E-commerce solutions and shipping tools

Our suite of integration and shipping services can help you operate your e-commerce business more effectively from end to end and provide a convenient online shopping experience to your customers.

5.1 E-commerce web solutions

Integrate Canada Post's complete suite of end-to-end e-commerce solutions to create a seamless cross-channel shopping experience.

Create a better online shopping experience

Integrating Canada Post Web Services directly into your e-commerce system puts customers in control of the delivery experience and enhances the browsing and buying experience with the upfront display of shipping costs and delivery dates.

Set the standard on what shoppers should expect from an online retailer

Customize how data appears on your website and tailor your e-commerce offering to your customer's needs and expectations.

Set up your customer service network for success

Equip your customer service team with the information it needs to support customers and reduce calls to your customer service network.

Enjoy seamless online integration with our partners

Our partnered solution providers are already integrated with fully customizable Web Services technologies that can support a wide range of e-commerce capabilities. Explore our partners at **canadapost.ca/solutionproviders**.

Our end-to-end suite of Web Services is free and includes these options.

5.1.1 AddressComplete™*

With its simple drag-and-drop setup, advanced search methods and enhanced address data, AddressComplete is the next generation of international address finders. This Web Services tool enables intelligent and rapid searching to increase accuracy and relevancy. Instantly see the address search working as you type.

5.1.2 Expected shipping costs and delivery dates

Provide shoppers with accurate shipping costs and expected delivery dates at checkout.

5.1.3 Request a pickup

Equips you with the ability to request a pickup of your parcels by Canada Post from your head office, distribution centre or retail location.

5.1.4 Shipping labels

Prepare, manage and process shipments quickly by creating your own shipping labels.

5.1.5 Tracking

Host the entire customer experience from start to finish and provide shoppers with real-time parcel tracking without ever having to leave your website.

5.1.6 Deliver to Post Office

Offer customers the option to select delivery of their parcel to one of our nearly 6,200 secure retail outlets through a simple integration in your online system.

5.1.7 Returns

Provide customers with a convenient and flexible returns process with the option to integrate returns label creation right in your site.

5.1.8 Find a post office

Equip your customer service network with details and locations for local post offices.

To learn more about our e-commerce solutions, visit **canadapost.ca/ecommerce**.

* Fees apply per transaction.

5.2 Simple integration

The experience outlined in section 5.1 is created through the easy integration of Canada Post Web Services. As a member of the Canada Post Developer Program, you'll enjoy single-point access to a wide range of Web Services, resources and tools that can help you address your online customers' needs and keep them coming back for

- user-friendly interface and easy registration to get you up and running quickly;
- self-serve standards-based APIs (application programming interfaces) to save you time and effort;
- a community discussion forum to facilitate the sharing of resources, information and ideas;
- expert support to ensure that setup, development and integration go smoothly from start to finish;
- code samples, supporting documentation and online support at your fingertips.

To learn more about Canada Post Web Services, visit **canadapost.ca/webservices**.

5.3 Shipping systems

Whether you are an occasional or frequent shipper, require a simple or sophisticated shipping platform, or ship within Canada or around the world, Canada Post has shipping systems and programs designed to meet your needs.

5.3.1 Electronic Shipping Tools

Canada Post's Electronic Shipping Tools (EST) are a suite of software applications for preparing shipping labels and manifests and automating your shipping processes. We offer three versions of EST, depending on the needs and complexity of your business, from robust functionality to single screen navigation.

5.3.1.1 EST Desktop 2.0

Our largest and most complex offering, this shipping tool features secure and robust functionality for frequent, high-volume shippers to any destination and allows you to automate your processes, create paperwork and print using a laser or thermal printer.

Here's what you can do with EST Desktop 2.0:

- get quotes and compare our shipping services, prices, features and options at a glance before printing your labels;
- group your shipments, assign preferences and defaults, and apply functions to multiple shipments at once;
- follow step-by-step guidance when importing your order information or your address book contacts and access support for businesses with multiple users (for instructions on how to import, visit **canadapost.ca/est/import**);

- use advanced search functionality for your shipments, address book contacts, shipping history and more;
- track shipments and send emails with unique tracking numbers to customers using Delivery Updates.

5.3.1.2 EST Online

This tool is a lighter online version of the EST Desktop 2.0 shipping tool, containing most of the same functionality. It is an excellent tool for occasional shippers who want an application that is easy to use from any office location with web access, and it requires no software installation.

EST Online allows you to

- compare prices and delivery standards for available services,
- complete shipping labels online and print using a laser printer,
- store and manage contacts in the address book,
- set customized preferences to automatically populate fields with frequently used values,
- send Delivery Updates with unique tracking numbers to let customers know the delivery status.

5.3.1.3 EST Express Order Entry

This simple, one-screen shipping tool can be used for single shipments to Canadian destinations. EST Express Order Entry (EOE) can be customized to suit your shipping requirements and accessed either directly from Canada Post's website or installed as a direct link from your company's intranet, known as the EOE Secure Solution.

EST Express Order Entry allows you to

- print address labels for shipments within Canada and pay online,
- store and manage contacts in the address book,
- set customized preferences to automatically populate fields with frequently used values,
- send Delivery Updates with unique tracking numbers to let customers know the delivery status,
- track your orders.

If you are interested in a corporate link to our EOE Secure Solution, email us at **sic.eac@canadapost.ca** or contact your Canada Post sales representative.

> Need help importing orders?
> For instructions, visit
> **canadapost.ca/est/import**.

5.3.1.4 Electronic Shipping Tools: At a glance

Features	EST Desktop 2.0	EST Online	EST Express Order Entry (EOE)
Canadian shipments	✓	✓	✓
U.S./international shipments	✓	✓	
Access	Download from Canada Post's website	Work online through Canada Post's website	Work online through Canada Post's website or directly from your intranet
Default settings	✓		The destination address can be set as a default, which is ideal for ad hoc returns shipments to your location (EOE Secure Solution only).
Templates available	Not available for Parcel Services	10	10
Customized screen display			✓ (EOE Secure Solution only)
Reference fields, for example your order number	2	2	1
COD option available	✓	✓	
Printing of shipping labels	8.5 in. x 11 in. laser or 4 in. x 6 in. thermal	8.5 in. x 11 in. laser	8.5 in. x 11 in. laser
Emailing of PDF shipping label			✓
Emails with a unique tracking number to customers	✓	✓	✓
Payment by credit card, account number and supplier account	✓	✓	✓
Central billing of multiple sites to a single customer number	✓	✓	✓ (EOE Secure Solution only)

5.3.1.5 Recommended system requirements: EST Desktop 2.0, EST Online and EST EOE

Equipment	EST Desktop 2.0	EST Online	EST Express Order Entry (EOE)
Internet connection	High speed	High speed	High speed
Operating system	Windows™ 7/10	Windows 7/10	Windows 7/10
Browser	N/A	Firefox™ 40, Chrome™ 54, Internet Explorer™ 10	Firefox 40, Chrome 54, Internet Explorer 10
Processor	Intel Core™ i3 or equivalent	N/A	N/A
RAM	4 GB	N/A	N/A
Hard-drive space	300 MB of available space	N/A	N/A
Monitor resolution	1024 x 768	N/A	N/A
Barcode scanner (optional)	Any	Not supported	Not supported
Scale[1]	Serial (RS232) cable connected Pitney Bowes™, Avery™ Weigh-Tronix™ or Mettler-Toledo™ scale	Not supported	Not supported
Manifest/report printer	Laser printer supported by Windows 7/10	Laser printer supported by Windows 7/10	Laser printer supported by Windows 7/10
Label printer[2]	Laser printer supported by Windows 7/10 Thermal Zebra™ LP-2844, Citizen™ CLP-521, CL-S521	Laser printer supported by Windows 7/10	Laser printer supported by Windows 7/10

1. EST supports Pitney Bowes, Weigh-Tronix and Mettler-Toledo scales that can be connected to a computer through a serial port. If you ship fewer than 50 items per day or items that are of a uniform weight, you can use a standard digital scale and manually enter the parcel weight into EST.

2. The type of printer to use for label production is determined by the desired output. EST can only capture a printer port and paper type once. For more detailed information, call the EST Technical Helpline at 1-877-376-1212.

Note: For more information about our Electronic Shipping Tools (EST), contact us at 1-877-376-1212 or visit **canadapost.ca/est**.

5.3.2 The eLink program: For customers using either a third-party shipping system or their own software

5.3.2.1 About the eLink program

Through the eLink program, Canada Post approves and monitors standard and custom shipping software developed by third-party vendors and customers for consistent compliance to Canada Post's specifications.

Canada Post reserves the right to make changes and enhancements to the specifications from time to time. The changes, as well as the timeline for their implementation, will be communicated by email to the contact at each third-party vendor and each customer with their own shipping software. Implementation of such changes are a condition for maintaining the approval by Canada Post of the shipping software.

Vendors of third-party shipping software are responsible for developing and implementing changes to their software for end users who must then implement the updates as soon as they are available.

This process ensures that the output of the shipping software conforms to our requirements, allowing for efficient package handling using our automated equipment, item tracking and accurate billing. The shipping label produced by a shipping software must include the appropriate address information of the sender and recipient, the parcel service to be used, any applicable parcel delivery options and a clearly printed barcode as per Canada Post's specifications. In all cases, an electronic data file must be submitted to initiate the tracking of an item and offer the benefit of electronic billing. An accurate paper manifest must be transmitted, printed and accompany all shipments upon deposit or pickup.

5.3.2.2 Third-party vendors

Third-party vendors provide standard and customized shipping software for medium to large businesses with complex business processes that need to use multiple carriers or a solution integrated with their financial and enterprise resource planning (ERP) systems.

Once a third-party vendor is approved as a preferred vendor under the eLink program, Canada Post customers can use preferred vendor software for all Canada Post Parcel Services within Canada, to the U.S. and to international destinations.

It is the responsibility of customers to ensure they select a vendor that produces compliant shipping labels and order documentation. Preferred third-party vendors must undergo an extensive approval process to ensure they meet the requirements of Canada Post's shipping and billing business rules.

To learn more about vendor requirements, our approval process or to view a list of our preferred third-party vendors, visit **canadapost.ca/elinkprogram**.

5.3.2.3 Customer-developed shipping solutions

If you are a medium- to large-volume shipper with unique requirements, you may already have your own shipping solution that is integrated with your company's financial/ERP systems.

Canada Post's eLink program will ensure that your shipping solution produces shipping labels, manifest data files and manifests that comply with Canada Post's systems and requirements. Customers who develop their own solution can select shipping services and options for which they wish to be approved.

For more information on the eLink program, contact your Canada Post sales representative or forward your request to **cenauto@canadapost.ca** to begin the approval process.

5.4 Online tools

Our online tools provide you with an easy way to track your items, find shipment information, manage your accounts, and order products and supplies – all whenever you want it. Open 24 hours a day and seven days a week, this secure environment offers simple, accurate and fast solutions for businesses, at no additional charge.

5.4.1 Tracking your items

By using EST Desktop 2.0 or a customer-developed/third-party shipping software to submit manifests, create your own manifest reports to monitor all of your shipments. Also, use up to two reference numbers for each item and provide your customers with Delivery Updates, a free option that provides email notifications when your items are scanned. Visit **canadapost.ca/business** to find more details on Delivery Updates or to track your shipped items anytime.

5.4.2 Finding a post office

If your item was shipped to a post office for pickup, your customer can click to see the post office's address and hours of operation.

5.4.3 **Searching your manifests**

You can search for your manifests by manifest number, date range, or filter the manifests to search even further by originating postal code, destination province/territory or destination postal code. Manifests containing 500 items or less can be viewed online or can be received by secure email. Each manifest provides you with a summary of each listed item, including the most recent scan event, the attempted delivery date, the actual delivery date, and an active hyperlink to view further details and signature image (when the Signature option is selected and the signature is obtained). For more information, visit **canadapost.ca/obc**, sign into the Online Business Centre and select the advanced tracking option.

5.4.4 **Managing your account**

Remain current with your account using Manage My Accounts. This integrated suite of accounting-based tools lets you

* review account and transaction history,
* view all unpaid items in your account and sort them in the format of your choice,
* view items and transaction types,
* sort your transactions in the up-to-date Statement of Account,
* view and print copies of invoices,
* pay invoices using online payment.

Refer to section 8.2 for further information.

The prime contact as designated in your agreement will be provided with a user ID and password for access to all these online tools at **canadapost.ca/obc**. You can also call the Canada Post Credit Management group at 1-800-267-7651 to obtain a user ID and password.

5.4.5 **Ordering Prepaid envelopes and shipping supplies**

Make shopping for Prepaid envelopes and shipping supplies fast and convenient by using our online shop at **canadapost.ca/shop**. Easily shop for items and check the status of orders after purchase. Payment is simple: Use a major credit card or charge your items to your Canada Post account.