WHITE PAPER

TAKE CONTROL OF YOUR PARCEL SHIPPING NETWORK

By Ken Fleming and Mike Eisner

Logistyx TECHNOLOGIES

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Introduction

The circumstances over the last year surrounding the COVID-19 pandemic created a sizable shift in the global shipping market, leading shippers to rethink their supply chains.

Specifically, the growth of global e-commerce and surge in same-day/next-day delivery expectations accelerated the need for supply chain technology, and many shippers adopted digital business models to meet these challenges. As Bart De Muynck, VP Analyst for Transportation Technology with research firm Gartner Inc., recently described to DC Velocity, there is a heightened need "for more advanced, flexible, and adaptable multi-carrier parcel management technologies."

According to eMarketer, the global e-commerce market is expected to total $4.89 trillion in 2021, with expected growth over the next few years. This growth will in turn drive volumes in the global services logistics market. Parcel volumes in particular are projected to double, reaching 220-262 billion parcels by 2026, according to the Pitney Bowes Parcel Shipping Index. And as global parcel volumes increase, so too will the amount of parcel shipping data merchants have to manage.

Racing to Meet Customer Expectations

Organizations increasingly require the ability to ship *to* anywhere *from* anywhere, while ensuring they can meet customer expectations for faster, more transparent, and accurate delivery.

To do so, shippers seek greater, more proactive control of parcel shipping networks, often in the form of technology that not only supports those processes but also aggregates data that provides better insights into parcel operations.

Shippers need technology, for example, that seamlessly integrates with more carriers for greater shipping workflow flexibility and fulfillment options.

And using a **multi-carrier parcel shipping solution** empowers them to compare and negotiate carrier rates, address carrier capacity challenges, manage carrier threshold limitations, and more.

These technologies grant shippers greater control of their parcel shipping networks by:

Automating carrier compliant labeling, generated with greater precision and speed.

Providing compliant customs documentation.

Consolidating freight into full-truckload (FTL)/less-than-truckload (LTL) shipments.

Equipping teams with an easy-to-use user interface to gain efficiencies when managing multiple transactions.

Establishing an international presence.

With access to these parcel shipping capabilities through the right technology, organizations can create a continuous feedback loop of shared data and optimize their transportation strategies. However, many organizations still struggle to properly aggregate, analyze, and utilize data, particularly in logistics, where data is critical to meeting customers' high demands for a fast, personalized product delivery experience and maintaining high standards of customer service.

Mountains of Data

As shippers begin digitizing supply chain operations, they start collecting more information that creates mountains of data which includes information such as:

- Transactional shipping data
- Package-level shipment status
- Delivery verification
- Error/exception management
- Invoice management
- Line item/SKU-level data

Combine this complexity with multipliers like different distribution centers, suppliers, stores, destinations, and carriers, and the mountain gets steeper.

Unless shippers can properly identify, isolate, and tie their data back to shipment status updates to enhance customers' experiences, they're going to be challenged. A multi-carrier parcel shipping system with **Business Intelligence** provides shippers with an easy way to aggregate, normalize, and report transportation data while also offering insights to help contain costs and improve operations.

Managing Data to Accommodate Continuous Growth

A multi-carrier parcel shipping system helps connect people, processes, data, and technology so teams can make decisions with context and tie parcel shipping operations to company strategy.

More specifically, Logistyx's cloud multi-carrier parcel shipping system with Business Intelligence aggregates and standardizes shipping data across carriers, so shippers have unprecedented reporting capabilities and a system of record for shipping. The key element of effectively managing parcel shipping data includes real-time shipment status capabilities.

Real-time visibility into shipment status offers shippers four essential benefits:

- Consolidated view of all carriers within the supply chain.
- Enhanced customer experience with access to the latest shipment status data.
- Normalized carrier alerts that efficiently identify problem shipments and carrier services for better decision making.
- Greater visibility to shipment alerts allowing for better planning.

Shipment statuses reside directly in Logistyx's shipping platform

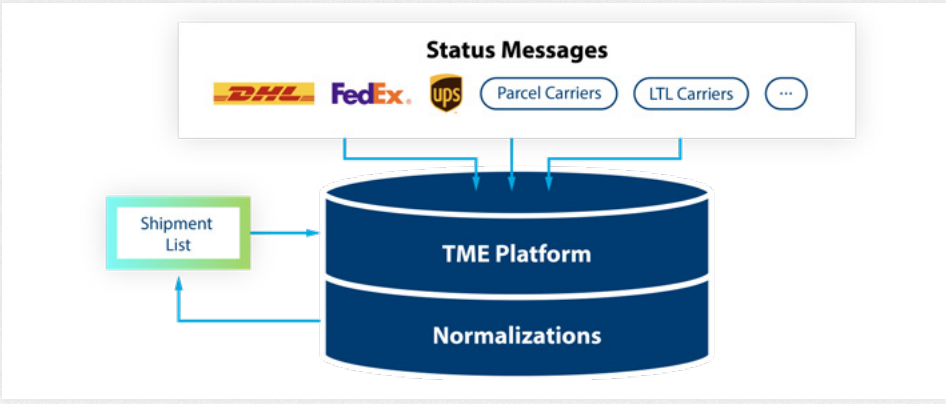
They provide shippers visibility into what they're tracking, along with access to data across different origins, destinations, regions, and carrier services as well as all the characteristics of those shipments, such as package weight, time in transit, and more.

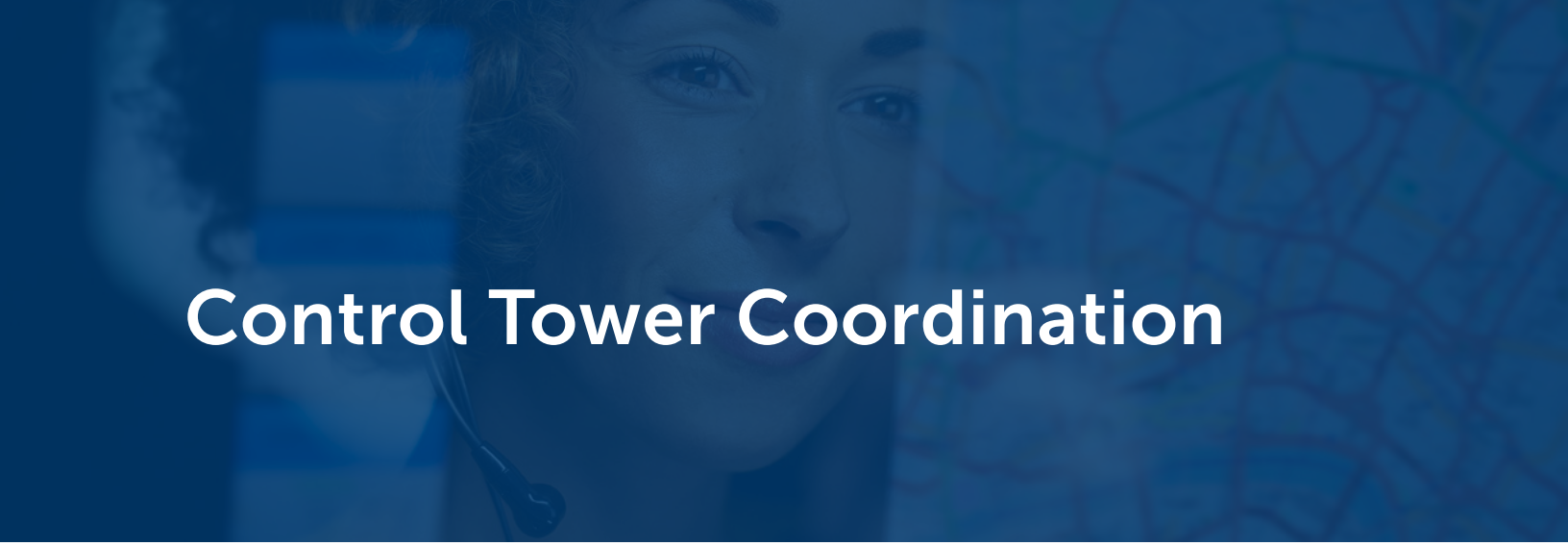
Carrier status events —like "Track & Trace"— are configured to build out a unified, global view of shipment status. Immediately upon receipt, all carrier status messages are normalized; this process aligns each status update into meaningful categories for cross-carrier interpretation and downstream analysis.

The level of status message detail is carrier-dependent; some carriers have hundreds of status updates to be normalized, while some have significantly less. Often, multiple tiers of normalization lead to better decision-making. For example, if a shipment is unable to be delivered due to an in-transit delay resulting from a bad residential address, it's sub-categorized as the fault of the shipper. In this case, Logistyx takes this status detail and automatically places it within multiple normalized categories that shippers can examine with Business Intelligence for adjustment of downstream processes to avoid similar problems in the future.

Logistyx maps these normalizations against the original shipment data from execution, keeping their relevancy tied to a variety of other shipping-related points. Upon completion of the normalization process, status data gets updated within the operational database and becomes visible within the User Interface —Shipments List— for user access.

Multiple tiers of normalization lead to better decision-making.





Control Tower Coordination

To better manage customer expectations and help resolve supply chain delivery challenges, the Logistyx Control Tower monitors carrier delivery performance, effectively holding carriers accountable and improving on-time delivery.

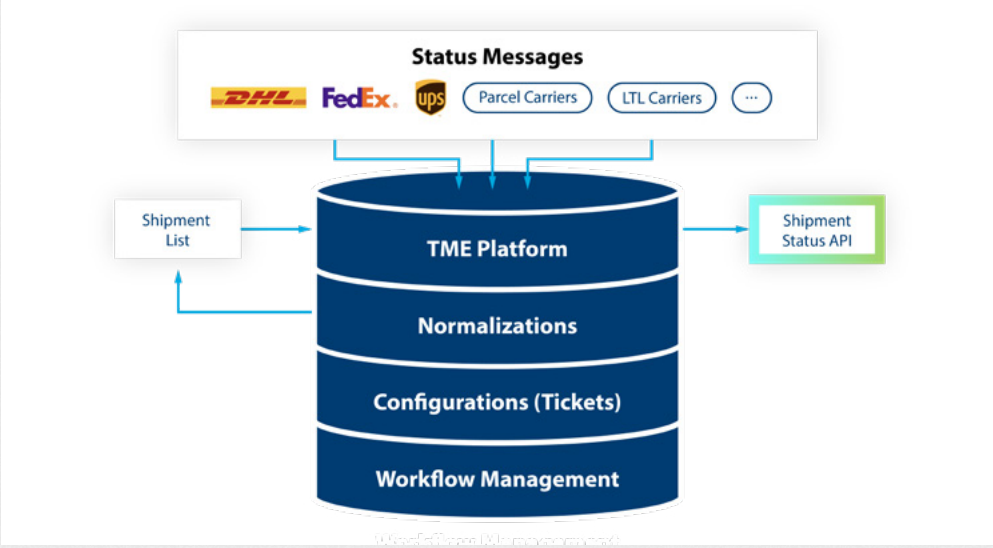
The Control Tower utilizes a simplified user interface and workflow to automatically create tickets based on normalized carrier status updates (problem shipments). This proactive approach empowers shippers to identify problems and resolve delivery issues to manage customer expectations.

Tickets are automatically created and assigned to subject matter experts who are accountable to manage the ticket through to resolution with documented workflow tools within Control Tower. For example, whether an alert is created to update a delivery address, provide missing customs data, or advise customers of an in-transit carrier delay, the identification of problems from use of the carrier status data and normalizations empowers shippers to best utilize the information and manage client delivery expectations when problems occur. As shippers solve problems and client expectations have been managed, shippers should track and analyze the relevant data points to support future decision-making improvements.

Control Tower benefits provide shippers with:

- Greater visibility of ticketing with dashboards.
- Actionable alerts for carrier status and non-status events.
- Automated business-rule-driven processes that improve on-time delivery.
- Improved collaboration with normalized and consolidated data.

The Logistyx Control Tower simplifies all carrier messages so shippers can view every status in one unified format and effectively incorporate shipment status updates into their enterprise systems to make shipping a competitive advantage.



Business Intelligence

The ability to make the right decisions based on shipping data has never been more important, especially considering the challenges of the last year.

As organizations strive to successfully meet the demands of today's and tomorrow's consumers, shippers must consider everything about the underlying data used to inform, analyze, and act. Leveraging this data is key to identifying and gaining control of parcel shipping opportunities.

Logistyx Business Intelligence interprets shippers' data from various sources and converts it into optimized visualizations, including the ability to:

Easily consolidate all shipping and metadata from multiple sources.

Automatically compute this data and report against chosen thresholds, KPIs, and business rules.

Enable multiple filters with interactive visualizations for efficient and deeper insights.

Empower users to take quick action when results don't meet set thresholds.

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"We've built a reporting engine capable of aggregating and normalizing shipping data across multiple carriers at scale"

—Ken Fleming, Logistyx President

"With Logistyx Business Intelligence, we've built a reporting engine capable of aggregating and normalizing shipping data across multiple carriers at scale, and our customers are increasingly utilizing the technology," said Logistyx President Ken Fleming. "We've both automated reporting and made transportation simulations possible in a single, connected source of truth. As a result, shippers achieve a new level of operational veracity within the business, capable of predicting, sharing, and delivering on key performance indicators across complex distribution scenarios."

Establishing benchmarks and thresholds across key performance indicators (KPIs) with the ability to interact with the data provides shippers with information and insights to support effective decision-making.

Building on the data consolidation within the Logistyx platform, standard data sourcing includes:

Execution-based data: quantitative data about each parcel shipment, including shipment cost, carrier service levels used, different carton characteristics such as dimensions or weight, carton counts, where the carton originated, and where it's going.

Track & Trace data: focuses on the status messages received into the Logistyx platform for each tracking number from the point of shipment manifest through delivery and, in the case of returns, back again. Business Intelligence leverages these messages to efficiently identify problems or patterns to address. Examples include problems related to geography, carriers, exception types, or even shipping characteristics.

Control Tower ticketing: focuses on ticket data points and internal performance solving these problems. Data ties back to shipment status normalizations, carrier and service level performance, issue frequency, employee performance, and associated factors.

Carrier invoicing: follows matching process to align actual carrier invoice line-item charge against the executed transactional data equivalent to identify the source of the line-item charge for analysis.

Logistyx's cloud multi-carrier parcel shipping system with Business Intelligence creates a unified source of truth with fully interactive dashboards that analyze KPIs and create visuals, custom reports, and analyses.

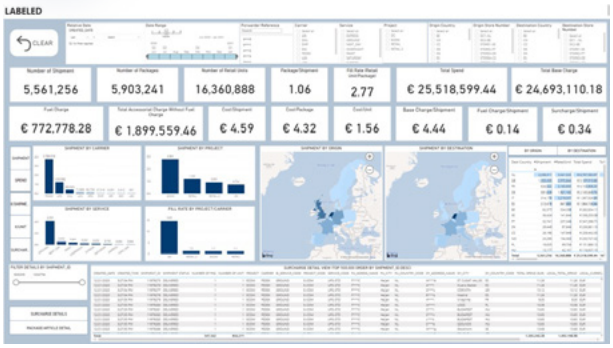
Built to measure performance against a shipper's own business rules, the dashboards visualize the masses of data for meaningful interpretation. Filters allow shippers to quickly organize and structure the data for use by digging in deeper to uncover root causes and understand solutions.

While uncovering surprising new ways to improve their supply chain, shippers can receive early warnings about:

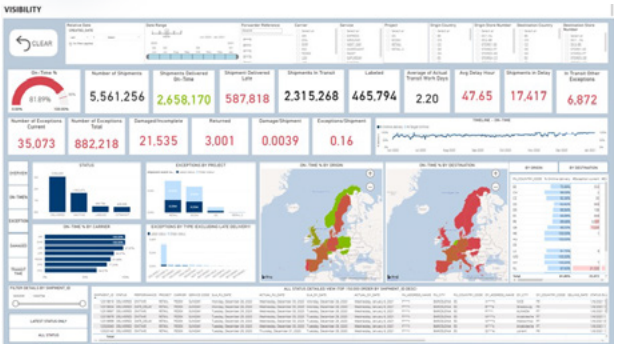
- Supply chain disruptions
- Key shipment status updates

They can also speed up management workflow with quick and standardized reporting and ensure results are always current with cloud updates.

Sample dashboard tracking well with business thresholds:



Sample of early warning signs that suggest monitoring:



"Having access to good data, metrics, and reporting can make or break shippers in the current parcel environment."

—Mike Eisner, Vice President of Business Intelligence at Logistyx

Mike Eisner, Vice President of Business Intelligence at Logistyx emphasizes that having a single source of truth is more critical than ever when shipping parcels in a post-pandemic world. "Having access to good data, metrics, and reporting can make or break shippers in the current parcel environment. With carriers operating at capacity, shippers are being hit with everything from peak surcharges, to lesser on time performance capabilities, to client 'assumptions' of same day or next day service expectations, to shifts in contract negotiation strength to carriers due to market demands. To offset these challenges, shippers need alternatives and options or risk being at the mercy of their carriers' shipment thresholds and disappointing their own customers."

Logistyx's Business Intelligence handles the analytics so shippers can focus on uncovering strategic insights and unveil opportunities to increase throughput, decrease transportation spend, and improve customer service.

Control Tower and Business Intelligence technologies from Logistyx enable shippers to smartly gain control of and expand parcel shipping operations to create a competitive edge.

De Muynck from Gartner further explained to DC Velocity, "The dramatic growth of parcel volumes, and the increasing complexity and breadth of delivery networks" has driven the need for more advanced multi-carrier parcel management technologies. "What people are looking for is analytics and more intelligence in their systems," De Muynck said, noting the highest demand is for real-time visibility, distributed order management, and multi-carrier parcel management—all connected and supportive of overall goals for lowest-cost, best-service delivery.

Logistyx's multi-carrier parcel shipping system with Business Intelligence addresses many of these needs, allowing shippers to leverage their shipping data to achieve scale and speed at low cost. Shippers can utilize the technology to successfully create and optimize shipping solutions with long-term potential in a complex shipping landscape.

Contact us today to see how Logistyx can help you leverage parcel shipping technologies and Business Intelligence to optimize your shipping network.

About the Author

Get in touch

Ken Fleming

President

Since the mid-1990s, Ken has led successful launches of many new technologies and services, including supply chain management, e-commerce, SaaS, and enterprise software and systems integration solutions.

As President of Logistyx Technologies, Ken oversees sales, product and service enhancements, and innovations at Logistyx and leads teams in charge of marketing and product development, focused on bringing the industry's most robust offering to shippers around the globe.

Ken most recently served as CEO of Eyefreight, where he grew revenue ten-fold during his five years at the company. Prior to Eyefreight, Ken served in a variety of executive and management roles at Transora, Kewill, Sterling Commerce, and other technology businesses.

Born in Canada, Ken currently lives in the Netherlands, making frequent trips to Logistyx's U.S. headquarters in Chicago. When not keeping up on the latest trends in supply chain technology, Ken enjoys spending time with his wife and three children and honing his skills as a drummer and cook.

More from Ken:

- Forbes Tech Council
- Logistics Viewpoints

About the Author

Get in touch

Mike Eisner

Vice President of Business Intelligence

Mike Eisner brings nearly 25 years of international shipping, parcel logistics, and multi-carrier software experience with a focus on product management and data analytics, to his role as Vice President of Business Intelligence (BI) at Logistyx Technologies. In this position, he oversees a team responsible for helping global businesses create value and leverage strategic information with BI within their supply chain operations.

Prior to Logistyx, Mike spent 20 years at Agile Canada/CanLogix Inc., Canada's leading experts in shipping and transportation management systems. While there, he served as Principal and led his team in driving technology implementations to streamline distribution center shipping processes, improve warehouse efficiencies, reduce operational costs, and provide complete data visibility across the enterprise.