



BUSINESS BRIEF

Fully Connected Shipping

4 Essentials for Fully Connected
Shipping in the Modern Enterprise



What is Fully Connected Shipping?

Fully connected shipping stretches seamlessly across the entire shipping ecosystem, incorporating carriers, technology partners, business systems and customers. Done correctly, it delivers unmatched advantages for shippers — namely, process efficiencies that save time and money, an improved customer experience, and a new competitive advantage for the enterprise.

The Four Types of Connectivity that are Essential to Fully Connected Shipping

Each of these connection types plays a specific and vital role in creating a value-producing, fully connected shipping solution.

1



Real-time Connectivity
to Carriers

2



Connectivity with
Business Systems

3



Connectivity for Building
Workflow Automation

4



Connectivity between
Shippers and their Data

1

Real-Time Connectivity to Carriers

For many shippers, attempting to find the best rate involves using clunky, outdated legacy software. Sometimes it includes a staffer moving repeatedly between carrier websites and making manual follow-up calls. Either way, these inefficient processes add time and increase the margin for error on every shipment — resulting in significant unnecessary costs over time. Fortunately, all of that goes away in the modern enterprise, where shippers have live, streamlined connectivity to a wide variety of carriers.

Fully connected shipping is defined by real-time, direct connectivity to all carriers via the cloud. This gives shippers fast, convenient access and one-stop shopping for the best possible rate and service for every shipment. It also expands shippers' options to include a wider range of carriers — including parcel, LTL, 3PL, consolidators and regional carriers — and comprehensive support for carrier services.

The powerful, real-time connection to multiple carriers from a single platform centralizes management and eliminates manual steps, increasing speed and accuracy for carrier selection and rate shopping. It ensures shippers get the best possible rate faster, every time, with fewer clicks. Quantifiable rate savings, combined with a reduction in labor, allows for a quick return-on-investment for shippers that choose a fully connected shipping solution.

“We achieved ROI on Day 3, when our UPS rep showed up to renegotiate rates. I paid for my full year of Pacejet in Month 1.”

— Mark Needham, NetSuite Administrator, Ryonet



2

Connectivity with Business Systems

Shipping processes that exist in isolation — especially those that require manual intervention — are highly inefficient. Yet their existence at many midsize enterprises is a present-day reality. Consider this typical series of events that takes place at warehouses every day:

A staffer manually keys a shipment into the ERP system. He or she then spends quantifiable time searching for the best rate and service. Once those are selected, the worker manually prints out documentation; if custom documentation is required, additional human-touch is needed. Then the worker goes back to the ERP system in order to enter tracking numbers, shipping cost for billing, package details and other shipping data.

This simple example illustrates just a few of the tedious manual steps and stop/start interruptions that occur when shipping and business systems aren't "talking" to one another. The shipping process is bogged down, labor-intensive, error-prone and inefficient.

Compare this to fully connected shipping in the modern enterprise, where processes are automated and there is full integration with technology partners and business systems, including ERP, WMS, EDI, eCommerce platforms and more. All business systems engaged during the shipping process are updated automatically, in real-time — keeping them in sync and making live information available across the shipping ecosystem, including all the way to the customer. As a result, shippers realize:

- Increased process efficiencies
- Enhanced shipping controls
- Improved analytics and business intelligence
- A better customer experience



3

Connectivity for Building Workflow Automation

Connectivity is essential to automation, linking people and processes together in ways that speed the completion of tasks. In the modern enterprise, workflow automation isn't a novel concept; it is a way of working. Building workflow automation across the entire shipping process is a vital component of fully connected shipping because it allows shippers to align shipping execution with customer demand for fast, error-free delivery.

True workflow automation requires that shipping systems go beyond simple automation and baseline integration with carriers and business systems. They need to accommodate all the custom workflows that occur throughout the logistics life cycle — from the shipping dock all the way to receipt by the customer. Advanced compliance is one example. A fully connected shipping system can automate the production of GS1/UCC128 and other regulatory and industry labels. This isn't treated as an extra step; it is simply part of an automated workflow.

Another example is use of an eCommerce platform. A fully connected shipping system allows shippers to give online customers delivery options during checkout. Being able to choose the shipping rate and timing that best meet their needs gives customers more control over their purchase and improves the customer experience. It also gives shippers insight into the customer's delivery preferences, which can be used later for marketing purposes.

Automating these and other workflows unique to the shipper elevates shipping efficiencies, reducing time and costs. Equally important, it allows the shipper to align shipping processes with modern customer expectations, improving the customer experience and increasing customer satisfaction.

80% of retailers see a positive, measurable impact on customer satisfaction by offering multiple delivery options to shoppers.

<https://www.accenture.com/us-en/insight-new-delivery-trends>





Connectivity Between Shippers and their Data

In the modern enterprise, business is driven by digital information. However, simply having data on shipment locations and rates isn't enough for agile decision-making in a rapidly changing supply chain landscape. The quality and timeliness of the data — and shippers' ease of access to it — matter greatly. This brings us to the fourth and final imperative of fully connected shipping: the real-time connectivity between shippers and their data.

In order to facilitate day-to-day decision-making, shippers need data that is complete and accurate in real-time, fully visible throughout the entire shipping process, and simple and easy to access. Anything short of that cannot deliver what shippers need in order to compete effectively. With resources shrinking and budgets tightening, those with the right tools to support and validate their business decisions will be a step ahead.

A fully connected shipping solution presents shippers with best rate information quickly and easily, slashing time and removing guesswork from rate shopping. It allows them to choose the fastest, most reliable carrier for every shipment. In addition, because the data is accurate in real-time, shipment tracking and reporting is precise and reliable. Among other things, this gives shippers greater control over auditing and delivering business improvements. For example, errors can be managed quickly and wrongly charged fees can be recovered. Also, trends in vendor performance and pricing can be easily identified, giving shippers an advantage when the time comes to renegotiate pricing.



3 Imperatives of Good Data	
Quality	Is the data complete and accurate?
Timeliness	Is the data being updated in real-time?
Accessibility	Is the information easy to access and available during the entire shipment?

Conclusion

Fully connected shipping is an innovative and accessible concept — one that smart shippers are turning to as a way to increase their process efficiencies and competitiveness. There are four types of connections that are always present in a fully connected shipping solution: 1) real-time connectivity to carriers; 2) connectivity with business systems; 3) connectivity for building workflow automation; and 4) connectivity between shippers and their data.

Pacejet, an industry-leading shipping solution, stands alone in its ability to deliver fully connected shipping to midsize manufacturers, distributors and retailers. With advanced cloud technology, real-time ERP and carrier integration, an open RESTful API and complete enterprise features, Pacejet offers shippers a single, flexible, scalable platform that increases control and efficiencies across the entire shipping ecosystem. It is the first place shippers should look for best-in-class shipping in the modern enterprise.

“Pacejet revolutionized the way we manage shipping by consolidating all of our carriers, rules and data in one system. Now we can rate-shop to quickly find the lowest cost shipping method; and easy ERP integration eliminates human errors.”

— Yariv Blumkine Chief Operating Officer,
Lavi Industries



Ready to get Fully Connected?

Schedule a demo today and see how Pacejet ensures that you get the best rate possible on every shipment, every time, with fewer clicks.



netatwork.com



[800.719.3307](tel:800.719.3307)