ShippyPro X SAMSUNG SDS



From Orchestration to Execution: *the intelligent supply chain reaches the last mile*

A connected logistics ecosystem: Samsung SDS's Cello platform and ShippyPro's multi-carrier network.

Samsung SDS is the IT services and supply chain company of the Samsung Group, founded in 1985 as Samsung Data Systems. Its Logistics division, one of the world's top 20 logistics providers, handles more than 216,000 tonnes of air freight, nearly 803,000 TEU by sea, over 535,000 road loads and more than 3.1 million m² of warehouse space every year, all on Cello: a proprietary platform developed in-house since 2010 that brings together forwarding, transportation, warehousing and analytics.

Behind it stands Samsung, founded in 1938 and today one of the largest technology ecosystems in the world: electronics, engineering, construction, finance, biopharmaceuticals and technology services, with millions of customers on every continent. A history of innovation that goes far beyond consumer electronics, driven by continuous investment in digital technologies, AI, connectivity and sustainability.

To help retailers and brands run ever more agile operations, however, end-to-end orchestration had to extend all the way to shipment execution: connecting many carriers without managing dozens of individual integrations, choosing the right service for each destination and reacting quickly to disruptions such as strikes.

$5.4bn
Samsung SDS Logistics revenue

≈ 25,000
Customers served worldwide

36 countries
52 branches and over 300 operating sites worldwide

Samsung SDS orchestrates the entire end-to-end logistics ecosystem, ShippyPro optimises the shipping experience. Together, we enable retailers and brands to build more agile, scalable and customer-centric logistics operations.



Antonio Mattei
Chief Business Officer | Samsung SDS

The future of logistics will be defined by intelligent orchestration: supply chains able to anticipate, decide and adapt.



Antonio Mattei
Chief Business Officer
Samsung SDS



What changed with ShippyPro

With the partnership launched in 2025, ShippyPro became the multi-carrier connectivity layer of the Samsung SDS ecosystem: Cello and the Control Tower orchestrate the entire chain, while ShippyPro brings that same intelligence to the execution of every shipment.

Unified multi-carrier connectivity
A single interface to connect to multiple carriers, without the complexity of building and maintaining each integration separately.

Flexible delivery service matrix
A broad portfolio of B2B and B2C services to choose carrier and service based on customer needs, geography, cost and service levels.

Resilience to disruptions
When disruptions such as strikes occur, the carrier mix adapts quickly without stopping operations.

Standardised data and real-time visibility
A consistent flow of information across the entire logistics network, with end-to-end shipment visibility and actionable insights.

Operational efficiency
Fewer manual tasks, less integration effort and fewer inefficiencies across the entire transport lifecycle.

Complementary expertise
Global logistics expertise, end-to-end orchestration and enterprise scale from Samsung SDS; multi-carrier connectivity, automation and delivery visibility from ShippyPro.

The optimisations

In the Samsung SDS model, Agent-AI automated workflows cover inbound, outbound, transport execution, data quality and documentation: OMS orders with no copy-pasting from Excel, automatic quote requests to LSPs, ETA updates and customs documents sent within 24 hours. After the 2025 launch, 2026 is the year of consolidation, with new joint projects in development.

+12%	+8%	24h
Productivity in year 1 with the Control Tower	Additional productivity in year 2	To send customs documents automatically

TECH STACK

ShippyPro: multi-carrier connectivity, B2B and B2C shipping automation, delivery tracking and visibility

Integrations: Cello platform (FIS, OMS, TMS, WMS, CYM) for Contract Logistics, Cello Square platform for freight forwarding, Samsung SDS Control Tower

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Talk to our experts

Get started with ShippyPro