

6 REASONS WHY SMALL- TO MID-SIZED BUSINESSES LOVE 3PLS





With the growth of global sales and e-commerce websites — on top of the increasing demand for faster, cheaper shipping options — small- to mid-sized businesses (SMBs) must streamline their shipping processes to remain competitive. **That's why SMBs love 3PLs!**

WHAT IS A 3PL?

Third-party logistics companies (3PLs) help SMBs solve (and even avoid) shipping challenges in an ever-changing landscape. These cost-effective logistics services help companies streamline and improve their shipping processes.

Many SMBs work with a 3PL to optimize their business shipping. In fact, a 2019 study found that **more than 80% of companies surveyed outsourced some — if not all — of their domestic shipping.**¹

IS A 3PL NECESSARY?

Companies just like yours save time and money by working with a 3PL provider. This partnership can help you optimize your business shipping and increase your company's productivity.



Read on to learn how your business can benefit from partnering with a 3PL provider.

#1

SAVE MONEY WITH COMPETITIVE SHIPPING RATES

You deserve affordable rates on your business shipping. But too often, the lowest rates are only available for the “big” shippers.

Luckily, 3PLs can leverage the combined shipping volume of their customers to obtain competitive rates with national, regional and local carriers, passing along these discounted rates to SMB customers like you. Working with a 3PL can help you build a global logistics network at a lower cost, improving your company's profitability.

A woman in a blue dress sits at a desk working on a laptop. A man in a red shirt and blue pants stands next to a whiteboard, pointing to a chart with 10 human icons and the number 72%.

72% of 3PL users agree that using a 3PL helped reduce their overall logistics costs.¹

1. 2019 23rd Annual Third-Party Logistics Study: The State of Logistics Outsourcing, Infosys and Dr. C. John Langley, 2019.

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#2

SAVE TIME TO FOCUS ON OTHER ASPECTS OF YOUR BUSINESS

Almost every SMB has to ship their products — and managing the shipping process can be very time-intensive.

Dealing with a multitude of carrier options and services, complicated pricing programs and complex shipping systems can syphon valuable time and resources from your business. And as consumers continue to expect faster delivery, it's more important than ever to develop efficient shipping processes.

3PLs offer a host of time-saving solutions, including multiple carrier and service options from one company, consolidated invoicing, an easy-to-use transportation management system (TMS) and consultation from experts in the shipping industry — all of which allow you to focus on improving customer satisfaction and growing your business.



#3

NAVIGATE THE CAPACITY CRUNCH WITH INCREASED NETWORK CAPACITY

Today's freight industry is experiencing a capacity crunch. Due largely in part to a shortage of truck drivers, SMBs are seeing higher shipping costs and an increased risk of delayed shipments and missed pickups.

While the capacity crunch has put a strain on the entire shipping industry, this strain is especially apparent for smaller freight brokerages or SMB shippers who work directly with freight carriers.

In times of limited capacity, 3PLs can leverage their relationships with freight carriers to ensure their customers have the best chance of getting their freight picked up and delivered on time. These strong carrier relationships also provide discounts that fluctuate less during times of high demand.



#4

INCREASE YOUR SHIPPING EFFICIENCY WITH HELPFUL ONLINE TOOLS

If you are missing the proper shipping automation technology, it can lead to increased costs and inefficiencies for your business.

Like most aspects of the supply chain, your business shipping requires customizable, high-tech solutions. Unfortunately, many SMBs are not able to invest money into an integrated shipping system.

Luckily, most 3PLs have their own proprietary TMS that helps you manage and automate your company's transportation processes. A TMS gives you access to a vast network of carriers and the ability to instantly compare costs and delivery options, prepare documentation, create reports and much more. Best of all, this software is typically free when you partner with a 3PL.



#5

CONSOLIDATE YOUR SHIPPING PROCESSES WITH ONE MAIN POINT-OF-CONTACT

By partnering with a full-service 3PL, you get access to a vast network of carrier and service options – all from just one company.

How much time does your company spend communicating with carriers, trying to find the best rates for your business shipping? Add multiple carrier invoices, different contacts at each company and numerous shipping systems, and you can spend a considerable amount of time trying to consolidate it all.

Using a full-service 3PL eliminates the need for time-consuming rate checking, giving you access to a portfolio of carefully vetted freight and small package carriers. And with a 3PL, dealing with numerous carrier invoices, contacts, websites and shipping systems is a thing of the past.




#6

OPTIMIZE YOUR SHIPPING LOGISTICS WITH AN EXPERIENCED ACCOUNT TEAM

When you work with a 3PL, you can rest easy knowing that your logistics needs are being handled by reliable, seasoned professionals.

With so much to think about when operating a business, you may not have the time to stay current on the ins and outs of the shipping industry.

A good 3PL has the expertise you need to manage a wide range of shipping processes. 3PLs stay up-to-date on industry best practices and the latest developments in technology, packaging and service options. Plus, they can provide you with a customized plan to optimize your business shipping based on your unique requirements.



89% of 3PL users agree that their 3PL helps them improve the services that they offer to their customers.¹

WORKING WITH A 3PL: THE SMART CHOICE FOR SMBS

It's easy to see why so many SMBs work with a 3PL provider to help take the stress out of their business shipping.

From providing competitive rates and shipping expertise to offering state-of-the-art transportation management systems and more, a well-established 3PL is an invaluable partner for a growing business.

For more than 30 years, Unishippers has provided SMBs with complete shipping services — often at much lower rates than you can get on your own.

Unishippers offers a full range of services including UPS® express and ground, less-than-truckload, truckload, air freight, international freight and more. Plus, you'll enjoy a dedicated account service team, easy-to-use shipping tools, and flexible invoicing and shipment insurance options.



1. 2019 23rd Annual Third-Party Logistics Study: The State of Logistics Outsourcing, Infosys and Dr. C. John Langley, 2019.



What can Unishippers do for your business?

Find out by contacting your Unishippers office and asking for a quick shipping assessment.

[UNISHIPPERS.COM](https://www.unishippers.com)