonstrate European-wide relevance and cross-country business activities<br>• Willingness to perform full service integration<br>• Either have a shipment volume of over 80k monthly or 25 active customers with DHL eCommerce Europe | • Joint marketing with DHL eCommerce<br>• Prior access to new development<br>• Additional central DHL product manager (exchange and development)<br>• Highlighted placement on DHL website |
| **Premium** | • Demonstrate regional relevance<br>• Provide test accounts for frontend systems and demo of backend systems<br>• Either have a shipment volume of over 15k monthly or 20 active customers with DHL eCommerce Europe | • Inclusion in DHL eCommerce presentations<br>• Dedicated technical contact in the countries<br>• Highlighted listing on DHL eCommerce website |
| **Standard** | • Provide integrator info in the API call (cPAN)<br>• Technical contact for support<br>• Personal Contact for updates and escalation channel as 3rd level<br>• Integration of Connect (doorstep, servicepoint) and Return Connect | • Display on the DHL eCommerce website with logo and link<br>• Full technical service access<br>• 24/7 technical contact channel<br>• Updates of new products and features |

* All levels include the benefits and requirements of the lower levels. Deep dives on the next slides

** Qualification requirements must be met for three months to be considered automatically. Application is possible at any time.

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# REQUIREMENTS PER TIER

## Each service level tier has different branding, technical, and commercial requirements

| | | Elite | Premium | Standard |
|---|---|---|---|---|
| **Requirements** | | Key cross country DHL eCom Integrator | Key local DHL eCom Integrator | DHL eCom Integrator |
| Branding | Dedicated partner manager on 3PV side (direct entry door) | ✓ | ✓ | ✓ |
| Technical | Full service integration | ✓ | | |
| | Test account access for SaaS or demo for local installations | ✓ | ✓ | |
| | Integrator Info in data transmission | ✓ | ✓ | ✓ |
| Commercial | Number of active and connected customers | >25 | >20 | |
| | Number of monthly DHL shipments(excluding letters) across all customers | > 80.000 | > 15.000 | |

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# BENEFITS PER TIER

## Each service level tier offers different branding, technical, and commercial benefits

| | Benefits | Elite | Premium | Standard |
|---|---|---|---|---|
| | | Key cross country DHL eCom Integrator | Key local DHL eCom Integrator | DHL eCom Integrator |
| Branding | DHL eCom logo on Integrator website | ✓ | ✓ | ✓ |
| | Presentation on DHL eCom Integrator website | ✓ | ✓ | ✓ |
| | Presentation in the DHL internal marketing and sales portal | ✓ | ✓ | ✓ |
| | Inclusion in DHL eCom sales presentation | ✓ | ✓ | |
| | Joint marketing activities | ✓ | | |
| Technical | Full technical service access | ✓ | ✓ | ✓ |
| | Dedicated technical manager | ✓ | ✓ | |
| | Access to the development platform, interfaces & documentation | ✓ | ✓ | ✓ |
| | Access to new tested technical developments | ✓ | | |
| | 24/7 technical support | ✓ | ✓ | ✓ |
| Commercial | Option for commercial model per country | ✓ | ✓ | ✓ |
| | Dedicated DHL eCom partner manager | ✓ | | |

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# FAQ

## Any question not answered yet.

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### Are there any label requirements?

There is an operational label specification, which needs to be followed by all self labeling integrators. It is up to integrators to include optional features specified in the document, excluded are billable features of DHL (e.g. GoGreen, etc.). Custom Labels must be approved by DHL eCommerce.

The label provided by the DHL eCommerce Europe API is following all specifications and do not require any maintenance by the integrator.

### How are implementations/changes financially covered?

DHL is NOT providing any financial support to implement the DHL eCommerce Europe API or provide any changes on integrator side.

### Does any tier involve contracts or Service Level Agreements (SLA)?

As standard no tier comes with a contract or SLA on any side. Agreements can be discussed and can be closed on an individual basis.

# THANK YOU