



EasyPost White Paper

# Shipping Made Easy for Enterprises

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## Ecommerce Shipping Spotlight

Between 2020 and 2022, businesses saw a 37.8% increase in dollars spent online – an equivalent of nearly \$275 billion. In the final weeks of 2020 alone, over 3 billion packages were shipped in the US. Small mom and pops, retail startup, legacy businesses of 1,000+ employees, and behemoth global enterprises all needed to ship something – customers demanded it. Even though the worldwide pandemic has eased, demand for online shopping (and subsequently, shipping!) has not.

While businesses of every size face challenges related to shipping, these challenges multiply when shipping thousands of packages each day. We will focus on what it takes to successfully ship thousands of packages a day at an enterprise scale.

We will review some of the best practices for large-scale shipping as well as the considerations that should be taken into account when choosing an enterprise shipping software. Finally, we'll talk about how EasyPost supports enterprise shipping and delivery.

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### What is Enterprise Shipping and Why Does it Matter?

Enterprise shipping is relatively simple in theory. In practice, it is far more complex. It refers to the practice of companies, often large in size, incorporating a process of shipping at every level of their business.

Enterprise companies are making shipments of 25,000+ orders a month at least and frequently much larger in scale. At this volume, the simple idea of having a product and needing to ship it is no longer viable. These companies must have a plan in place, a technology to ensure that they are making the right decisions, that the information required for shipping is available and in-hand, that rules and roles are in place to ensure orders are shipped properly, that shipment data is stored and directed appropriately. At this scale, human decision and errors can wreak havoc and cost a company significant time and money.

Hence, the need for a data-backed enterprise shipping solution.



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packages**

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the final weeks of 2020*

# How to Choose the Best Enterprise Shipping Software

It is absolutely imperative at the enterprise level that you take advantage of technology to ensure a smooth shipping experience. Enterprise shipping solutions must handle two priorities – existing company needs and scalability. If you're in charge of shipping for your company, ask yourself:

- » What is our current step-by-step process for shipping?
- » What are the company's throughput requirements – packages per hour and day? Is that true for every location? Will that stay the same next month? Next year?
- » Is this process viable for all parts of our business, including new products in development?
- » What is the company's growth trajectory over the next year? Next five years?
- » Where does shipping data live? How is it being used?
- » Who is making shipping decisions currently?

These are critical questions to growing businesses, and preparing for future growth must start with understanding shipping needs. Once those expectations are in place, then companies can begin considering the best shipping solution.

## Five Considerations for Enterprise Shipping Software

**1. Scalability** – Enterprise shipping software must allow the business to grow and expand without difficulty. By bringing all aspects of the shipping process under one control point, shippers can easily manage all distribution sites (stores, offices, warehouses, factories, etc). Thus, it can be done without too much hassle when a shipper needs to add shipping locations – perhaps by adding new stores or warehouses. Plus, the shipper can have better control over discounts, freight costs, and distribution selection.

**2. Speed and Reliability** – When shipping at an enterprise scale, seconds make a difference. Consider the complexities of shipping around the country, let alone around the world. Each customer, no matter where they're located, expects a timely shipment without delay or hassle. Plus, businesses are processing thousands of packages a minute. They need systems in place to make rapid, automated decisions, such as rate shopping and label generation, and reduce errors in processes, such as documentation and regulatory and compliance needs.



### Five Considerations for Enterprise Shipping Software

- 1 Scalability
- 2 Speed and Reliability
- 3 Carrier Management
- 4 Data Management
- 5 Tracking & Order Visibility

Even if a carrier goes down, this system can still function and keep the shipper in business, meeting the demands of its customers.

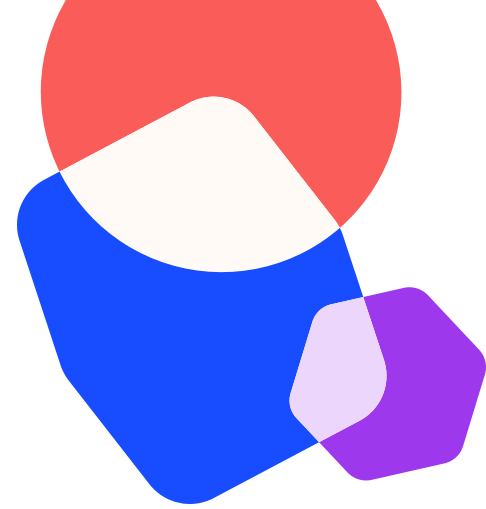
**3. Carrier Management** – For many companies, one of the most significant shipping variables that ultimately causes the most headaches is shipping rates, postage, and labels. Large enterprises frequently work with multiple carriers, each with contracts, rates, postage, and compliance requirements. Thus, shipping software that can maintain relationships and navigate the complexities of multi-carrier processes is essential. Think of the time and costs of managing each carrier independently – negotiating contracts, approving documentation for international shipping, address verification, and so much more. One software solution with a multi-carrier offering more often than not vastly reduces these costs.

**4. Data Management** – Data is the backbone of enterprise shipping. Each shipper, for instance, needs accurate addresses of every customer (and must verify those addresses to ensure deliverability). Now that more and more ecommerce orders are made through mobile devices, companies may be seeing an increase in inaccurate addresses. Unfortunately, autocorrection is not always accurate. Therefore, a shipping solution can come to the rescue with address verification software to ensure your customers don't miss a delivery.

Second, because enterprise shipping can be as complex or as simple as the customer and business demands, the corresponding software must have flexibility and organization to manage and deploy those varying requests. Systems can customize service level, carrier rate changes, vendor support, and more by deploying a robust data-driven shipping solution.

Perhaps, most importantly, is how humans interact with the data. Consider software solutions' reporting capabilities and analytics features. How do logistics personnel currently access data and use it? What are additional reporting considerations for the future?

**5. Tracking & Order Visibility** – A 2019 New York Times report found that 15% of all online shopping deliveries in urban areas fail to reach their final destination due to theft or logistics issues. On top of that, customer expectations for speedy deliveries are on the rise thanks to Amazon Prime Same-Day or Two-Day Delivery features. In the past few years, customer service has changed from a game of ensuring delivery overall to providing transparent step-by-step details about the shipping process.



**15%**

*of all online shopping deliveries in urban areas fail to reach their final destination due to theft or logistics issues*

Tracking functionalities in an enterprise shipping solution make an enormous difference to the business and the customer. They can now clearly see where and at what point a product is at in the shipping process. This functionality also decreases the need for support calls from customers asking “where their order is,” thus reducing costs associated with labor and phones.



## Enterprise Shipping in Action

Due to the COVID-19 pandemic, ecommerce ordering increased significantly to \$26.7 trillion globally. In the US alone, ecommerce jumped from \$519.6 billion in 2018 to \$791.7 billion in 2020, according to the UN, a 37.8% increase in dollars spent online.

As a result of this dramatic move in shopping behavior, one of the largest multinational retail corporations in the US found itself in a jam. The company was having a difficult time meeting its delivery service-level agreements, or SLAs. An SLA is a contract between a logistics service provider and a customer that specifies, usually in measurable terms, what services the logistics service provider will furnish. Plus, the company was only fulfilling orders from its warehouses. While the company has many warehouses, it was not enough to meet its customers’ new ecommerce demands.

Looking for an easy-to-implement solution to help fulfill their shipping needs, the company turned to EasyPost. Over two weeks in April 2020, the retailer deployed EasyPost’s shipping API to handle their ship-from-store strategy in 2,500 stores nationwide. With ship-from-store, EasyPost allows companies to manage all their stores, carriers, and cost centers through a single integration.

The program increased its ability to leverage its stores by 1,985% and saw a 600% increase in daily volume shipped. The retailer is now shipping more than 300,000 packages daily through this framework, thanks to EasyPost.

*In 2020, one of EasyPost’s customers (a top Fortune 100 retail company) implemented a ship-from-store strategy where they achieved:*

**2,500**

*nationwide stores to ship from*

**600%**

*increase in daily volume shipped*

**300,000+**

*packages shipped daily through this framework, thanks to EasyPost*

## NewStore – Bringing the Joy Back to Retail

In 2015, NewStore, a turnkey omnichannel store solution for global DTC brands, began looking for a partner to help its customers capitalize on their brick-and mortar stores' inventory. To enable the "ship" in ship-from-store, NewStore knew it needed an expert shipping partner to help. So, they turned to EasyPost.

By connecting each of its customers' store locations and empowering its customers' employees to do more, NewStore has helped the likes of Burton Snowboards, Decathlon, GANNI, Goorin Bros, Marine Layer, and UNTUCKit to increase sales and improve efficiencies.

With EasyPost, NewStore customers are now able to:

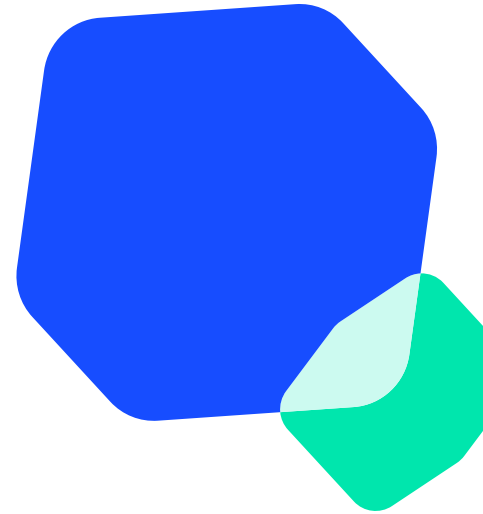
- » Ship internationally from their stores, including using a paperless online filing of customs paperwork, which means no extra steps for the store associate and easier processing through customs.
- » Ship from their stores for both online orders and endless aisle orders using an extensive list of carriers supported by EasyPost out of the box.
- » Print return shipping labels in all shipping containers shipped from their stores, making it easy for customers to return their products.
- » Ship transfer orders from their stores to move products from one store to another store or the warehouse.
- » Use same-day shipping carriers when shipping from their stores for impressive customer delivery speeds.
- » Have real-time shipment tracking information for all their shipments to provide the best visibility and customer service.

With EasyPost powering the back end of the shipping process, NewStore can continue focusing on making the customer-facing experience as straightforward as possible and genuinely bring joy back to retail.

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## Data-Driven Decision Making

Data makes it much easier for companies to dive into their customers' buying and shipping preferences, allowing you to tweak your business strategy to fit their needs and convince them to convert.



*Using NewStore's ship-from-store solution, powered by EasyPost, Marine Layer*

*ships 15% of all their ecommerce orders from one of its 47 stores nationwide.*

Gaining a deeper understanding of customers will inevitably lead to better communication and an enhanced customer experience.

So what should your company's enterprise shipping solution offer in terms of reporting?

- » Visually represent insights into your shipping programs
- » Real-time updates
- » Internal reports to answer time-sensitive inquiries

Third-party business intelligence or analytics platforms can also offer more robust, accurate data analysis tools. However, ensure that your enterprise shipping solution can seamlessly integrate into these systems, so you can have a holistic view of all your business' day-to-day operations. Having real-time visibility into your parcel supply chain allows you to make faster, more informed decisions.

Customer experience plays a pivotal role in repeat business and revolves around lowcost, fast, and accurate shipping options. Using data to manage your overall shipping strategy is a vital component of that end-to-end experience, ultimately impacting brand perception and loyalty.



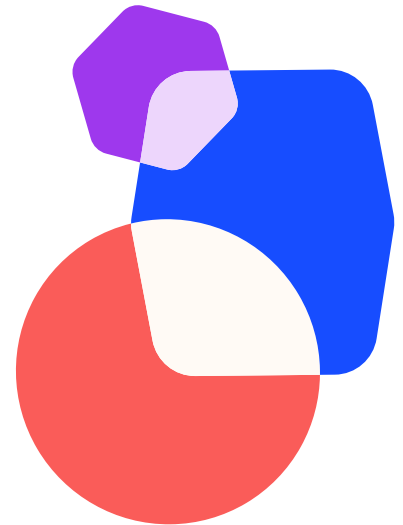
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## Conclusion

Since the pandemic, ecommerce has had a significant influx of buyers (and challenges), and there are no signs of it slowing down anytime soon. Customers are demanding, and they expect prompt and precise delivery at little or no cost. They no longer consider these as added perks, but instead, a must-have for the online shopping experience.

Partnering with a shipping software provider that has reliable, modern, and end-to-end shipping solutions is a smart and lucrative business decision. EasyPost has helped many ecommerce brands and software platforms pivot and adapt while achieving an increase in their revenue and continuing to exceed customer satisfaction.

While technology continues to evolve, EasyPost will stay ahead of the curve by offering enterprise shipping solutions that span all logistical needs so that our customers can focus on what's truly important, growing their business.







EasyPost's best-in-class shipping APIs provide end-to-end flexibility and more control over parcel shipping and logistics processes for ecommerce retailers, fulfillment centers, marketplaces, and enterprises. Founded in 2012, EasyPost has 200 employees and is based in Lehi, Utah.

For more information, visit [EasyPost.com](https://www.easypost.com) or email us at [sales@easypost.com](mailto:sales@easypost.com).