



THE SHIPPING COMPANY THAT WORKS FOR YOU®

6 REASONS

WHY **SMALL- TO MID-SIZED**
BUSINESSES **LOVE 3PLS**



With the focus on e-Commerce, businesses' increased emphasis on information management, just-in-time systems that use small, more frequent deliveries and the growth of the global economy, today's small - to mid - sized businesses (SMBs) are faced with the monumental task of streamlining their shipping processes so that they can remain competitive.

That's why SMBs love third party logistics companies (3PL). 3PLs help SMBs solve shipping challenges in an ever-changing landscape.

A 3PL provides cost-effective solutions companies need to streamline their shipping process. Want to learn more? Take a quick look at the six most common shipping challenges SMBs face today and how a 3PL solves them.



SMB SHIPPING CHALLENGE # 1

THE LOWEST SHIPPING RATES ARE USUALLY ONLY AVAILABLE FOR THE "BIG" SHIPPERS.



When SMBs try to negotiate with carriers on their own, they usually feel like a small fish in a very big pond. Compared to larger companies who have the shipping volume and resulting "clout" to obtain the best possible rates, SMBs often do not receive the same rates, service and support.

**3PL SOLUTION:
PROVIDES COMPETITIVE RATES &
SHIPPING SAVINGS FOR SMBs.**



3PLs are able to obtain competitive rates with national, regional and local carriers by leveraging the combined shipping volume of all their customers. 3PLs then pass along these discounted rates to their customers. 3PLs can also help SMBs save on common overhead costs by reducing the company's need to invest in logistics staff or special technology that manages the logistics process. Additionally, some 3PLs can offer SMBs affordable shipment insurance and more flexible credit and invoicing options than they can get on their own. In short, 3PLs allow SMBs to build a global logistics network with lower costs that help improve the profitability of the company.

SMB SHIPPING CHALLENGE #2

MANAGING THE SHIPPING PROCESS IS TIME-INTENSIVE.



Almost every SMB has to ship their products – whether to a wholesaler, retailer or the end consumer. However, an SMB's shipping expertise is often limited, and as a result, their frustration is high as the shipping process has become more complex and regulated. Dealing with a multitude of carrier options and service levels, complicated pricing programs and complex transportation management systems (TMS) syphons valuable time and resources from the company. Businesses who have inefficient shipping processes in place may quickly find themselves with dwindling customers who expect their products to be delivered fast and on time.

3PL SOLUTION:

FREES UP VALUABLE TIME FOR SMBs TO FOCUS ON OTHER ASPECTS OF THEIR BUSINESS.



A 3PL can offer a host of time-saving solutions, including multiple carrier and service options from one company, consolidated invoicing, easy-to-use TMS, advocacy with carriers and expert consultation. Ultimately, this allows businesses to redirect their limited time and resources to improving customer satisfaction and growing their business.

SMB SHIPPING CHALLENGE #3

THE “CAPACITY CRUNCH” IS CAUSING RELIABILITY CONCERNS AND INCREASING RATES.



Today’s freight industry is experiencing a capacity crunch; high demand for shipping services is met with a low supply due largely in part to a shortage of truck drivers. This capacity crunch means higher shipping costs and an increased risk of delayed shipments or missed pickups. This is especially true for SMB shippers who work directly with carriers, smaller freight brokerages or 3PLs that do not have strong, established relationships with freight carriers.

3PL SOLUTION:
LEVERAGES VAST CARRIER RELATIONSHIPS TO HELP EASE THE “CAPACITY CRUNCH.”



3PLs that do have strong, established relationships with freight carriers are able to leverage these relationships so that in times of limited capacity, the customer has the best chance of their freight getting picked up and delivered on time. 3PLs with strong carrier relationships are also able to offer SMBs more stable discounts that fluctuate less in times of high demand.

SMB SHIPPING CHALLENGE #4

LACK OF ADEQUATE TECHNOLOGY LEADS TO INCREASED COSTS AND INEFFICIENCY.



Like all aspects of business these days, the supply chain has gone high-tech. While companies used to rely on handwritten bills of lading and paper-based inventory tallies, automation now reigns supreme. And for organizations that are not truly integrated, costs escalate and inefficiencies abound.

3PL SOLUTION: OFFERS ONLINE TRANSPORTATION MANAGEMENT SYSTEMS.



Most reputable 3PLs have developed a proprietary TMS, a software that manages a company's transportation processes. Transportation management systems allow customers access to a vast network of carriers, the ability to instantly compare costs and delivery options, prepare documentation, create reports, and much more. A TMS can even run reports on freight, analyze shipping patterns and keep scorecards on service quality. Best of all, when working with a 3PL, businesses can often access the software for free.

SMB SHIPPING CHALLENGE #5

DEALING WITH MULTIPLE CARRIERS, INVOICES AND WEBSITES CAUSES INEFFICIENCY & HEADACHES.



Sitting on the phone with one carrier, waiting to hear back from another and emailing yet another (all with the goal of getting the best quote quickly) is an all-too-common scenario when businesses try to go at it alone. Add to that multiple carrier invoices, different contacts at each company, different websites and shipping systems, and SMBs spend considerable time trying to consolidate it all.

3PL SOLUTION:

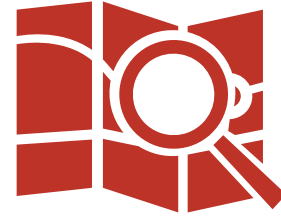
GIVES CUSTOMERS ACCESS TO A VAST CARRIER NETWORK AND SERVICE OPTIONS FROM ONE COMPANY.



Using a full service 3PL can help eliminate the run-around by maintaining established strategic partnerships with a carefully vetted portfolio of carriers. This enables companies to access a more comprehensive set of shipping choices. And with a 3PL, dealing with numerous carrier invoices, contacts, websites and shipping systems is a thing of the past.

SMB SHIPPING CHALLENGE #6

NAVIGATING THE LOGISTICS PROCESS IS OFTEN OVERWHELMING.



Logistics management is an integral factor in the success of any company's operations and has a direct impact on their bottom line. And with so many nuances to the shipping process, SMBs may feel like they're in over their head.

**3PL SOLUTION:
PROVIDES CUSTOMERS
SHIPPING INDUSTRY EXPERTISE
AND CONSULTATION.**



A good 3PL will offer both expertise and experience in managing a wide range of logistics processes to a company. 3PLs are also knowledgeable of industry best practices and stay up-to-date on the latest developments in technology, packaging and service options. Using a 3PL means a company is able to focus more on its core competencies while knowing that its logistics needs are being handled by reliable, seasoned professionals.

3PLs:

A SMART CHOICE FOR SMBs

It's easy to see why SMBs choose 3PL companies to help take the stress out of shipping their products. From providing competitive rates and shipping expertise to offering state-of-the-art transportation management systems and more, a well-established 3PL can be an invaluable partner for a growing business.

For nearly 30 years, Unishippers has been providing 50,000 businesses with complete shipping services and great customer service. We provide small and medium-sized businesses with complete shipping services at much lower rates by leveraging the combined shipping volume of all our customers.

Unishippers offers a full range of services including UPS express and ground, less-than-truckload, full truckload, air freight, international freight and more. Plus, you'll enjoy a dedicated account service team, easy-to-use shipping tools, an advocate on your behalf with carriers, flexible credit, invoicing and shipment insurance options and more, thanks to our Platinum Service guarantee.

WHAT CAN UNISHIPPERS DO FOR YOUR BUSINESS?

FIND OUT BY CONTACTING YOUR UNISHIPPERS OFFICE AND ASK FOR A QUICK SHIPPING ASSESSMENT.