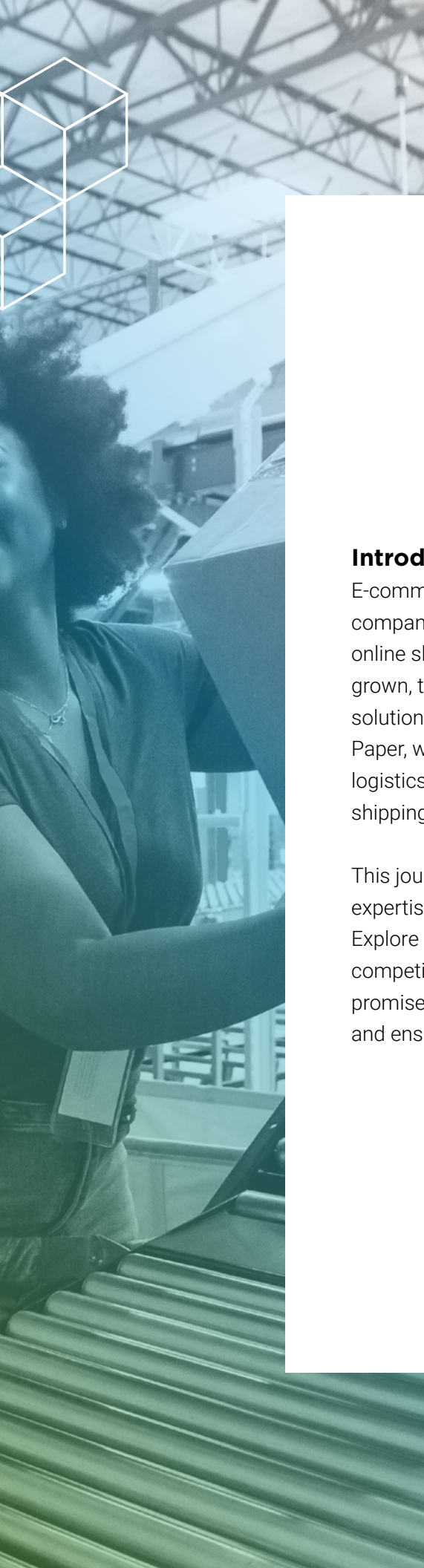# TOP 3 REASONS

modern shippers choose ProShip
multi-carrier shipping software

◇ ProShip

Top 3 Reasons modern shippers **choose** ProShip multi-carrier shipping software

Introduction

E-commerce is rewriting the rules, and what lies at the center of a company's success depends on the pivotal relationship between online shopping and the shipping experience. As e-commerce has grown, the need for efficient, dependable, and cost-effective shipping solutions has never been more critical. In this comprehensive White Paper, we work through the top three reasons why supply chain and logistics professionals consistently turn to ProShip's multi-carrier shipping software to manage their e-commerce shipping needs.

This journey dives into a world of reliability, scalability and unparalleled expertise that serves as the foundation for the ProShip solution. Explore how ProShip ensures that your business maintains a competitive edge in seamless, efficient parcel shipping. This guide promises practical insights that can transform your shipping strategy and ensure lasting success in the ever-evolving landscape of shipping.

INTRODUCTION
Volatility in the World of Multi-Carrier Shipping Software

___

The explosive growth of e-commerce demands efficient shipping solutions. Discover how multi-carrier shipping software is defining the online shopping experience and impacting business success.

Background

Over the past decade, e-commerce has undergone a remarkable transformation in North America, reshaping the way consumers shop and businesses operate. The convenience and accessibility of online shopping has led to an explosive growth in the digital retail sector (with a projected annual growth rate of 14% from 2022 to 2026, to be exact).

This surge in e-commerce activity has created a significant ripple effect, notably impacting the logistics and shipping industry. Because of this, the relationship between e-commerce and shipping has become more vital than ever, causing shippers' demands for efficient, reliable, and cost-effective shipping solutions to surge. In fact, finding the right multi-carrier shipping software directly affects how packages are shipped and delivered to the doorsteps of millions of eager online shoppers, which can make or break a business.

However, the enterprise shipping software landscape has drastically changed over the last five years. We've seen three core scenarios:

- *Scenario 1: A large supply chain or logistics brand (i.e. providers of supply chain host systems or peripheral technologies) purchases a once-popular shipping solution (or multiple solutions). The challenge arises as they attempt to cobble these solutions together. It's common for these brands to suddenly sunset or phase out their main shipping platform. This decision forces users to face unexpected and expensive upgrades, leaving them scrambling for a replacement shipping technology.*

- *Scenario 2: An emerging, niche shipping platform claims they can handle the complexity of enterprise parcel shipping. Often, they end up over-promising a less expensive up-front cost and then either quoting an exorbitant monthly fee for an enterprise solution that relies on volume-based pricing or simply shadowing the fact that they cannot implement*

complex business rules due to inexperience.

- **Scenario 3:** *A well-known enterprise vendor sways a deal by promising a quick implementation timeline (sometimes right before an upcoming peak season) with superb services and support. They are often unable to get the project off the ground due to improper resources and inability to fully execute on what was promised in such a short turnaround.*

All these factors have left logistics, operations, e-commerce, and IT professionals overwhelmed and asking the questions, "**Is it worth it to stay, am I making the right decision by going to an up-and-comer, would a Band-Aid fix suffice for now,** and **how can I find a vendor I can trust?**"

### How choosing a shipping software can be risky business

No matter the issue you're faced with, you need to be able to count on your shipping software. Multi-carrier shipping software is a crucial part of your Enterprise Software Stack (ESS), and without the right solution, you put your entire supply chain at risk, as well as the valuable relationships you share with your carriers and your customers.

Choosing the wrong solution could…

- **Deplete your transportation budget** *via compliant labeling issues, improper address correction, system upgrades, services and support hours, and volume-based pricing*

- **Result in downtime and data flow disruption** *if not properly integrated into your ESS*

- **Lead to the loss of your valuable customer base** *due to inadequate shipping options and heightened delivery disruptions*

We recommend you do extensive research to rule out any pathways to these risks, and always ask yourself:
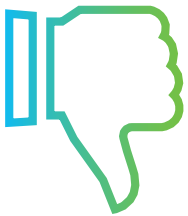
> **Is my current solution equipped to meet the evolving needs of the modern supply chain**, including its challenges and complexities? *Now? Five years from now?* **Ten?**
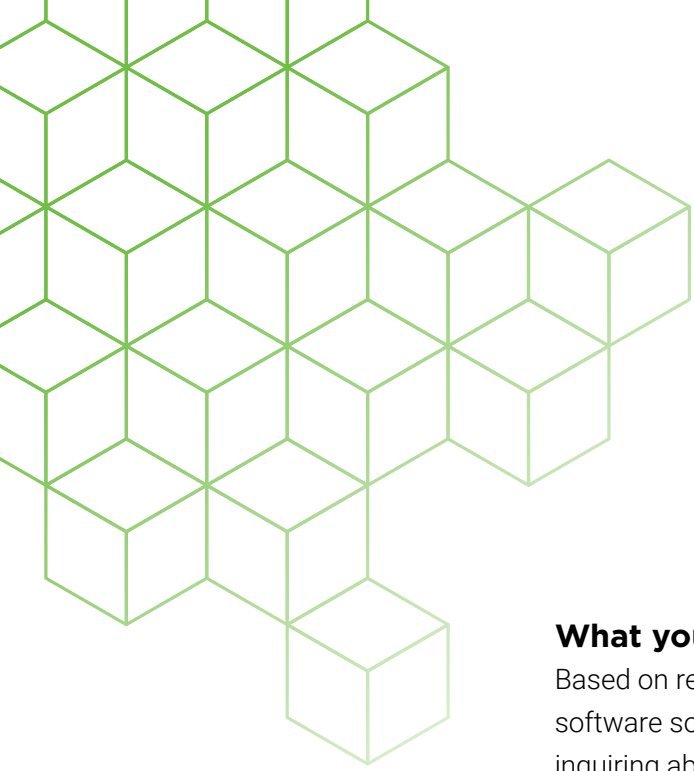
What you'll learn in this white paper

Based on recent news related to multiple competitor multi-carrier shipping software solutions, ProShip has seen an influx of phone calls from shippers inquiring about our enterprise multi-carrier shipping software solution.

Because 82% of B2B buyers do most of their research independently before speaking with a salesperson, and B2B buyers are 57%-70% through their buying research before contacting sales, **it's *clear* that independent research plays a crucial role in the modern buying process.**

We've created this white paper to help explore the top three reasons prospects in these situations ultimately choose ProShip, complete with facts, comparisons and benefits to show how ProShip multi-carrier shipping software delivers on its promise of speed, compliance, flexibility and support.

83%

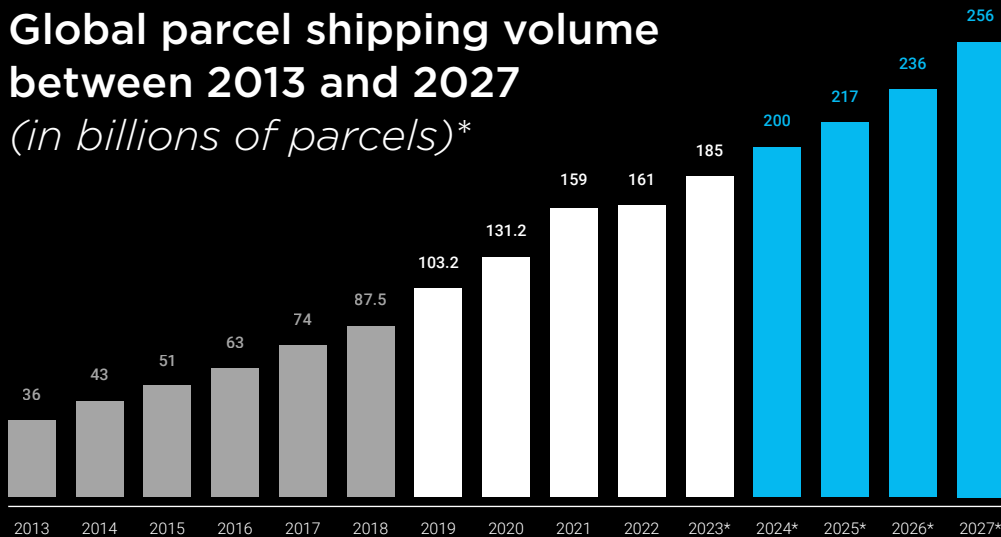of executives say their supply chain technology investments **haven't** fully delivered expected results.

(Source: 2023 Supply Chain Survey)

Facts About **Shipping**

Global parcel shipping volume between 2013 and 2027
(in billions of parcels)*

Year	Value
2013	36
2014	43
2015	51
2016	63
2017	74
2018	87.5
2019	103.2
2020	131.2
2021	159
2022	161
2023*	185
2024*	200
2025*	217
2026*	236
2027*	256

Estimate is based on the 2027 values and the compound annual growth rate from 2022 to 2027 of 8.5 percent (Source: Statista, 2023)

59%

In less than six years, this volume is expected to reach 236 billion parcels (from 161 in 2022) shipped in 2027, a compound annual growth rate of 59 percent.

58M

58 Million parcels were shipped each day in 2022, which is equivalent to 674 shipped every second.

(Source: Pitney Bowes)

66%

66% of consumers have committed to never shopping with a brand following a bad experience.

(Source: Sitecore)

87%

87% of customers actively avoid buying from brands they don't trust.

(Source: Sinch)

Customers report that shipping is 3 of the top 5 most important qualities when they shop online.

Quality	Percentage
Upfront shipping costs	74%
Free Returns	68%
Estimated Arrival	68%

(Source: Shopify)

REASON #1
ProShip Multi-Carrier Shipping Software is Versionless

___

Discover how versionless software saves you from onboarding a new shipping solution every 3-7 years (and paying for updates!)

Introduction

Online shopper demands are constantly changing, and a brand's Enterprise Software Stack (ESS) should operate at its very best 24/7/365 to keep pace with the technology required to adapt to these changes. This requires consistent software updates to maintain optimal performance and meet the changing needs of your business. One of ProShip's largest advantages over the competition is that it is versionless.

What is versionless shipping software, and how does it compare to its alternative?

Versionless shipping software does not sunset or phase out. When this software requires updates, they are delivered in streamlined, bite-sized updates that are automatically implemented while the system is still up and running. This development approach is called Continuous Release with Continuous Integration, Continuous Deployment (CI/CD), and it is the preferred method of high-volume shippers because there is no downtime (and no additional costs). In addition to its

convenience, the CI/CD process offers more stability, as shippers know precisely what each update contains so that if an issue arises, they can look back at these bite-sized updates to troubleshoot.

Versionless software excels in intentional adaptation to emerging programming languages, API interfaces, and evolving software engineering paradigms. This capability not only delivers the same enhanced features as versioned software, but does so without requiring additional expenses for abandoning past investments. The approach ensures minimal system changes, dedicated attention from software engineers, and backward compatibility. This, in turn, guarantees that existing regression tests minimize any impact on customers. Major version jumps and the adoption of new software suites cannot provide the same level of seamless continuity.

The opposite of versionless software is versioned software. Versioned shipping software has a shelf life. The price you pay is only for the original life span of

Versionless (ProShip) vs. Versioned Shipping Software

CATEGORY	ProShip	VERSIONED COMPETITORS
Size of Updates	Small ✓	Large
Frequency of Updates	Daily ✓	Quarterly or Longer
Cost of Updates	No Cost ✓	Can vary, but major updates are usually comparable to the original purchase price
Downtime	Nearly none ✓	Nearly all
Critical Fix Time	Within 48 hours ✓	You'll likely have to wait until the next big update
Urgent Fix Time	24-36 hours ✓	Unknown
Automated Updates Available?	Standard ✓	No

the product (generally 3-7 years). When a new version of the software is released, companies typically either need to pay to upgrade to the newest version (which can take months), start self-supporting their current version with their own IT team (as your version will no longer be supported), or find a new option. Regardless of what path you take, there might be costly downtime that varies from minutes to hours and results in non-compliance with carriers, possible chargebacks, and delayed shipments.

Comparing Versionless and Versioned Software

With software updates and maintenance, ProShip stands out from its versioned competitors. ProShip's updates are characterized by smaller, more manageable sized bits, ensuring minimal disruptions to your operations. Unlike versioned competitors who have longer update cycles, ProShip delivers daily updates, keeping your system continuously up-to-date. The significant advantage becomes clear when looking at downtime – ProShip virtually eliminates downtime during updates, allowing your business to maintain operational efficiency.

Furthermore, when critical issues arise, ProShip is committed to quick resolution times with initial fixes

completed in as little as an hour, and permanent fixes done within 24-36 hours. One of the most compelling considerations is that ProShip provides these benefits at no additional cost, while versioned competitors may charge for major updates.

With ProShip, you will never be faced with the difficult decision to pay for a major software update. ProShip has no shelf life and is designed to be a flexible and scalable long-term solution. It's one of the many reasons ProShip has a long customer list of top retailers, manufacturers, 3PL and healthcare customers that have utilized our software for 10+ years. In fact, some of our longest-standing customers have utilized ProShip for 20 years.

RECOMMENDED READ

We Picked a Multi-Carrier Shipping Software That Sucks, Now What?

READ THE BLOG ›

Budget Risks: The Price of Versioned Software

Budgeting is a critical aspect of any business's success, and when it comes to shipping software, the risks associated with versioned solutions can have a profound impact on your bottom line.

Unlike ProShip's versionless approach, versioned software can involve purchasing a license for an indeterminable period. This pricing structure can pose significant challenges for budget-conscious enterprises.

SOFTWARE UNCERTAINTY

Versioned software's pricing can be unpredictable. Companies might find themselves locked into contracts that don't align with their evolving shipping needs. As the cost is based on the initial purchase price, it may not accurately reflect the value or the scale of the software over time. This uncertainty makes it difficult for companies to properly allocate funds, potentially leading to budget overspending and unexpected expenses.

EXPENSIVE UPGRADES

When a new version of the software is released, versioned software users are often required to pay for these upgrades. These expenses can be comparable to the initial purchase cost, causing budgetary strain. Also, the transition to the new version frequently results in downtime, as updates may require time-consuming implementation and training.

RISK OF FINANCIAL PENALTIES

Downtime and disruptions with versioned software upgrades can have domino effects, resulting in delayed shipments and non-compliance. These errors can lead to financial penalties, further impacting a company's budget and damaging its relationship with both carriers and customers. Moreover, dissatisfied customers experiencing delayed deliveries might seek alternative, more reliable providers, impacting the long-term loyalty and brand reputation of a business.

While versioned software can seem cost-effective initially, *the long-term budget risks outweigh any short-term benefits*. The unpredictable pricing, costly upgrades, and potential penalties can undermine your financial plans, making it crucial for businesses to consider the financial implications when selecting a shipping software solution. ProShip's versionless model offers an alternative that eliminates many of these budgetary uncertainties and ensures more efficient financial planning.

"

The ability to quickly and easily work with multiple carriers and optimize our ROI by using advanced features such as rate shopping has helped us grow while staying nimble.

We've seen a *very high ROI* from the work that we've done specifically with rate shopping.

MID-MARKET RETAILER
(Read the Peer Review here.)

"

REASON #2
ProShip is
Parcel-Focused

—

Learn how choosing a parcel-focused software vendor protects your shipping strategy from pitfalls associated with sudden vendor changes and ensures continuous improvement that keeps up with the ever-changing shipping landscape.

Introduction

There has been an influx of headlines surrounding the topic of shipping software solutions consolidating or being purchased and dismantled, leaving their customers in limbo. In most cases, larger supply chain software companies purchase shipping software companies to round out their portfolio.

The problem? Parcel shipping is no longer the focus, so cost-cutting measures may be taken to make it a profitable business venture. The once stand-alone shipping software now competes for resources with other more prominent "bread-and-butter" software products that the company has already championed. These vendors can become a "jack-of-all-trades, master of none"- which is bad news for your parcel logistics strategy. In today's fast-paced and complex shipping landscape, you need a partner that excels in one core focus rather than being mediocre at many. **That is why partnering with a company whose *sole focus* is package logistics increases your ability to continuously optimize one of the most important parts of your supply chain.**

In this section, we will take a closer look at the competitive landscape and show you why choosing a parcel-focused shipping software provider like ProShip can future-proof your shipping strategy.

If your shipping software isn't parcel-focused, what issues can arise?

Aside from issues with software updates (as we discussed in Section 1) and customizations and scalability (we'll cover that in section 3), there are 2 main issues logistics professionals risk experiencing with a software solution that isn't focused on parcel shipping – core technology and product direction.

Core Technology

When evaluating shipping software solutions, it is important to do your due diligence investigating each company's core technology. It may be sold under a single entity name, but a closer look may reveal a series of

cobbled technologies from other vendors that are needed to make the software fully functional. If a company isn't parcel focused, they likely don't have the resources to develop one cohesive solution, so they rely on outside technologies to fill the voids. If one of these technologies experiences complications, it can take the entire system offline.

In addition to these hurdles, this multi-technology design limits the ability to customize the software to meet your business' unique needs (we'll talk about this more in Section 3).

Product Direction

When shipping software is one small piece of a larger company's offerings, it's easy for it to get lost in the shuffle. While these companies typically are sizeable, they still only have X number of resources to allocate to continuous improvement and new product feature development, and if shipping software was just a portfolio add-on, it will likely not be a top candidate for enhancements.

The resources they do have available for shipping software will likely be focused on keeping the current solution (and the technologies required to run it) afloat and/or working on major update releases if the software isn't versionless. With the parcel shipping landscape constantly changing, you need a vendor who is not only keeping up with changes but staying ahead of them.

Who is ProShip, and what makes it a parcel-focused multi-carrier shipping software solution?

ProShip has been a parcel-focused multi-carrier shipping software solution since its product inception in 1987 and supports mid-sized and enterprise customers shipping tens of millions of packages per day around the globe.

ProShip
By the Numbers

1.5B+
Parcel shipments a year

8,000+
Shipping origins globally

$845B+
in customer revenue supported

99.99%
Total peak uptime

1.6 hr
Average Resolution Time

The company was originally founded by a pair of bright, young US Navy veterans with a shared vision to streamline shipping operations, save companies time and money, and enhance satisfaction for both customers and shippers.

Their collaborative efforts resulted in a multi-carrier shipping software platform that has become widely recognized as the industry standard for parcel shipping. ProShip now processes a significant volume of packages daily with millisecond transaction times, serving customers across North America, including well-known brands such as such as Kohls, ULTA Beauty, Petco, Fanatics, QVC, Macy's, Dupont, Boeing and Lilly. When talking specifically about retail, 30% of the National Retail Federation's (NRF) Top 100 Shippers who ship parcel choose ProShip.

ProShip's mission is to provide exceptional shipping solutions and has built a reputation for excellence over the years. Today, as an established player in the industry, ProShip is part of Constellation Software Inc., known for acquiring and enhancing software companies in various sectors.

The fantastic thing? Constellation Software believes in a buy and hold for life strategy, so your ProShip investment will never be at risk.

- *We remain in control of our own company, intellectual property and product roadmap.*

- *We do not need to fight for resources.*

- *We will never be disbanded or farmed out for parts.*

- *Our core focus will remain on parcel shipping technology and won't shift to other pieces of the enterprise software stack.*

ProShip's Co-Founder, Justin Cramer, designed ProShip to be the "best shipping software on the planet" and he most certainly succeeded. He continues to be a part of ProShip's executive team with a clear focus on parcel shipping and how to make it better. ProShip remains committed to technology and innovation, offering solutions that simplify and optimize shipping processes.

The Benefits of Parcel-Focused Shipping Software

ProShip has been a parcel-focused shipping software solution since its inception and as mentioned above, has a unique advantage – it will never be bought. No venture capitalists can move in and defund or dictate our strategy. We will never be purchased and consolidated with another similar software solution. Ownership will remain the same, and ProShip will continue to operate as a parcel-focused company. This means that you can be certain of the longevity of your investment and the stability your supply chain requires.
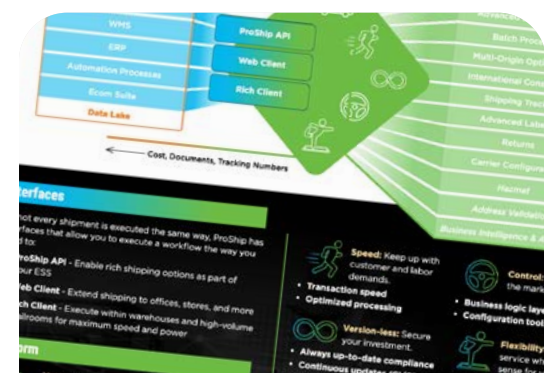
PRODUCT BROCHURE

ProShip Software: How It Works Diagram

VIEW BROCHURE ›

"

We've partnered with ProShip for over 12 years. ProShip's ability to **adapt to our business** and **provide constant customization** have been critical to our growth. The engineering team continuously provides critical thinking and problem solving abilities.

We chose ProShip due to their *reliability* and *scalability*.

ProShip has played a pivotal role with our **accelerated growth** by providing customizations while reducing shipping errors.

FULFILLMENT EXECUTIVE
AT MID-MARKET RETAILER
(Read the Peer Review here.)

"

REASON #3
ProShip is Flexible, Customizable and Scalable

_____

The goal of any business is growth. Learn how ProShip multi-carrier shipping software is designed to adapt to your specific requirements and scale as your shipping needs grow.

Introduction

No two businesses are alike, which is why customers who previously used a cookie cutter shipping system come to ProShip. ProShip multi-carrier shipping software can be fully customized to fit into your Enterprise Software Stack (ESS) and integrate into your unique parcel and LTL logistics strategy. As your business grows and your shipping software needs change, ProShip is built to meet your new needs.

In this section, we'll take a closer look at ProShip's customization abilities and how the software can scale to meet your future shipping needs.

How ProShip customizations improve your shipping strategy

Every company has their own shipping requirements and brand considerations. These unique processes are governed by business rules, which are essential because they define or constrain specific aspects of a

business process. Business rules play a crucial role in providing **controlled flexibility** in automated processes to adapt to rapidly changing shipping environments. They encompass a wide variety of parameters that are specific to your business's needs. It's worth noting that not all shipping software solutions handle business rules the same way, and understanding how they are managed can significantly impact your shipping strategy.

A closer look at business rules and why they matter

Think of business rules as the important pages in an instruction manual, each containing detailed instructions that guide decision-making in specific scenarios. ProShip's multi-carrier shipping software leverages the use of a robust combination of databases, custom scripts, and modules to seamlessly automate the implementation of these business rules.

Examples of common business rules we implement:

- Rate Shopping *(basic, time-in-transit, and/or advanced)*

- Translations for shipping methods or value-add services (Standard, Expedited, Overnight)

- Carrier Load Balancing

- Drop Ship rules

- Customer markups or discounts on freight costs

- Using data indicators to set the return address printed on the shipping label

- Using data indicators to set third-party account information

In addition to internal business rules, there are also external business rules, dependent on information supplied by external sources (ie; carriers). When creating rules based on external data, the challenge comes from differences in data supplied by different vendors. Not all carriers provide the same types of data (e.g., rates, time in transit, sort code or zone data). This is where ProShip's in-depth and extensive knowledge shines. Our implementation team collaborates with your team to find viable solutions to smooth out these disparities and keep your business rule automations running steadily.

Examples of complex business rules we've adeptly implemented:

Business rules drive the efficiency and effectiveness of your shipment process. However, the successful implementation of these rules requires an expert team of integration engineers. An excess of business rules can have a direct effect on the transaction time of the system,

so our integration team works with you to manage these business rules effectively, minimizing the impact on your

RULE	HOW IT CAN BE USED
Carrier Service Exclusions	• Exclude various carriers or services based on cost, destination, or being shipped within a specific date range *(i.e. don't use USPS when it is between Dec. 21st and Dec. 24th)*.
Carrier Cost Markup	• The logic behind markup can be complex depending on how a customer marks up or potentially discounts the cost returned by the carrier. Especially if the markup/discount will be different by customer, service, and potentially destination.
Multi-Origin Rating	• Ability to rate shop from multiple origins in a single call to determine the most cost-effective origin to ship it from.
Hazmat/ Dangerous Goods	• Routing of packages based on various products the shipment contains.
Change Audit	• Logging/Storing the modifications made to an address. It compares what was sent from the host system vs. what the address validation handler corrected.
Weather Data Feed	• The data feed could be used in an upstream process to determine how to package a shipment. • The data feed could expedite routing based on the information.

operations. ProShip Integration Engineers work together to use advanced strategies, including running as many rules upstream as possible, to optimize your business rule performance. The details matter, and when they are implemented by our world-class integration team, focused solely on parcel shipping technology, you'll reap the rewards of a fully customized parcel shipping software automation that makes complex parcel shipping challenges simple and cost-effective.

In addition, one fundamental advantage of ProShip is the ability to streamline the integration of these business rules across your entire ESS, while other systems lack a dedicated space to house business rules within the shipping system's API (aka you must manually set up these rules across various ESS components). ProShip's dedicated area for business rules ensures consistency, allowing business rules to be created once and applied across all connected systems. This centralized approach guarantees consistent results and lightens the burden of recoding and testing when changes are needed.

The secret to business rule utilization? The right balance. When your rule set is balanced, prescriptive business rules build a solid foundation for your shipping automation. The algorithmic business rules can be fluid, giving your team the ability to make changes to meet the evolving industry changes, such as capacity constraints, cost control, and peak surcharges.

Business Rules:
Prescriptive vs. Algorithmic

PRESCRIPTIVE BUSINESS RULES

- Conditional or functional, usually represented by TRUE or FALSE

  - *Example: If the value of a good being shipped is greater than or equal to a set value, then enable signature requirement for the shipment*

- Very fast to execute

- Not easily adaptable and require a software engineer to revise as your business scales or the shipping environment changes

ALGORITHMIC BUSINESS RULES

- Fixed and static. Acts as a processor – it takes an input and then returns an output.

  - *Example: Carrier service rate shopping (choose the lowest cost)*

- A bit slower to execute

- Configurable by new data

- Provide greater flexibility without having to engage software engineering as often

IMPORTANT! Creating algorithmic business rules can significantly reduce the need for frequent modifications to business rules, minimizing the necessity to take down servers for updates, regardless of how quickly that process occurs. This is crucial for maintaining uninterrupted operations, as automated decision-making allows your system to adapt to unexpected events and eliminates the risk of downtime these events can bring.

What is scalability and how it future proofs your business

The goal of any business is growth – grow sales, grow revenue, grow market share. It's important to keep this top of mind when shopping for a new multi-carrier shipping solution. When evaluating various platforms, you'll want to take a close look at how the software can scale to meet increased order volumes and be able to handle new complex shipping requirements. Reputation and proof of concept are key here.

Without proof of scalability, you run the risk of outgrowing your shipping software. When this happens, you'll experience supply chain bottlenecks, operational inefficiencies (i.e.; you'll need to put in manual workarounds to keep your shipping program moving) and risk missing delivery dates. And when it becomes clear you need a more robust solution, you'll need to factor in the time needed to evaluate new vendors, integrate the new solution into your ESS, and get staff up to speed on the new platform. You could very well be looking at a year of suffering through software limitations and the strain on your workforce before your shipping processes work smoothly again.

A multi-carrier shipping software that is scalable will scale as your business grows to handle more volume and complexity without needing to switch to a new software solution.

Why don't all vendors offer customizable and scalable shipping software?

Simply put – architecture, expertise and resources.

As we discussed in section 2, parcel shipping is very nuanced and is evolving quickly. When your business utilizes a wide variety of technologies, parcel shipping software can sometimes be viewed as an add-on technology to those not well-versed in its importance. The top distribution and supply chain professionals know the significant impact a shipping software platform can make on an overall business strategy, so it is key for shippers to do their due diligence in selecting a solution that stands the test of time and be able to prove that to their leadership team. Let's help you do that.

ProShip multi-carrier shipping software is ProShip through and through. As mentioned previously, most competitor solutions utilize the technology of one or more software companies on the backend (and sometimes also the frontend), which limits the amount of customization they themselves can perform. In addition to limited customization, it is easier to offer cookie cutter solutions that neatly fit certain amounts of shipments and capabilities. Although these solutions may be cheaper up front, they end up costing more in the long run due to change orders and increased customization work by the service department (if available), or due to total replacement as soon as the customer outgrows it.

ProShip's architecture is designed for growth. It's not merely an add-on but a fully integrated solution at its core. With a scalable foundation that can effortlessly accommodate surges in order volumes during peak seasons, you won't have to worry about system slowdowns or bottlenecks. ProShip's architecture ensures that your operations remain agile and responsive, maintaining consistent performance even under heavy order volumes.

In addition, ProShip's expert team understands the intricate dynamics of the shipping industry. With a dedicated sole focus on parcel shipping software, our team brings decades of experience to the table. Well-versed in the unique challenges of high-volume shipping and the complex demands of omnichannel fulfillment, our experts stand ready to provide the guidance you need to navigate the evolving landscapes of industry shifts and new market opportunities. Whether it's optimizing your shipping processes, managing new fulfillment centers, or expanding into international territories, ProShip's expertise ensures you're well-prepared.

Finally, ProShip's commitment to excellence goes beyond just our core software product. Our dedication to ongoing research and development maintains access for our customers to the latest advancements in the world of parcel shipping. We allocate time and resources to stay ahead of industry trends, modern technology innovations, and regulatory changes. This proactive approach allows you to leverage the most current solutions and strategies. With the right resources at your disposal, you can confidentially pursue new opportunities and initiatives to tackle any developing challenges.

ProShip's veteran staff, including company Co-Founder Justin Cramer, have been with the company for 10+ years, focusing solely on multi-carrier parcel shipping software and the unique needs of the enterprise, high-volume shipper. ProShip is offered as one solution which is then customized to meet the needs of retailers, 3PLs, manufacturers and healthcare companies. This unmatched level of specificity makes ProShip the ideal choice for shippers that seek customization and need shipping software that can keep up with their growth projections.
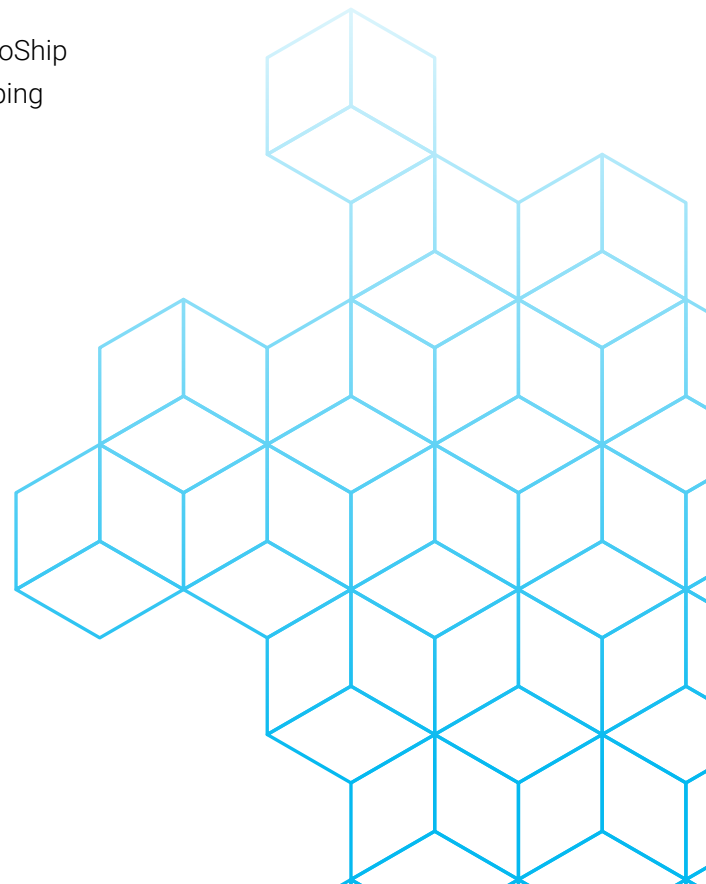
Tim Schroeder
Manager, Retail Distribution Center | Packers Pro Shop

PROOF OF SUCCESS

Packers Pro Shop

Learn how ProShip empowered the Packers Pro Shop to choose the right carriers, get goods to fans faster than their competitors, save on IT resources, and ultimately see 13% cost-savings within the first year of utilization.

WATCH THE VIDEO ›

Why **Transactional-based** software can be the most expensive option

8,000+
shipping origins globally

For many, a transactional-based pricing model may seem appealing at first glance. However, this approach often conceals hidden costs that can accumulate over time, putting a strain on your budget and potentially hindering operational efficiency. As we look closer, it becomes evident why this model may not be the most cost-effective choice for enterprise shippers.

How **Transactional** Pricing Works

$$\left(\underset{\text{shipments per month}}{80,000} \quad x \quad \underset{\text{per label}}{\$.08} \right) + \underset{\text{for license, per month}}{\$500} = \underset{\text{total per month}}{\$6,900}$$

As label prices multiply with the volume of shipments per month, additional costs such as add-on's like Address Validation and limited rating calls, along with the extra license fee, can quickly escalate the total monthly cost in a transactional-based pricing model, posing budget challenges.

That's
$82,800
per year!

Why Transactional-based shipping software is a losing strategy for **enterprise** shippers

Cost Uncertainty
Unpredictable and fluctuating costs make budget management challenging.

Limited Scalability
Escalating costs with increasing shipment volumes hinder seamless expansion.

Operational Inefficiency
Constantly monitoring costs per shipment diverts resources from core activities.

"

We went live in all 3 Manhattan WMS DC's close to peak holiday season with minimal issues. This gave us the confidence to utilize ProShip in other areas of the business.

*We are **happy** to tell that story.*

"

KEVIN NORSEN
DIRECTOR SUPPLY CHAIN SYSTEMS
& ANALYTICS, ULTA BEAUTY

ULTA
B E A U T Y

(View the Ulta Beauty x ProShip
Case Study here.)

Who
We Are

Why parcel pros choose ProShip multi-carrier shipping software

With over two decades of experience, ProShip has established itself as a leader in the shipping and logistics industry. We're dedicated to innovation, reliability, and customer-centric solutions. Founded in 1987 by two US Navy veterans who understood the intricacies of logistics, our mission has always been clear: to streamline shipping operations, save businesses time and money, and enhance the customer experience.

ProShip has achieved significant milestones over the years, providing cutting-edge shipping technology solutions to a multitude of companies globally, including renowned industry leaders in the retail, manufacturing, healthcare and 3PL space. **Our seamless multi-carrier shipping software processes** *billions* **of packages with millisecond transaction times, setting the industry standard for parcel shipping.**

Nearly
30%
of National Retail Federation Top 100 Retailers who ship parcel choose ProShip.

(Source: NRF Top 100 Retailers 2023 List)

23

At ProShip, we recognize the evolving landscape of shipping. We've developed a unique shipping solution tailored to your business. Our commitment is to simplify and optimize your shipping operations, freeing your team from time-consuming tasks and allowing them to focus on driving your business forward. And in today's ever-changing business world, one thing remains constant: the need for resources to innovate and compete globally. This is where ProShip excels. Our platform seamlessly integrates advanced features, combining automation and flexibility to create an efficient shipping platform customized to your business's unique needs.

ProShip is more than just a software solution; we're your trusted partner in the dynamic world of shipping. Join us on a journey to streamline your shipping operations and drive your business to new heights.

The Choice is Clear: Why ProShip Multi-Carrier Shipping Software

In the fast-paced world of modern shipping and e-commerce, success hinges on key factors that resonate with supply chain professionals across the industry. The decision to embrace the ProShip multi-carrier shipping software centers around three core ideologies: Versionless, Parcel-Focused, and Flexible. These reasons not only embody the core of ProShip solution but also underscore the value to companies navigating the complex landscape of parcel shipping.

Versionless

Every minute in shipping operations is crucial. In a world where a lack of control can delay progress, ProShip multi-carrier shipping software stands as a foundation of consistency. It eliminates the need for constant version updates and ensures that your shipping software is always current and ready to perform at its best, enhancing your customers' experience and boosting operational efficiency.

Parcel-Focused

If parcel isn't your vendor's focus, then how can they be the best? ProShip multi-carrier shipping software takes a laser-focused approach to the unique needs of parcel shipping, delivering a tailored solution that optimizes the delivery of your parcels and protects the longevity of your investment.

Flexible

Adaptability is the cornerstone of a successful shipping strategy. ProShip multi-carrier shipping software offers the flexibility needed to meet the ever-evolving challenges of today's shippers. Its ability to integrate seamlessly with your existing systems, scale for your business, and provide customizable features empowers you to stay agile and innovative against your competition.

As the digital age and e-commerce continue to reshape the shipping and logistics industry, the solution becomes clear: ProShip multi-carrier shipping software is the only choice for excellence in parcel shipping. It's the core software that ensures you meet the expectations of your customers and delivers cost reduction while generating revenue.

Embrace ProShip multi-carrier shipping software and stay ahead of the competition. Drive transformation in your shipping operations and be ready for the future with confidence.

RECOMMENDED READ

Before You Choose the Cheaper Parcel Shipping Software...

READ THE BLOG ›

Researching new Shipping Software? **Let's Talk.**

Schedule an intro call with one of our Parcel Shipping Experts to discuss how to improve your parcel operations today.

SCHEDULE A DISCOVERY CALL ➤

ProShip

ProShipinc.com

ProShip, Inc., 400 N. Executive Drive, Suite 210, Brookfield, WI 53005
800.353.7774 | 414.302.2929 | sales@proshipinc.com

Learn more **800.353.7774**
or sales@proshipinc.com