



# INTERMODAL EUROPE

**DIGITIZATION OF THE CONTAINER SERVICE INDUSTRY: THE  
BENEFITS OF DIGITAL MARKETPLACES ON THE EXAMPLE OF  
BOXXPORT**

# INTRODUCTION



**Jan Frahnert**  
Founder **BOXXPORT.com**

14+ years experience in Corporate Strategy (Finance Industry & Startup) & E-Commerce (Incubator)

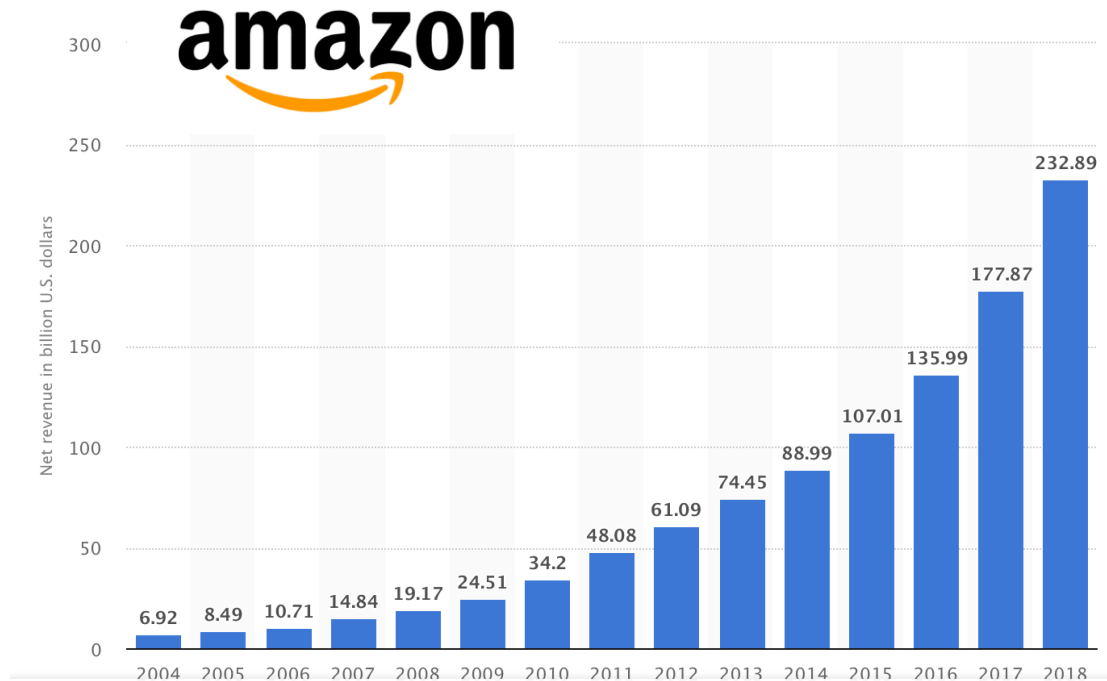
Since 2016 in Container Service Industry

*„We market participants in the container service industry have to face the rapidly changing purchasing process in the B2B market and use the enormous potentials and advantages. For this I believe in B2B platforms and marketplaces.“*



# RAPID DEVELOPMENT OF TRANSACTION-BASED PLATFORMS/MARKETPLACES LIKE AMAZON AND ALIBABA

Annual net revenue of Amazon from 2004 to 2018 (in billion U.S. dollars)



Annual revenue of Alibaba Group from 2010 to 2019 (in million yuan)



<https://www.statista.com/statistics/266282/annual-net-revenue-of-amazoncom/>

Source: <https://www.statista.com/statistics/225614/net-revenue-of-alibaba/>

# WHAT ARE THE REASONS WHY DIGITAL MARKETPLACES ARE SO SUCCESSFUL?

## TOP THREE SUCCESS FACTORS OF DIGITAL MARKETPLACES

37% - Quick product finding

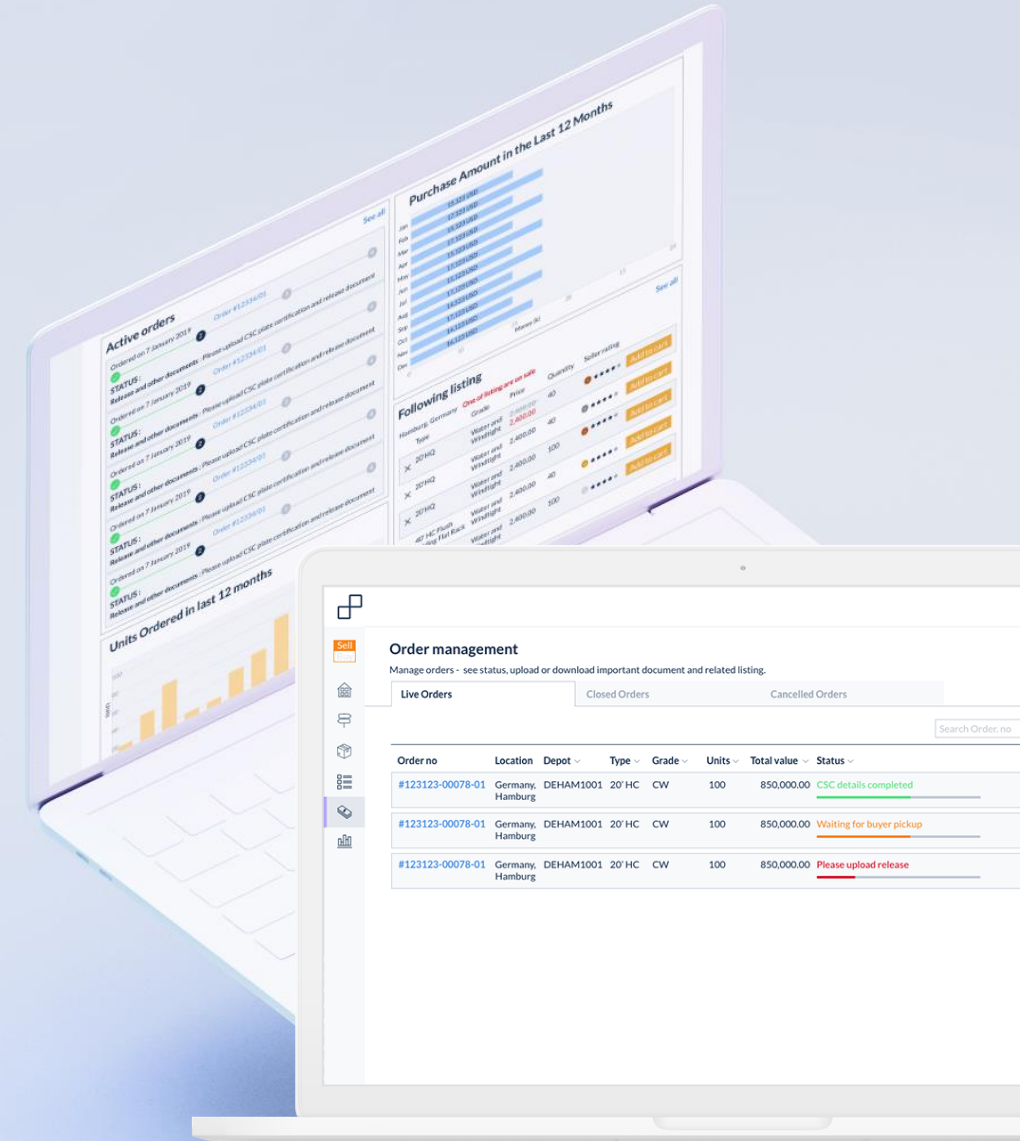
Market transparency/Availability

19% - Comparison of Prices

Market transparency/Price transparency

17% - Wide range of product offerings

Multiple suppliers



# WHAT CHARACTERISTICS DO THEY CHANGE, WHAT EFFECTS DO DIGITAL MARKETPLACES HAVE? HOW DID THEY CHANGE MANY INDUSTRIES STARTING IN THE B2C BUSINESS?

No Market Transparency

Traditional Processes (Time)

High Transaction Costs (Find)

Product Centric



Market Transparency

Speed & Conveniences


Nearly No Transaction Costs

Customer Centric




Are there parallels to our industry?

# THE CONTAINER SERVICE PROVIDER INDUSTRY SHOWS SAME CHALLENGES TO SOLVE WE HAVE THE SAME MARKET CONDITIONS THAT CAN BE FACED BY CHARACTERISTICS OF A DIGITAL MARKETPLACE




**Intransparency of Availability & Prices**  
Market prices and stock information are not transparent and often not available



**Time**  
Buying and selling is time consuming due to lack of price and availability transparency and the need of many middlemen



**Customers**  
Customer/Supplier database is limited and mostly with local or regional scope and based on traditional networking



**IT Infrastructure**  
Simple and mostly outdated; Unable to participate in digitalization due to lack of know-how

No Market Transparency



Traditional Processes (Time)

High Transaction Costs (Find)

Product Centric

# WHAT EFFECTS DO DIGITAL MARKETPLACES HAVE? HOW DID THEY CHANGE MANY INDUSTRIES STARTING IN THE B2C BUSINESS?

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Customer Centric



Are there parallels to our industry?

# A DIGITAL CONTAINER MARKETPLACE CAN MAKE USE OF THE MENTIONED SUCCESS FACTORS AND ITS DESCRIBED POSITIVE TRANSFORMATION IMPACTS

## BOXXPORT IS THIS TRANSFORMATION PROCESS USING THE EXAMPLE OF THE CONTAINER SERVICE INDUSTRY



**Get Real-time Information**  
Know the stock availability and prices worldwide and react instantly



**Trade Fast and Easy**  
Buy and sell containers with just a few clicks



**Go Global**  
Upgrade from local trader to International player in seconds and the world is yours



**Connect and Control**  
Digitally manage your entire fleet with our cloud-based business solution

Market Transparency



Speed & Conveniences

Nearly No Transaction Costs

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# BOXXPORT.com

## TRANSFORMING AN INDUSTRY

BOXXPORT is the digital transformation of the (SOC) Container Service Industry – an industry with an annual trading volume of about 3.3 billion USD

BOXXPORT is an all-in-one marketplace to buy, sell, lease and auction containers with instant quotations

BOXXPORT will transform the industry in four major steps:

Trading & Auctioning

Leasing

BOXXPORT APPs/Software-As-A-Service Solutions

BOXXPORT APP Store

Industry and E-commerce experts jointly worked in a 15 month project to realize first release

BOXXPORT GmbH founded in May 2019

GO LIFE: 16th July 2019



# Market Transparency

**Radius**

100 km

100 1000

**Container Type (1)** [Clear](#)

Start typing...

- 10' Dry Van
- 20' Dry Van
- 40' Dry Van
- 40' High Cube
- 20' Bulk Container
- 20' Double Door
- 20' Fixed Flat Rack

**Grade (1)** [Clear](#)

- IICL
- Cargo Worthy
- Wind and Water Tight
- As Is
- SCRAP
- New

Sale as a lot

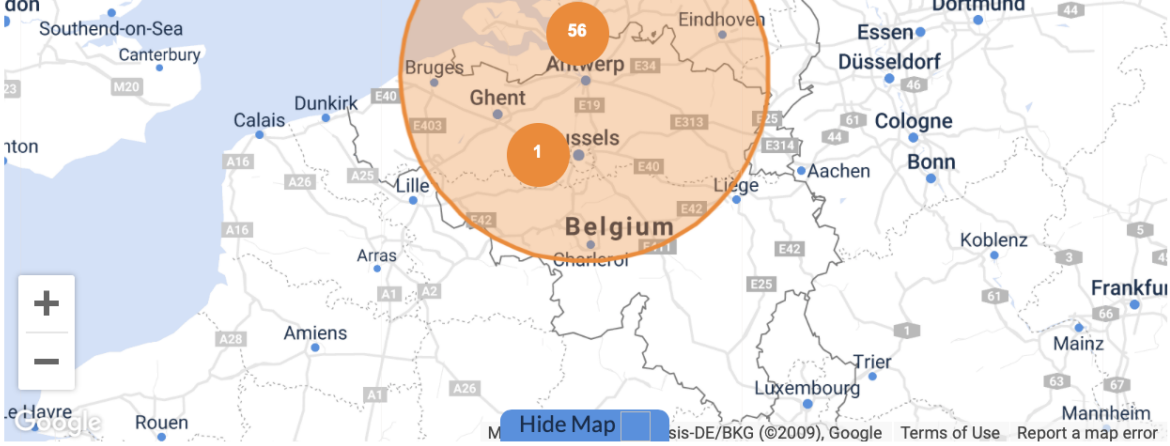
**Special Features (0)** [Clear](#)


- Forklift pockets
- Lock Box
- Single door handle
- PU (Polyurethane) coating on wood flooring
- High Locking Bars
- Hinges grease fittings

**CSC plate and certification** [Clear](#)


- CSC plate
- CSC certificate

[Search](#)




 **40' High Cube, Cargo Worthy** 1,500.00 USD **1,475.00 USD**

Rotterdam, Netherlands


 Org\_13174 ★★★★★ 1+ customers viewed this listing today incl. VAT(0.00%) 1,475.00 USD

(10 in stock)

[Add to compare](#) [Share](#) [Follow listing](#) [Add to cart](#) [Buy Now](#)


 **40' High Cube, Cargo Worthy** 1,392.00 USD

ENGHIEN, BELGIUM


 Org\_13968 ☆☆☆☆☆ incl. VAT(0.00%) 1,392.00 USD

(1 in stock)

[Add to compare](#) [Share](#) [Follow listing](#) [Add to cart](#) [Buy Now](#)

 **40' High Cube, Cargo Worthy** 1,550.00 USD

Antwerp, Belgium

 Org\_13174 ★★★★★ 1+ customers viewed this listing today incl. VAT(0.00%) 1,550.00 USD

(5 in stock)

[Add to compare](#) [Share](#) [Follow listing](#) [Add to cart](#) [Buy Now](#)

 **40' High Cube, Cargo Worthy** 1,500.00 USD

Antwerp, Belgium

# Speed & Conveniences



Why BOXXPORT 

Our company 



Help?



1

Payment

2

Order confirmation

## Payment details

Please choose a payment method for your order

Wire Transfer

**Account holder** BOXXPORT GmbH  
**Bank name** Deutsche Bank AG  
**Account Number** 0701036600  
**IBAN** DE 95 2007 0000 0701 0366 00  
**BIC/SWIFT** DEUTDEHHXX  
**Branch Number** 600  
**Bank Address** Deutsche Bank Privat-und Firmenkundenbank AG  
 Mönkedamm 7  
 20457 Hamburg  
 Germany

**Payment Reference Number**

[Generate](#)

Please always quote the Payment Reference Number when making your bank transfer.  
 Proceed with payment as soon as possible in order to speed up the process.

Credit Card

*PayPal*

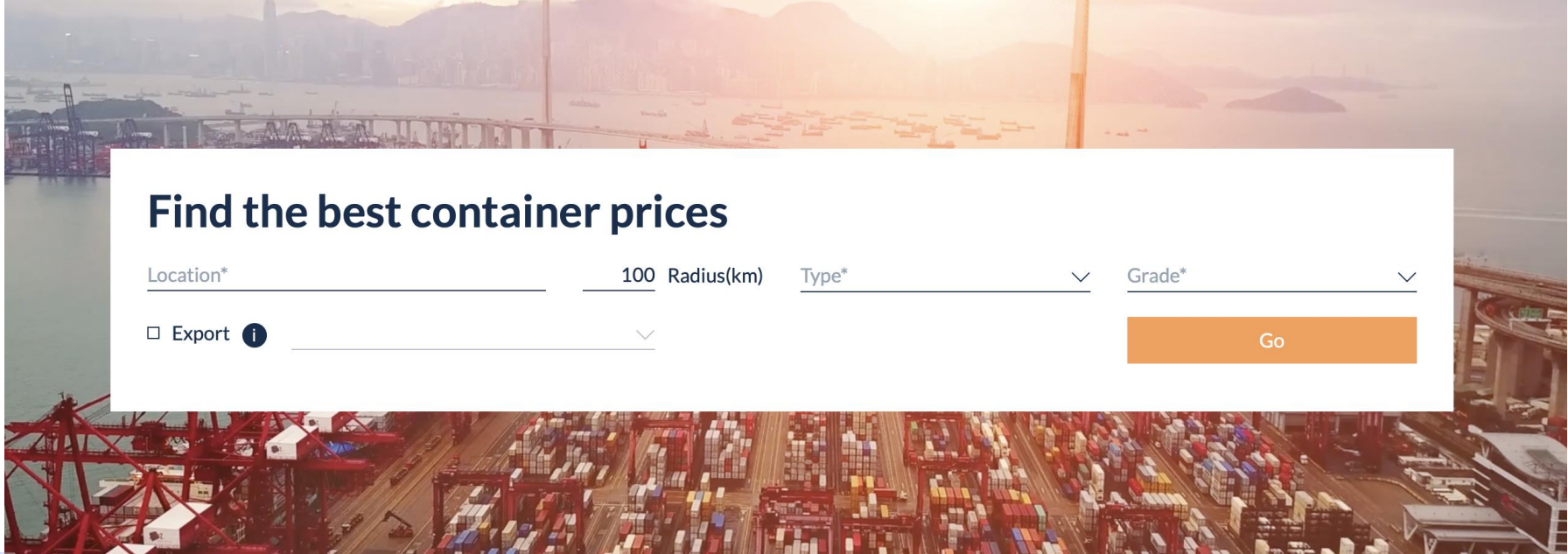
## Order Summary

**Total Price (1 units): 1,475.00 USD**

By clicking 'Place order and Pay', you confirm your agree to BOXXPORT's [Terms of Use and Sales](#).

[Place order and Pay](#)

Nearly No Transaction Costs

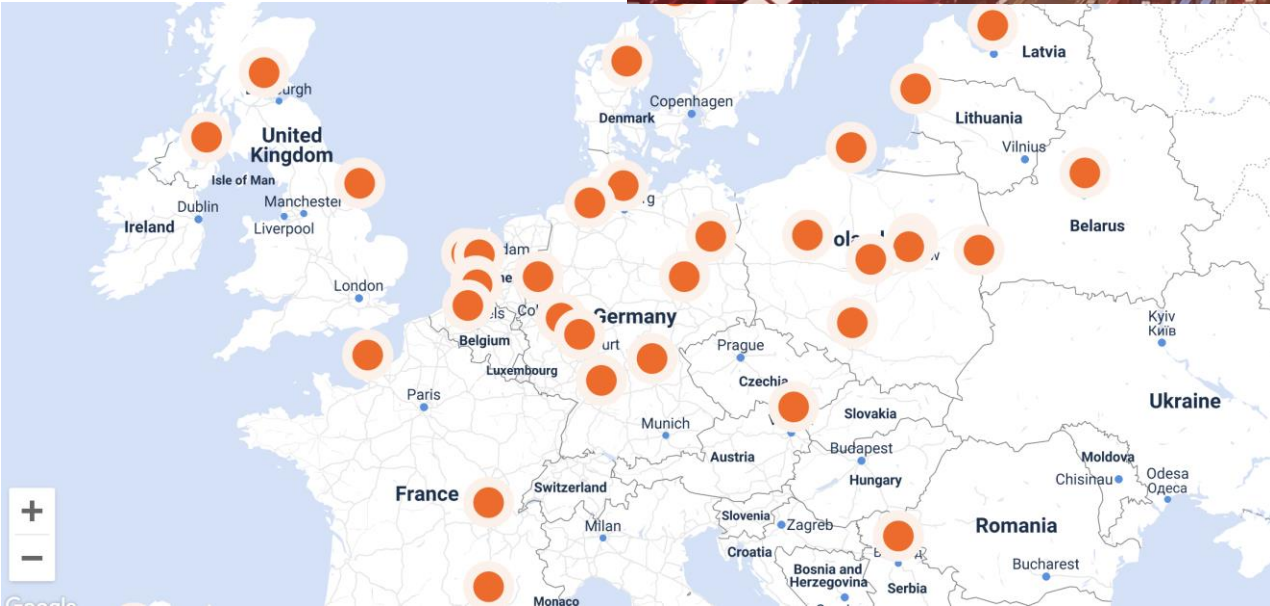


Find the best container prices

Location\* \_\_\_\_\_ 100 Radius(km) Type\* \_\_\_\_\_ Grade\* \_\_\_\_\_

Export ⓘ \_\_\_\_\_

Go



# Customer Centric

**To do**

**92**  
Pending Listing

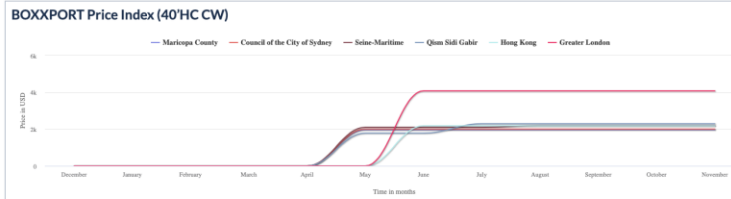
**48**  
Pending Orders

**Newsletter**

- Rates for USA is down by 10% to \$1,303.24
- Demand in Germany increased by 20% for 20ft
- Rates for Japan is down by 14% to \$1,400.67
- Demand in South America increased by 10% for 40ft

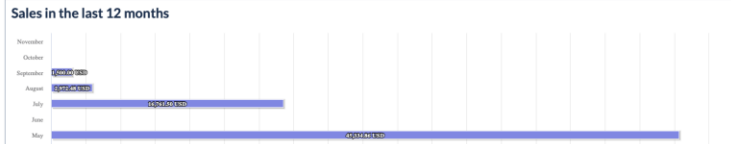
**Active Listing** ● Sales price is out of 5% range from Market Price [See all](#)

Listing ID	Type	Grade	Live date	Stocks	Current sales price	Market price	Total value	Views
<b>Hong Kong, Hong Kong</b>								
6548408257593245453	40HC	CW	23 Jun 2019 - Open Ended	5 out of 5	USD 2,1			
<b>Maricopa County, USA</b>								
6536456662093690505	40HC	CW	20 May 2019 - Open Ended	30 out of 45	USD 1,98			
<b>San Francisco County, USA</b>								
6536223181581348983	40HC	CW	20 May 2019 - Open Ended	7 out of 89	USD 1,52			
6536223861008265385	40HC	CW	20 May 2019 - Open Ended	24 out of 46	USD 1,7			



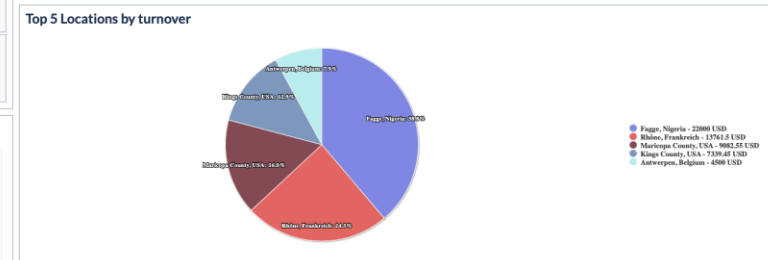
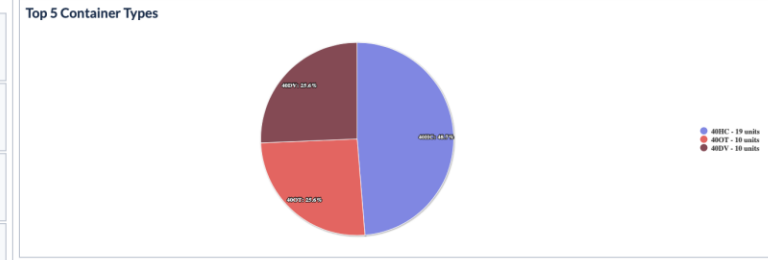
**Active Orders** [See all](#)

Ordered on 29 Oct 2019	Order #6594875123967460571	STATUS: Order placement
Ordered on 04 Oct 2019	Order #6585820366665679686	STATUS: Order placement
Ordered on 19 Sep 2019	Order #6580479739165937289	STATUS: Order placement
Ordered on 19 Sep 2019	Order #6580418140526872279	STATUS: Order placement
Ordered on 21 Aug 2019	Order #6569947760808953267	STATUS: Ready for pick up - Please update actual pick up date.



**66,568.84**  
Total sales amount (USD) last 12 months

**0%**  
Sales growth from last month



# ADVANTAGES OF MARKETPLACES IN A NUTSHELL

## MAKE USE OF THESE ADVANTAGES BY JOINING MARKETPLACES



### ADVANTAGES OF MARKETPLACE

MOST CONVENIENT WAY TO SEARCH FOR GOODS/COMPARE

PROVIDES TRANSPARENCY

CUSTOMER CENTRIC/ ADDITIONAL SERVICES/TRUST

INTERNATIONAL SCOPE OF BUSINESS BY A CLICK

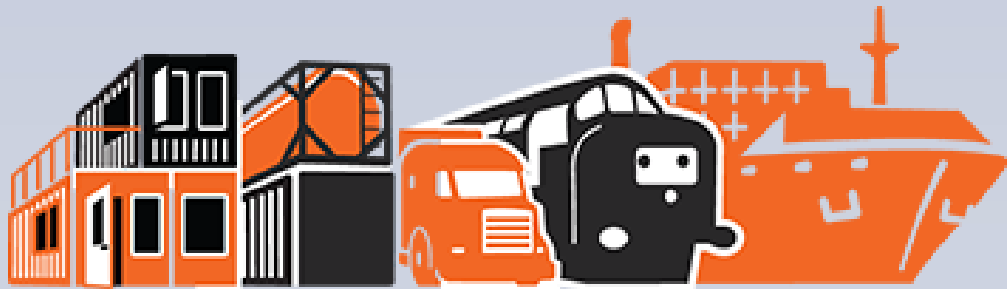
COSTS OF MARKETING/SEO

COSTS OF IT DEVELOPMENT

THANK YOU!

VISIT US AT BOOTH **C44A** FOR A LIVE DEMO.

Jan.Frahnert@BOXXPORT.com



**INTERMODAL  
EUROPE 2019**



## IT'S TIME TO GO DIGITAL

# THE PHYLOSOPHY OF BOXXPORT IS SUPPORTED BY TODAY'S WORKING BEHAVIOR

*41% expect B2B online sales to grow more than 25% in 2018.*

(2018 B2B ECOMMERCE REPORT)

*Half of the B2B decision makers now are millennials.*

(2018 B2B ECOMMERCE REPORT)

*"Today, 74% of B2B buyers report researching at least half of their work purchases online."(...)  
"With more B2B buyers going online to research and buy products, merchants must be where their customers are."*

(2018 B2B ECOMMERCE REPORT)

*48% have been selling online for more than 5 years.*

*78% have been selling online for more than 2 years.*

(2018 B2B ECOMMERCE REPORT)

*Mobile drives, or influences, an average of over 40% of revenue in leading B2B organizations.*

(2018 B2B ECOMMERCE REPORT)