

# P&O Nedlloyd expands ecommerce innovation into Asia with Red Square

Youship trans-Tasman test market success leads to expansion into Asia

Red Square ([www.redsquare.com.au](http://www.redsquare.com.au)), a leading Australian full-service Internet agency, announced that the world-first online booking and transaction solution for the shipping industry, developed for P&O Nedlloyd, will be expanded into Asia by mid year, following successful trial of the product in the trans-Tasman market. Red Square built [www.youship.com](http://www.youship.com) for P&O Nedlloyd, one of the worlds largest container-shipping companies, to test the concept of providing an easy to use complete online quoting, booking and payment transaction system that enabled smaller companies to book their own freight arrangements. Businesses needing to ship goods can view prices and space availability online, book and pay for their shipment online and then be issued with an e-ticket confirming the booking and charges paid. The Australia-New Zealand shipping route was chosen as the test market as it is a mature market and clearly defined geographically. Youship provides customers with all the information they need to make a decision about their shipping arrangements and then easily put it into action, right there on the spot, which particularly suits smaller businesses, said David Stevens, youship manager. The site Red Square developed for youship is so easy to use, the customers virtually look after themselves. As a result, this business model allows us to offer youship customers competitive sea-freight rates. Customer feedback has been extremely positive with more than 70 percent of youship customers returning for repeat business. The success of Red Squares solution for the trans-Tasman pilot was assessed based on a variety of criteria including customer feedback, site functionality, site traffic, the ability to link into back-end corporate and financial processes, and the success of the payment gateway. The results have been very positive, and P&O Nedlloyd has now contracted Red Square to expand the youship solution into key Asian markets. Red Squares principal, Tony Redhead, said that it was essential to develop a solution with the built-in flexibility to grow with youships business. By taking the long-term view up front, we dont need to reinvent the wheel now the core functionality will remain the same so that the service can be efficiently replicated in other markets and current trans-Tasman customers will not be disrupted as the site goes live on other routes." About Red Square: Founded in 1995, RedSquare <http://www.redsquare.com.au> is one of Australias leading Internet agencies with a reputation for developing innovative and successful websites. This privately owned business delivers flexible, stable and scalable solutions for its clients, designed specifically to ensure a positive website user experience. Offering a wide range of Internet related services including; e-business strategy development; web based application development; Rich Internet Application development; web hosting and enhancing web user-experiences; Red Square is able to offer clients a total Internet solution. With some of the nations best web development staff on board, Red Square consistently provides clients with quality Internet and Intranet solutions. Key Red Square clients include: oneworld Alliance, Telstra, Panasonic Australia, P&O Nedlloyd, Harvey World Travel and YHA Australia. About youship.com: [www.youship.com](http://www.youship.com) is an innovative, simple and exciting online product offered by P&O Nedlloyd to customers for shipments between Australia and New Zealand in both directions. youship is dedicated to providing high quality service and competitive rates via the Internet for customers trans-Tasman shipping needs. youship is powered by P&O Nedlloyd, one of the world's leading container-shipping companies.