

WHITEPAPER

Better Shipping is a Science

Pacejet turns shipping into a competitive advantage and transforms the shipping dock into a launch pad for profitability. The Pacejet difference is a scientific, data-driven strategy of shipping improvements supported by a flexible software platform that empowers agile innovation for fast-growing businesses; that's the science of shipping.

It's time to make shipping the competitive advantage

The Pacejet RESTful API for seamless ERP integration helps users optimize shipping workflows in real-time to reduce costs, eliminate errors, and run highly efficient fulfillment operations. And powerful reporting, ShipOptics™ scorecards, and freight auditing deliver analytical tools to measure and control key shipping cost and service levers.

4 principles of the science of shipping

The central idea behind the science of shipping is to position businesses to grow through continuous shipping innovation. Just as “free shipping” and “Prime subscriptions” have created competitive advantage and delivered disruptive growth for Amazon, new shipping capabilities like guaranteed delivery, white glove, same day shipping, or lower-cost international delivery are driving business growth for Pacejet users. As a growth strategy backed by a solutions framework, the science of shipping delivers value through the 4 key principles of innovation, optimization, measurement, and personalization.



“Pacejet helped streamline our shipping process by giving us a single user interface and simple process to manage multiple carriers and service options.”

— Paul Srubar, Logistics Manager Wisteria

Innovation with carriers and services

Managing a portfolio of shipping carriers and special services tailored to the needs of customers is a powerful way to create differentiated value. Every shipping carrier offers a unique combination of geographic coverage, price-points, special services like residential delivery or white glove, or service classes such as standard, same-day, or guaranteed delivery. Finding the right mix aligned with customer needs drives up service-levels and improves profitability, and regularly fine-tuning a carrier and service portfolio keeps shipping capabilities aligned with changing business needs.

Optimization of fulfillment in real-time

Running fast, error-free, and high-efficiency fulfillment operations is fundamental to supporting rapid business growth while developing increased profit margins. And while an innovative portfolio of carriers and special services can create an outstanding value proposition for customers, it is optimized fulfillment execution that delivers the results. Top performing shipping operations achieve both innovation and optimization by leveraging cloud software systems, ERP integration, and carrier networks to move offline business processes to real-time, connected, online shipment processing.



Measurement of key cost and service levels

Once optimized shipping operations are running in real-time and the portfolio of carriers and shipping services can be refined as needs change, data analytics become critical management tools. Shippers need to measure key financial indicators like carrier rate performance against peers or rate-shop savings alongside key operating indicators such as on-time delivery performance. Detailed shipping reports and financial auditing are important but fast, easy, automatic shipping scorecards can support faster, more proactive decision making.

Personalization of delivery experiences

While the principles of creative innovation of carriers and services, optimization of fulfillment, and measurement can drive substantial performance gains for shippers, personalization of delivery experiences can drive major improvements in customer value. For example, using regional carriers or local couriers can deliver faster yet still affordable shipping for the specific customers who prioritize speed. At the same time, international parcel forwarding services can help cross-border ecommerce buyers get a clear view of duties, taxes, and shipping costs, making them more likely to place an order. Repeat buyers who might be pressing for lower shipping costs might benefit from leveraging parcel and freight carriers together to zone skipping. By segmenting customers into groups according to product lines, regions, order patterns or other characteristics, shippers can design unique delivery experiences for more impactful customer service with lower costs.

The 4 principles of the science of shipping



Get Started with the Science of Shipping

Whether a business ships 50 parcels per day or a mix of 2,000 parcels and palletized freight shipments, harnessing the science of shipping using Pacejet can create new competitive advantages and support faster business growth. Pacejet solutions can be deployed incrementally as agile improvements over time. From sales to implementation, our team of scientists are ready to help your business reduce shipping costs and apply the science of shipping to your operations.

About Pacejet

Pacejet turns shipping into a competitive advantage and transforms the shipping dock into a launch pad for profitability. The Pacejet difference is a scientific, data-driven strategy of shipping improvements supported by a flexible software platform that empowers agile innovation for fast-growing businesses; that's the science of shipping. Choose Pacejet shipping software and get the right shipments to the right places more quickly, easily, and cost effectively than ever before. That space between your shipping dock and your customer is the final frontier. It is the last link in the chain, the place where your success is determined. That's why you need Pacejet.



Let's connect.

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