



# MULTI-CARRIER SHIPPING SOFTWARE FOR SMALL & MID-SIZED BUSINESSES

Minimize cost and risk.  
Maximize efficiency and service.  
Do it to the very last mile.



# What is multi-carrier shipping software?

This can be an open-ended question because each provider may define it differently. Essentially, multi-carrier shipping software is **carrier-agnostic** supply chain software that enables **retailers, manufacturers** and **third-party logistics (3PL) companies** to provide the best shipping cost and carrier options at checkout, automatically generate carrier-compliant labels, manifests and other required documentation, and present shipping options that consumers want. These transportation software tools optimize service and efficiency, control costs, and ensure orders get on the right truck faster *(and that keeps consumers coming back)*.



# Where does shipping software fit in the mix?

It integrates seamlessly with...

## WMS (Warehouse Management Solution)

A WMS software application supports day-to-day warehouse operations. It enables the centralization of tasks, such as tracking inventory levels and stock locations, as well as maximizes the use of facilities.

**Where** does shipping software fit in the mix?

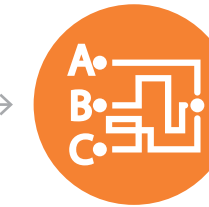


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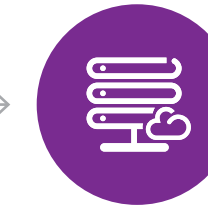


Traditionally, SMBs managed parcel shipping through manual processes, leading to inefficiencies. Multi-carrier shipping software simplifies this by automating tasks and offering features that streamline workflows.

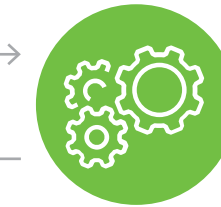
ANY INVENTORY SOURCE



ORDER/INVENTORY LOGIC



WORLDLINK SHIPPING LOGIC



ANY DELIVERY DESTINATION



**It integrates seamlessly with...**

## **OMS (Order Management Solution)**

An OMS is software that helps businesses manage their entire order lifecycle, from receiving customer orders to utilizing data that aids in fulfilling and shipping them. This includes tasks like inventory management, order tracking, and customer communication.

## **Why separate systems?**

While some businesses use comprehensive Enterprise Resource Planning (ERP) systems to manage day-to-day business activities, most Small and Medium Sized Businesses (SMBs) benefit from specialized solutions. An OMS manages the order lifecycle, a WMS manages warehouse operations, and shipping software automates the shipping portion within your existing systems, creating a smooth flow of information.

# Why bring multi-carrier shipping software into the mix?

**Cost Savings and Efficiency:** Multi-carrier shipping software helps SMBs find the most affordable rates and automates tasks like generating labels. This reduces shipping costs and frees up valuable time to focus on your business.

**Improved Visibility & Control:** Multi-carrier shipping software provides real-time tracking and data analytics, allowing you to monitor your shipments and identify areas for improvement. This empowers you to make data-driven decisions and optimize your overall shipping strategy.



**Click here** to learn how WorldLink's feature-rich solution helps simplify your shipping strategy.



**Why** bring multi-carrier shipping software into the mix?



**THE AVERAGE**  
CART ABANDONMENT  
RATE IS **69%**

It's reported e-commerce stores lose **\$18 billion** in sales revenue each year due to cart abandonment. The most common reason for abandonment during checkout relates to the extra costs (**including shipping**) being too high (**48%**).

Source: Baymard.com

**To ensure carrier compliance and rates are up-to-date.** Staying abreast of shipping expenses and rate changes is crucial since these costs impact consumer purchasing decisions directly, not to mention bottom-line profitability. Annual increases, infamous residential surcharges, and complex formulas for dimensional (DIM) weight charges add additional delivery costs.



# When to fit multi-carrier shipping software into the mix?

Homegrown, manual solutions are **too much work**.

Many small to mid-sized shippers are **still using homegrown shipping solutions**, making their parcel shipping strategy **reactionary and disconnected**. Thus, opportunities to optimize and consolidate parcel shipping are missed (*not to mention at risk if the people managing it go elsewhere*).

While most analysts predicted a rate increase of at least 6%, the 2023 GRI from FedEx and UPS were the largest year-over-year increases by either national carrier ever – 6.9%. Wouldn't you want the experts managing these increases all within one platform?

Current software solutions **can't keep up**.

Global parcel volume is estimated to reach between **216 billion and 300 billion parcels by 2027**. Peak season volume will track right along with it. Most software solutions aren't scalable and will never be able to keep up.

↳ But how can you manage these complexities with ease? Explore [this blog](#) to learn how a well-designed, user-friendly shipping software UI can empower your team to navigate rising parcel volumes and optimize costs.

Source: Pitney Bowes

When to fit multi-carrier shipping software into the mix?

GLOBAL PARCEL VOLUME IS ESTIMATED TO REACH BETWEEN

216 AND 300

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2027



Managing multiple carrier systems is getting **too complex**.

From customers to carriers to distribution channels, a smart shipping solution must streamline, standardize and simplify complex customer interactions, business rules and logistics capabilities. Think about multi-carrier solutions that function seamlessly and enable businesses to be proactive and profitable.

Not being carrier-compliant is a **major exposure**.

Adding time, cost and risk that can break your supply chain is a major exposure. When you automate shipping rules, rating requirements, labeling, and manifest reporting, compliance won't be an issue.

# Core Benefits of multi-carrier shipping software.



## AUTOMATED RATE SHOPPING

Present the best cost and carrier to customers at checkout based on lowest cost, fastest transit, cost-plus time in transit or **WorldLink's Advanced Date Shopping** functionality developed by ProShip. A 30% reduction in shipping costs is common.

Learn about ProShip's 3 types of rate shopping in [this 1-minute video](#).



## PARCEL CONSOLIDATION

Deep relationships with all major carriers and regional services ensure the best cost for any given parcel. Let the system shop between parcel, rail, freight forwarders, LTL and hyperlocal carriers.

**Core Benefits** of multi-carrier shipping software.



## FASTER SHIPMENT PROCESSES

With certified carrier engines that are built in-house and don't have to rely on API's, the right multi-carrier shipping software can easily handle the throughput needed now and scale for what you will need during a busy peak holiday shipping season.

Read [this blog](#) to learn how shipping software helps SMBs stay competitive and agile to scale as their business grows.



## CARRIER COMPLIANCE

Generate carrier-compliant labels, manifests and other required documentation automatically at fulfillment to leverage multiple carriers instantly. Avoid additional fees, delays and returned deliveries, and manage complex import tariffs, packaging specs, custom rules and regulations for international markets.

Check out this [case study](#) to take a closer look at how WorldLink helped Boston Scientific overcome challenges related to strict FDA compliance.



## OMNICHANNEL FULFILLMENT

Utilizing every inventory source available to you is key to resilient supply chain. By offering inventory at multiple fulfillment locations, including stores, warehouses, and Third-Party Logistics (3PLs) facilities, you bring product closer to your customer to shorten delivery times and optimize your shipping spend.

Explore [How it Works](#) to see the complete integration of shipping software into your enterprise software stack, offering maximum control.

# Shipping is complicated. **WorldLink** shipping software *uncomplicates.*

Managing parcel shipping can be a complex task for any business, but especially for SMBs with limited resources. WorldLink multi-carrier shipping software simplifies this process by automating tasks, comparing rates across carriers, and ensuring compliance with regulations, empowering SMBs to streamline their shipping operations, reduce costs, and free up valuable time to focus on core business activities.

**CONTACT US** >

*Click here to schedule a discovery call with a parcel expert or view more shipping content!*



#### **About WorldLink**

WorldLink, a leading browser-based multi-carrier shipping software, allows North American small and mid-sized shippers to optimize carrier connectivity, simplify complex shipping workflows, and easily set up shipping logic within one centralized system. With a robust feature set and seamless integration capabilities for both on-platform and private cloud hosting deployments, WorldLink gives businesses the ability to streamline their shipping strategy, decrease dependency on IT resources, and cut shipping costs significantly. visit [proshipinc.com/worldlink](https://proshipinc.com/worldlink) to learn more.

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