



# MULTI-CARRIER **SHIPPING** **SOFTWARE**

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?



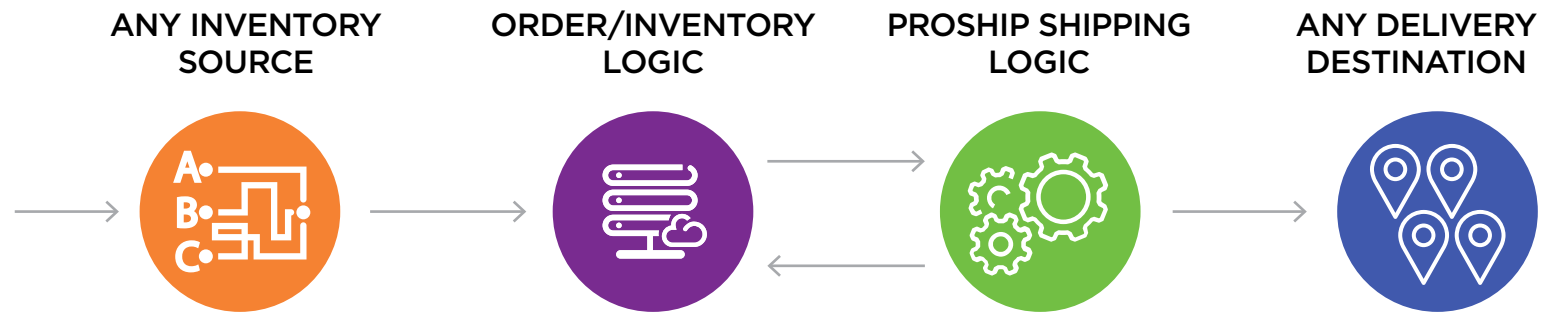
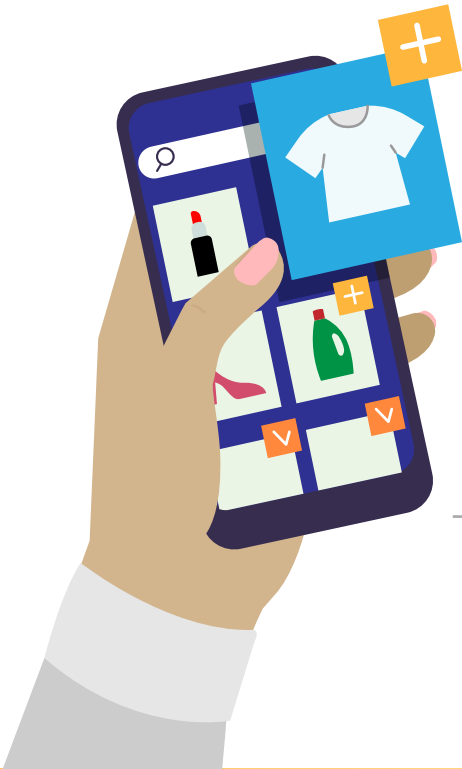
**It integrates seamlessly with...**

## **TMS (Transportation Management Solution)**

A TMS is software that plans freight movement, freight rating and shopping across all modes. It selects the optimal route and carrier while managing freight bills and payments.

## Where does shipping software fit in the mix?

At checkout, online consumers automatically get the most cost effective inventory source, the best carrier, the lowest rate and delivery options suited to their preferences.



Most multi-modal domestic transportation management system (TMS) and warehouse management system (WMS) providers do not specialize in parcel capability. Rather, they partner with a multi-carrier parcel management solution to provide their customers with a value-add solution.\*

TMS and WMS providers partner with shipping software vendors to expand the capability of their own toolset, as most TMS providers have no plans to develop this capability and most WMS providers have limited capabilities in this space.

\* Gartner Report

# Why

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

**To optimize and consolidate parcel shipments as a complementary solution to a TMS.** Improve parcel spending visibility to identify key opportunities and understand the business case for transportation solutions beyond freight.

**To expand the carrier portfolio and improve carrier/rate selection.**

Preventative and quantitative analysis of real-time shipping data enables consolidation and optimization of carriers as well as service-level routing for improved performance.



**Click here** to view ProShip's dynamic portfolio of global, national and regional carriers.

**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**.

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

Many mid-size and enterprise 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?

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.

↳ Read [this blog](#) to learn why cloud-only solutions can't keep up with spikes in demand or your evolving shipping needs!

Source: Pitney Bowes



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

GLOBAL PARCEL VOLUME  
IS ESTIMATED TO REACH BETWEEN

216 AND 300

BILLION  
PARCELS BY

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 worldwide 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 **Advanced Date Shopping**. A 30% reduction in shipping costs is common.

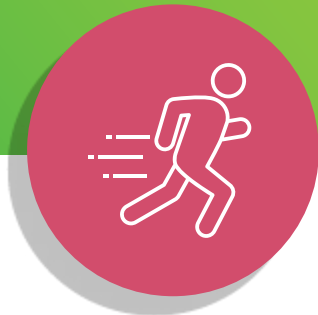
→ Learn about ProShip's 3 types of rate shopping in [this 1-minute video](#).



### 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.

↳ View [this infographic](#) to see how lightning fast ProShip's carrier engine throughput is.



### 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 [expert article](#) to take a closer look at what it takes to be carrier compliant.



### 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.

↳ Read [this blog](#) to learn how shipping software cultivates a positive experience.

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

ProShip is the fastest and most trusted multi-carrier shipping software that enables you to make complex shipping challenges simple and cost effective. **Discover** how ProShip can supercharge your shipping strategy today.

**I WANT TO LEARN MORE** >

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



Meet more ProShip customers [here](#)



### About ProShip, Inc.

ProShip, Inc. is the most trusted global provider of automated multi-carrier shipping software. ProShip empowers its customers to ship at lightning speeds, stay carrier compliant 24/7/365 and build stronger-than-ever customer revenue streams. With over a decade of enterprise experience in the shipping and supply chain industry, ProShip's time-tested technology and advanced functionality continues to remain unmatched. Customers who choose ProShip, choose the number one in speed, compliance, reliability and experience. Go beyond the box with ProShip. For more information, please visit [www.proshipinc.com](http://www.proshipinc.com).

**ProShipinc.com**

Learn more **800.353.7774**  
or [sales@proshipinc.com](mailto:sales@proshipinc.com)

ProShip, Inc., 400 N. Executive Drive, Suite 210, Brookfield, WI 53005  
800.353.7774 | 414.302.2929 | [sales@proshipinc.com](mailto:sales@proshipinc.com)