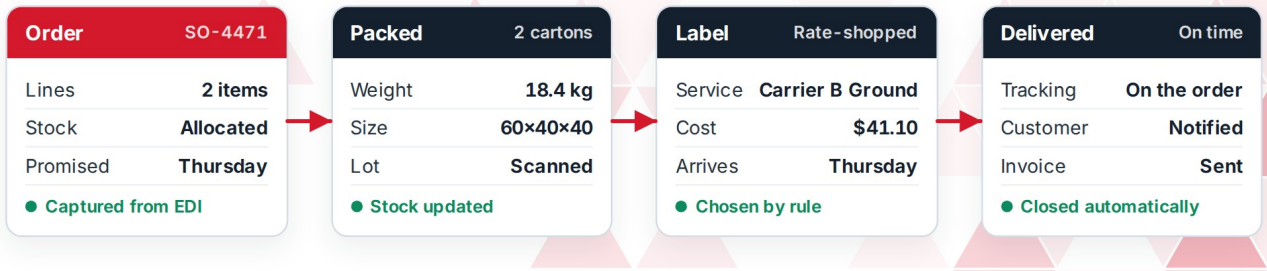
The Complete Guide to Multi-Carrier Logistics Software

How SMB distributors and mid-market manufacturers evaluate supply chain and logistics software for automated fulfilment, real-time inventory and on-time delivery

For operations directors, warehouse and logistics managers, finance leaders and owners at SMB distributors and mid-market manufacturers.



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Introduction

For most small and mid-sized distributors and manufacturers, the warehouse dock is where profit quietly leaks away. Orders are picked from stock that turns out not to exist, shipped with whichever carrier the packer prefers, and tracked by customers who call to ask where their delivery is. Each problem looks small. Together they decide whether a growing business keeps its margin and its customers.

Supply chain and logistics software is meant to close that gap. The right system connects orders, inventory, warehouse work and carriers, so the business ships the right stock, on the right service, at the right cost, and knows where every order is. Multi-carrier shipping sits at the heart of it: the ability to compare carriers, apply rules, print labels and track every parcel or pallet from one place.

This guide is for operations directors, warehouse and logistics managers, finance leaders and owners at SMB distributors and mid-market manufacturers who are evaluating logistics software. It is written from the buyer's side: what to automate first, what real-time really means, how to judge vendors, and how to prove the value to your board.

You will learn:

- Why logistics has become a margin problem, and where SMBs lose the most money
- What supply chain and logistics software covers, and what an SMB actually needs
- How multi-carrier shipping integration works, from rate shopping to returns
- How to automate order fulfilment from order to delivery
- What real-time inventory tracking requires in practice
- How to improve on-time delivery with promise logic, carrier scorecards and exception management
- The architecture options, including Salesforce-native systems
- Where AI helps, how to evaluate vendors, and how to roll out and measure results

By the end you should be able to describe your current maturity, shortlist the right type of system and run an evaluation that tests what matters on your own dock.

Why logistics is now a margin problem

Shipping used to be treated as a cost of doing business. For SMB distributors and mid-market manufacturers it is now one of the few large costs they can still control, and one of the clearest signals customers use to judge them.

Carrier costs keep rising faster than the headline

UPS and FedEx both set their 2026 general rate increase at an average of 5.9%, effective 22 December 2025 for UPS and 5 January 2026 for FedEx (LateShipment). The headline understates the real change. Both carriers also added cubic-volume triggers to surcharges in January 2026, so more packages now attract handling and oversize fees (Ship24), and residential and delivery-area surcharges rose again. A business that ships every order with the same carrier and service, without checking alternatives, pays these increases in full.

Customers expect more for less

B2B buyers now expect the delivery experience they get as consumers: an accurate date at the time of order, tracking without asking, and quick, simple returns. A late or partial shipment is no longer forgiven as normal. It is a reason to try a competitor.

Where SMBs lose money

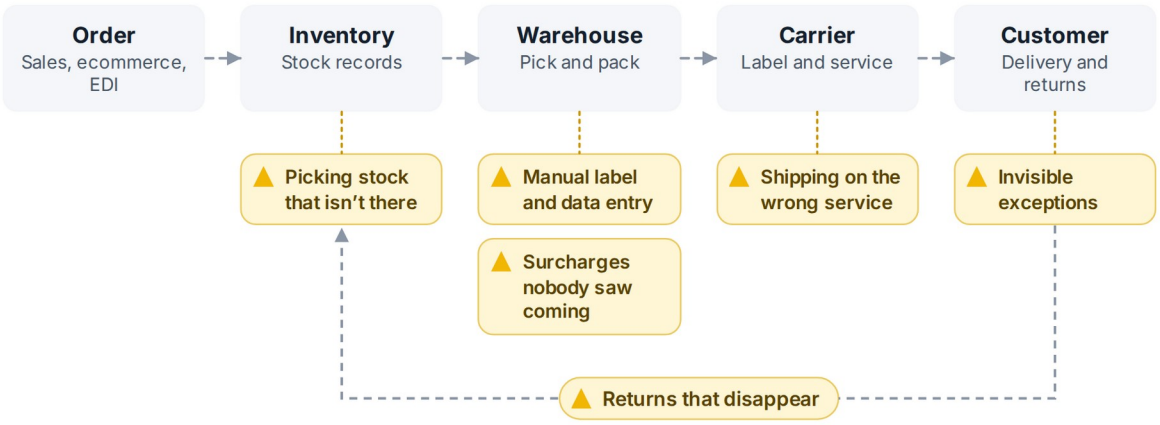


Figure 1. Where SMBs lose money. The leaks sit in the gaps between orders, inventory, the warehouse and carriers.

1. **Shipping on the wrong service.** Packers default to a familiar carrier or a faster service than the customer paid for.
2. **Surcharges nobody saw coming.** Packaging and dimensions trigger fees that were never priced into the order.
3. **Picking stock that is not there.** Inventory records drift from reality, so orders stall, ship partially or need expensive expediting.

4. **Manual label and data entry.** Staff retype addresses into carrier portals, creating errors, failed deliveries and rework.
5. **Invisible exceptions.** Delays are discovered when the customer calls, too late to recover the date.
6. **Returns that disappear.** Returned stock is not received, inspected or restocked promptly, so it can be neither sold nor credited.

The pattern is consistent: the money is lost in the gaps between orders, inventory, the warehouse and carriers. That is exactly what supply chain and logistics software exists to close.

What supply chain and logistics software covers

“Supply chain and logistics software” is a broad label. Enterprise suites split it into a dozen separate products; most SMBs need a handful of capabilities that work together on the same data.

Capability	What it does	Must-have for an SMB?
Order management	Captures orders from sales, ecommerce and EDI; allocates stock; tracks status	Yes
Inventory management	Stock by location, lot and serial; reservations; replenishment	Yes
Warehouse management (WMS)	Receiving, put-away, picking, packing, cycle counts, barcode scanning	Yes, sized to your volume
Shipping management	Multi-carrier rates, rules, labels, manifests, tracking	Yes
Returns management	Return authorisations, labels, receipt, inspection, restock or credit	Yes
Procurement and inbound	Purchase orders, supplier lead times, inbound receiving	Usually
Transportation management (TMS)	Freight planning, load building, route optimisation, freight audit	Only with significant LTL or truckload volume
Demand planning	Forecasts and replenishment plans	Useful as volume grows
Analytics	Cost, service and carrier performance reporting	Yes

What SMB logistics management really needs

SMB distributors rarely need an enterprise TMS or a highly configurable WMS on day one. They need four things done well:

1. **One accurate view of stock** across every location, updated as work happens.
2. **Automated fulfilment** that turns orders into pick lists, packing and labels without retyping.
3. **Multi-carrier shipping integration** that chooses the right carrier and service by rule, not habit.
4. **Visibility for customers and staff** from order to delivery, including exceptions and returns.

The common mistake is buying for an imagined future scale and drowning in configuration. The better approach is to buy a platform that does these four things now and can add warehouse depth, freight planning and forecasting as volume grows, without changing systems.

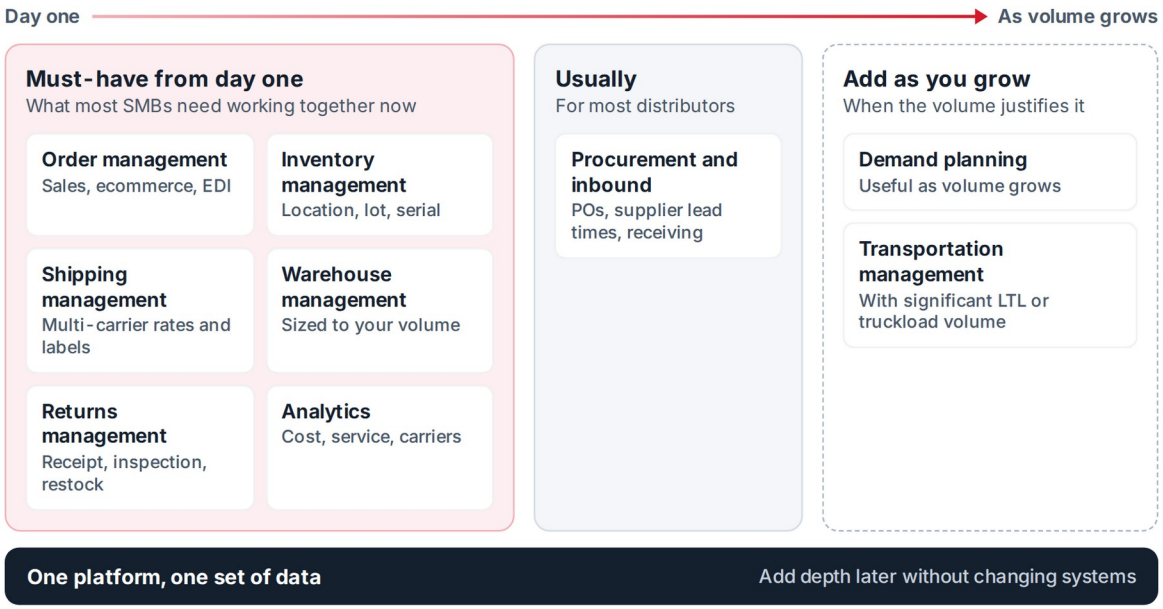


Figure 2. What an SMB needs now, and what it can add as volume grows, on one platform.

Questions that define your requirements

- How many orders, lines and shipments do you handle on a normal day and a peak day?
- What is your parcel versus pallet and freight mix?
- How many warehouses, and do you also ship from stores, suppliers or third-party logistics providers?
- Do you sell through ecommerce, marketplaces, EDI or a sales team, or all four?
- Do you need lot, serial or expiry tracking for regulatory or quality reasons?

Write the answers down before you speak to any vendor. They are the specification most evaluations skip.

Multi-carrier shipping explained

Multi-carrier shipping means choosing, booking and tracking shipments across several carriers from one system, instead of switching between carrier portals. Done well, it is the fastest payback in logistics software, because every shipment becomes a decision rather than a habit.

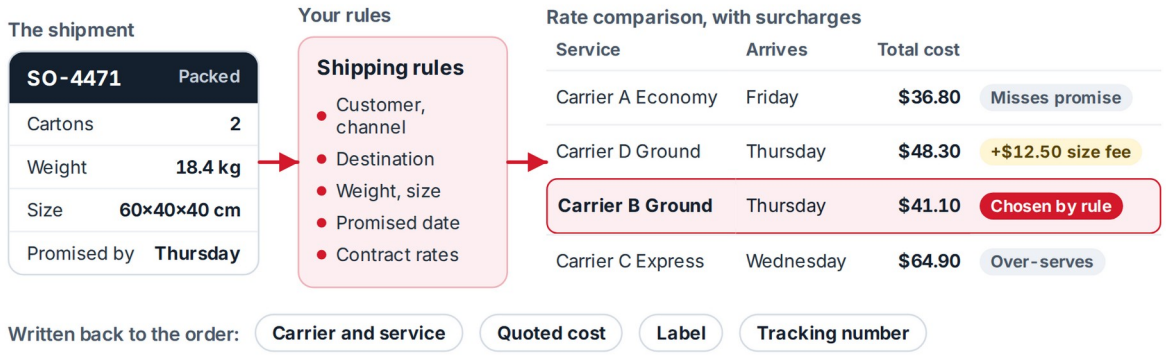


Figure 3. Rate shopping by rule: every shipment becomes a decision rather than a habit. Values are illustrative.

What a multi-carrier shipping integration should do

- **Rate shopping.** Compare negotiated rates, transit times and surcharges across carriers and services for each shipment, using your own contract rates, not just list prices.
- **Shipping rules.** Pick the carrier and service automatically by customer, destination, weight, dimensions, value, promised date or channel. Rules should be easy for operations staff to change.
- **Labels and documents.** Generate compliant labels, packing slips, commercial invoices and customs documents in the formats each carrier requires.
- **Manifests and pickups.** Close out the day with each carrier and book collections without separate portals.
- **Tracking.** Write tracking numbers and status back to the order, so sales, service and customers see the same information.
- **Returns.** Create return labels and authorisations from the original order, and track the return back into stock.
- **Cost visibility.** Record the quoted cost of every shipment, so finance can compare it with the carrier invoice.

Parcel, pallet and freight

Parcel carriers such as UPS, FedEx, DHL and USPS run on rate tables, zones and surcharges, and suit automation well. Less-than-truckload (LTL) and full truckload freight is quoted differently, often per shipment, and depends on freight class, accessorials and appointments. Many SMBs need both. Check whether a system handles freight quotes and bookings, or only parcel, before you assume it covers your whole outbound mix.

How carrier connections are built

Connection type	How it works	Strengths	Watch for
Direct carrier integrations	The software connects to each carrier's own interfaces	Full access to carrier features and negotiated rates	Fewer carriers; each new carrier is a project
Shipping aggregator or API platform	One connection to a provider that links many carriers	Broad carrier coverage, quick to add regional carriers	An extra subscription and an extra party in the data flow
Carrier portals used manually	Staff key shipments into each carrier website	No software cost	Errors, no rate comparison, no data back to orders

Whichever model you choose, insist that rates, labels and tracking flow back to the same order and inventory records. A shipping tool that sits apart from orders and stock solves the label problem and leaves the visibility problem untouched.

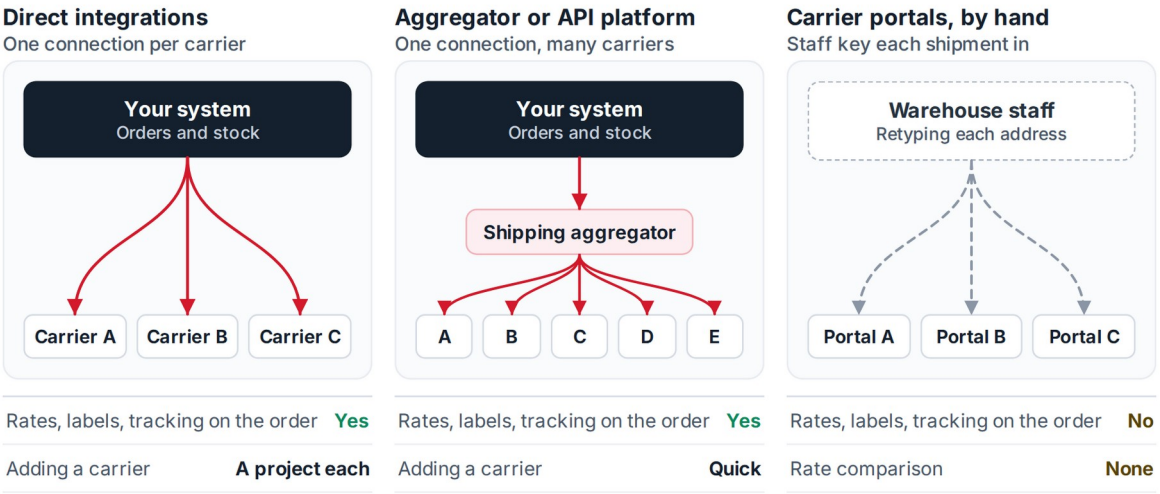


Figure 4. Three ways to connect carriers, and whether rates, labels and tracking come back to the order.

Carrier certification matters

Carriers certify software that meets their technical and label standards. Certification reduces label rejections and service failures, and it is a quick credibility check during evaluation: ask which carriers have certified the product and for which services.

Automated order fulfilment, from order to delivery

Automated order fulfilment means an order moves from capture to delivery with people handling only the physical work and the exceptions. Nobody retypes an address, chooses a carrier from memory or updates a spreadsheet to say an order has shipped.

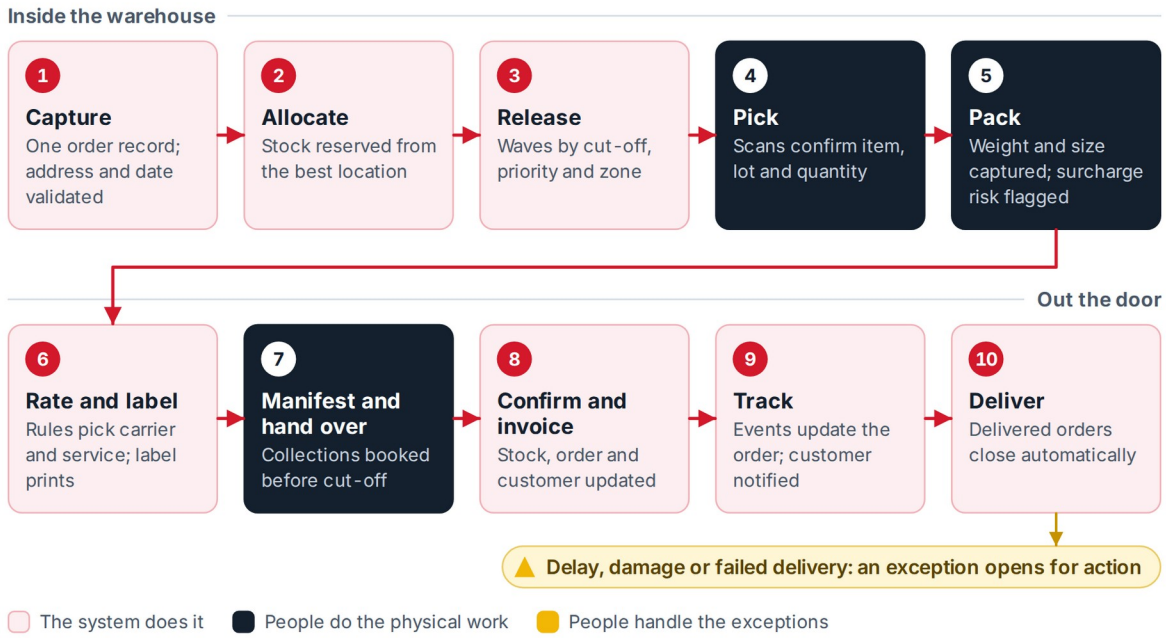


Figure 5. Automated fulfilment from order to delivery. The system does the routine work; people do the physical work and the exceptions.

The fulfilment workflow, step by step

1. **Capture.** Orders arrive from sales, ecommerce, marketplaces or EDI into one order record, with the customer, ship-to address and promised date validated on entry.
2. **Allocate.** The system reserves stock from the best location, considering availability, distance to the customer and cost. Backorders and partial shipments follow rules you set.
3. **Release to the warehouse.** Orders are released in waves or continuously, grouped by carrier cut-off, priority and pick zone.
4. **Pick.** Staff pick with barcode or mobile devices, following an optimised path. Scans confirm the right item, lot or serial and quantity.
5. **Pack.** The system suggests packaging, captures weight and dimensions, and flags packages likely to trigger surcharges.
6. **Rate and label.** Shipping rules choose the carrier and service; the label and documents print automatically at the pack station.
7. **Manifest and hand over.** Shipments are manifested and collections booked before each carrier's cut-off.

8. **Confirm and invoice.** Shipment confirmation updates inventory, the order and the customer, and triggers the invoice.
9. **Track.** Tracking events update the order; customers receive proactive notifications.
10. **Deliver or handle exceptions.** Delivered orders close; delays, damage and failed deliveries open an exception for action.

Exceptions are where automation earns its keep

Any system can automate the happy path. Judge it on the exceptions:

Exception	What good software does
Stock short at pick	Offers an alternative location, a substitute or a partial shipment, and updates the promise date
Address fails validation	Stops the order before picking and asks for correction
Package exceeds surcharge thresholds	Warns at packing and suggests different packaging or service
Carrier cut-off missed	Re-rates on the next best option and alerts the customer if the date changes
Tracking shows a delay	Raises an alert to customer service before the customer calls
Delivery fails	Creates a task, offers re-delivery or collection, and keeps the history on the order

What to automate first

Start where retyping and judgement calls are most frequent: label creation and carrier selection, then tracking updates to the order, then allocation rules. Warehouse optimisation such as wave planning and slotting can follow once the basics run cleanly.

Real-time inventory tracking

Real-time inventory tracking means the stock figure everyone sees changes at the moment physical stock changes: when goods are received, moved, picked, shipped, returned or adjusted. If the number only updates when someone runs an import or closes a batch, it is not real time, and sales will promise stock the warehouse cannot find.

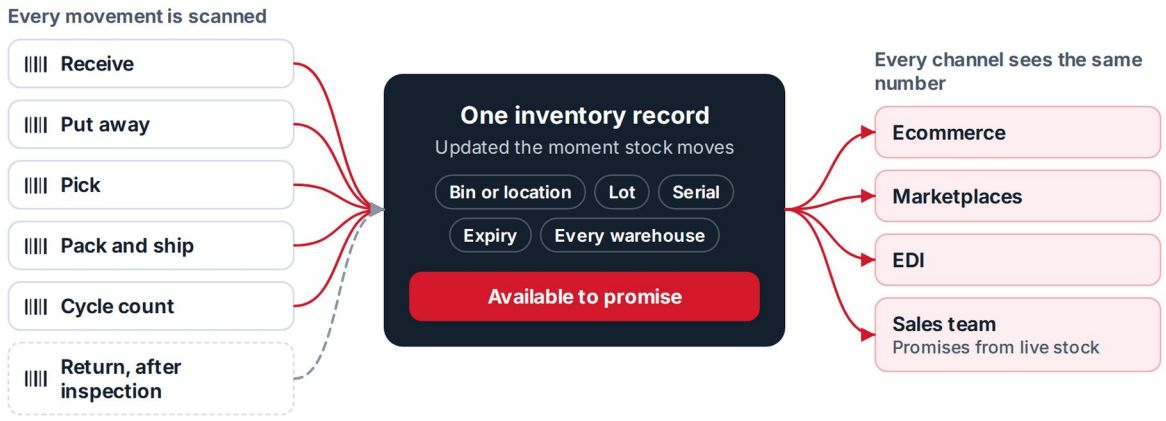


Figure 6. Real-time inventory: every stock movement is scanned into one record that every sales channel reads.

The four numbers that matter

Number	Meaning	Who uses it
On hand	Physically in a location now	Warehouse
Allocated	Reserved for open orders	Operations
Available to promise	On hand less allocations, plus confirmed inbound within the promise window	Sales and ecommerce
In transit	Moving between locations or arriving from suppliers	Planning and purchasing

Most overselling comes from showing on hand to sales instead of available to promise.

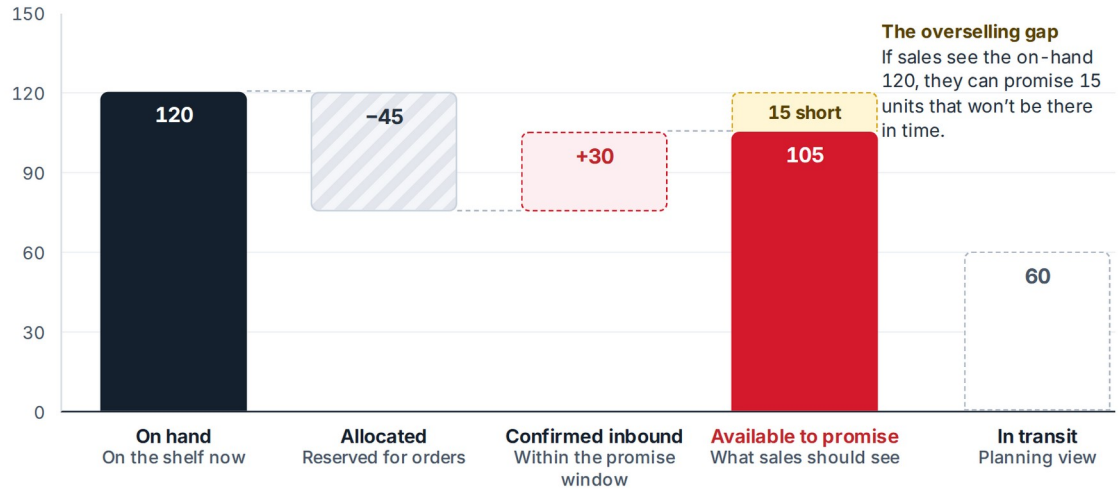


Figure 7. Why overselling happens. Sales should see available to promise, not on hand. Values are illustrative.

What real-time tracking takes

- **Scanning at every movement.** Barcode or mobile scanning at receiving, put-away, picking, packing and returns, so records update as work happens rather than at the end of a shift.
- **Bin or location-level stock** in each warehouse, not just a total per site.
- **Lot, serial and expiry tracking** where products need it, especially in medical, food, electronics and spare parts.
- **Cycle counting** instead of an annual stocktake, focused on fast-moving and high-value items.
- **One inventory record across channels**, so ecommerce, marketplaces, EDI and the sales team draw on the same stock.
- **Returns flowing back into stock** after inspection, not sitting in a corner of the warehouse.

Multi-location visibility

For distributors with several warehouses, real-time tracking unlocks smarter allocation: ship from the location nearest the customer, balance stock between sites, and avoid splitting orders unnecessarily. It also makes transfers visible, so stock in transit is neither lost nor double-counted.

How accurate is accurate enough?

Set an inventory accuracy target for your business, measured by cycle counts as the share of locations where the system matches the shelf. Track it weekly. Inventory accuracy is the foundation for everything else in this guide: automation built on inaccurate stock simply fails faster.

On-time delivery optimisation

On-time delivery is decided long before the truck leaves. It depends on the date you promise, whether stock and labour can meet it, which carrier and service you choose, and how quickly you react when something slips.

Measure the right thing

Measure	Definition	Why it matters
On-time shipment	Shipped by the promised ship date	Shows warehouse performance
On-time delivery	Delivered by the promised delivery date	Shows the customer's experience
On time in full (OTIF)	Delivered on time with every line and quantity complete	The measure large B2B customers use, often with penalties
Carrier on-time rate	Share of shipments each carrier delivered within its committed transit time	Shows which carriers keep their promises

Many businesses report on-time shipment and believe they deliver on time. Track all four, because the gaps between them show where the problem sits.

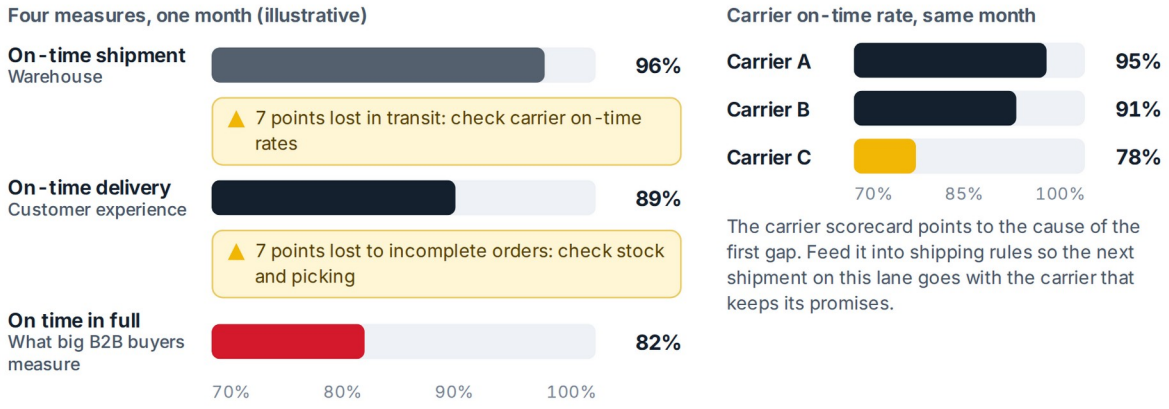


Figure 8. The gaps between the four delivery measures show where the problem sits. Values are illustrative.

Five levers that improve on-time delivery

1. **Promise realistically.** Base promise dates on available-to-promise stock, warehouse capacity and carrier transit times, not a standard lead time.
2. **Respect cut-offs.** Release and prioritise orders by carrier cut-off and promised date, so urgent orders are picked first.
3. **Choose carriers on performance, not just price.** Use a carrier scorecard of on-time rate, damage and cost per lane, and feed it into shipping rules.
4. **Catch exceptions early.** Monitor tracking events and alert staff when a shipment is at risk, while there is still time to re-ship, upgrade the service or warn the customer.

5. **Close the loop.** Review late deliveries weekly by cause: stock, warehouse, carrier or data. Fix the cause, not the symptom.

Proactive customer communication

Customers forgive a delay they are told about far more readily than one they discover. Automated notifications at dispatch, on delay and on delivery reduce “where is my order” calls and give customer service time to solve problems rather than look them up.

The cost and service trade-off

The cheapest service is not always the cheapest outcome. A missed date can cost an expedited replacement, a penalty under an OTIF agreement or a lost customer. Good shipping rules weigh cost against the promised date and the customer’s value, and finance should be able to see the result for every shipment.

Architecture choices

The biggest decision is not which features to buy but where shipping lives relative to your orders and inventory. Four patterns cover most SMB and mid-market businesses.

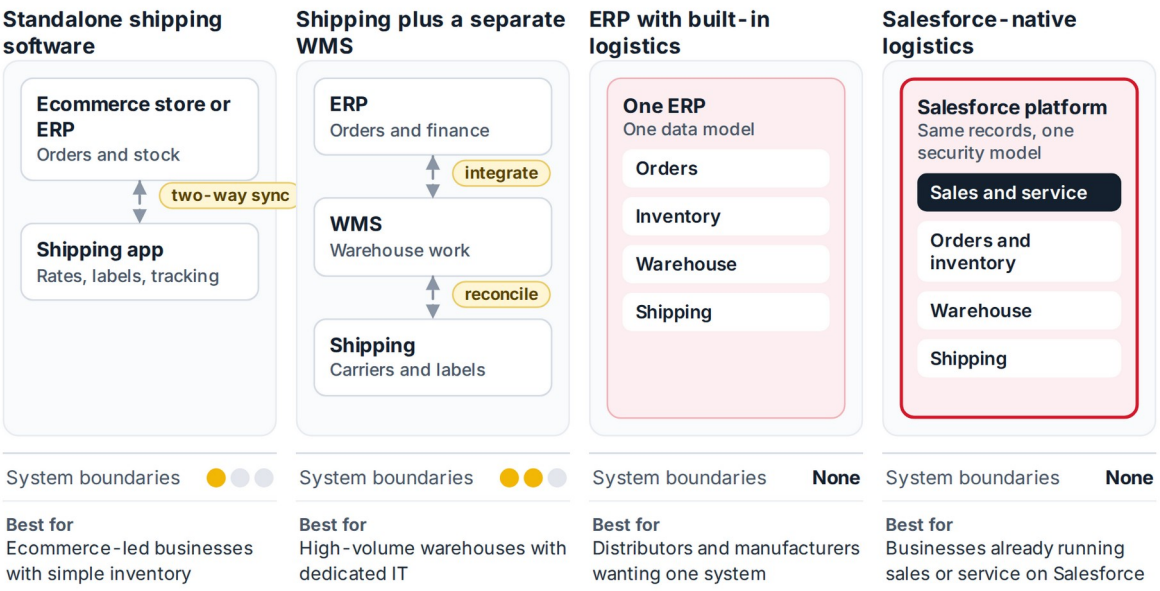


Figure 9. Four architectures, compared by the number of boundaries between order, stock and shipment.

Architecture	How it works	Strengths	Weaknesses	Best for
Standalone shipping software	A shipping app or platform connected to your ecommerce store or ERP	Fast to start, broad carrier coverage, low cost	Inventory and orders live elsewhere; data syncs in both directions	Ecommerce-led businesses with simple inventory
Shipping plus a separate WMS	Specialist warehouse system with shipping, connected to an ERP	Deep warehouse functions	Three systems to integrate and reconcile	High-volume warehouses with dedicated IT
ERP with built-in logistics	Orders, inventory, warehouse and shipping in one ERP	One data model, fewer integrations	Depth varies; check carrier coverage and warehouse features	Distributors and manufacturers wanting one system
Salesforce-native logistics	ERP, inventory and shipping built on Salesforce alongside sales and service	Customer, order, stock and shipment on the same records; one security model	Requires commitment to Salesforce as the platform	Businesses already running sales or service on Salesforce

Why the data model matters more than the feature list

Every boundary between systems is a place where orders, stock or tracking data can be late or wrong. A standalone shipping tool might print labels beautifully, but if the order and stock live in another system, someone still reconciles them. The fewer boundaries between order, inventory and shipment, the fewer errors and the less integration work you maintain.

The case for Salesforce-native logistics

For companies already running sales or service on Salesforce, a native approach puts the customer, the order, the stock and the shipment on the same platform. Sales sees real availability when quoting, service sees tracking without switching systems, and reports cover the whole journey from opportunity to delivery. AI tools such as Salesforce's Agentforce can then work on live operational data rather than a copy.

The trade-off is commitment: native apps depend on Salesforce, so the platform should already be central to the business, or planned to be.

Integration questions to ask in any architecture

- Which system owns stock, orders and shipment records?
- How quickly do changes in one system appear in the others?
- What happens when a sync fails, and who is alerted?
- How are carrier invoices reconciled against quoted costs?

AI in logistics

AI is useful in logistics when it acts on live orders, stock and tracking data and leaves commitments with people. The use cases below are practical today for businesses whose operational data sits in one place.

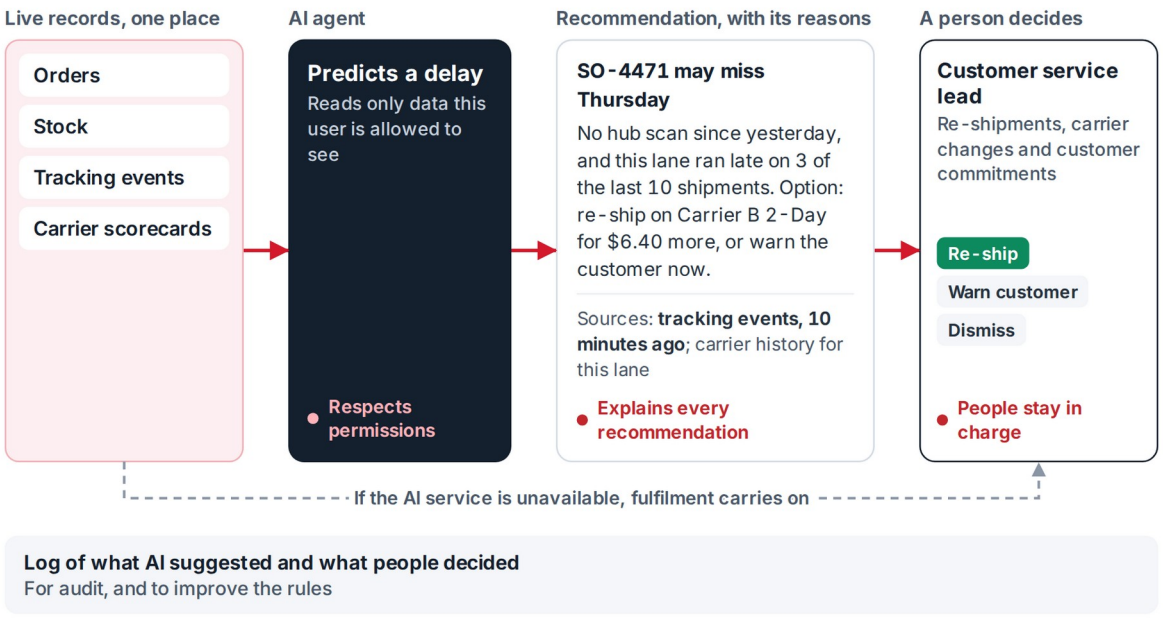


Figure 10. AI that works on live logistics data, explains itself and leaves commitments to people. Values are illustrative.

Use case	What AI does	Data it needs	Guardrail
Carrier and service recommendation	Suggests the best option for a shipment, weighing cost, transit time and past carrier performance	Rates, transit times, carrier scorecards	Rules and people stay in control; suggestions are explained
Delay prediction	Flags shipments likely to miss their date before the carrier reports a delay	Tracking events, carrier history, weather and network alerts	Alerts staff; never changes orders by itself
Packaging suggestions	Recommends box sizes to avoid dimensional and handling surcharges	Product dimensions, packaging catalogue, surcharge rules	Packer confirms
Replenishment suggestions	Proposes reorder quantities from sales trends and lead times	Sales history, stock, supplier lead times	Buyer approves every purchase order
Customer service answers	Answers “where is my order” from live order and tracking data	Orders, shipments, tracking	Hands over to a person for exceptions
Invoice audit	Compares carrier invoices with quoted costs and flags differences	Quoted rates, invoices, contract terms	Finance decides on disputes

Guardrails for trustworthy AI

- **Explain every recommendation** and show the data it used.
- **Keep people in charge** of purchases, carrier contracts and changes to customer commitments.
- **Respect permissions,** so AI only sees what the user may see.
- **Log suggestions and decisions** for audit and improvement.
- **Keep working without AI.** Fulfilment must continue if the AI service is unavailable.

Ask vendors to show AI working on your own shipments, not a prepared demo, and to separate what is available today from what is on the roadmap.

How to evaluate supply chain and logistics software

Judge logistics software on a normal day and a bad day in your own warehouse, not on a polished demo. The scorecard, demo script and questions below are designed to expose the difference.

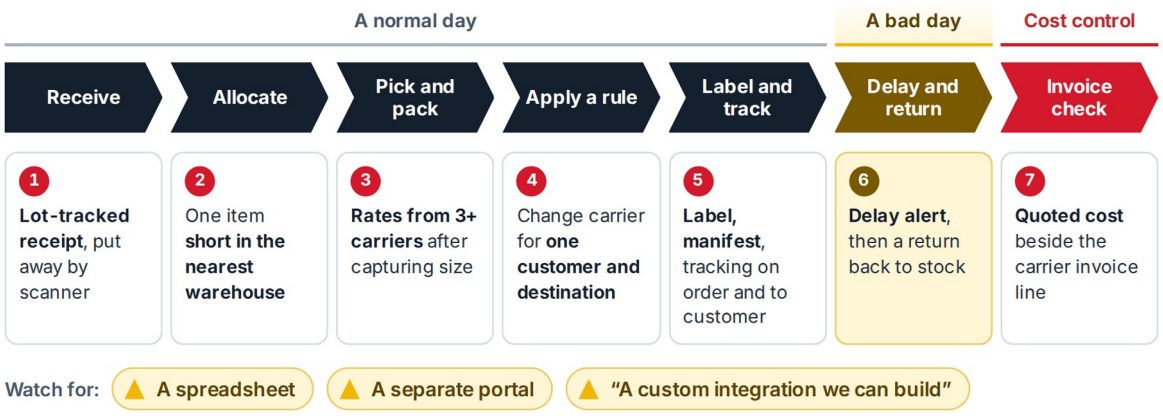


Figure 11. A demo script that covers a normal day, a bad day and cost control, run with your own products, carriers and orders.

A weighted scorecard

Criterion	Suggested weight	What good looks like
Inventory accuracy and visibility	20%	Real-time stock by location, lot and serial; available to promise shown to sales
Automated order fulfilment	20%	Orders flow from capture to label with no retyping; exceptions handled in the system
Multi-carrier shipping integration	20%	Your carriers and services, your contract rates, rules, labels, manifests, tracking and returns
On-time delivery tools	10%	Promise logic, cut-off management, carrier scorecards, proactive alerts
Single data model	10%	Orders, stock and shipments on the same records; minimal integration
Usability on the warehouse floor	10%	Fast mobile scanning, simple screens, minimal training
Implementation and support	10%	Fixed-scope starter project, references like you, carrier certification

A demo script that reveals the truth

Ask every vendor to run this scenario using your products, carriers and a sample of real orders:

1. Receive a purchase order with a lot-tracked item and put it away using a mobile scanner.
2. Take an order for two items, one of which is short in the nearest warehouse. Show how it is allocated.
3. Pick and pack the order, capture dimensions, and show the rate comparison across at least three carriers.
4. Apply a rule that changes the carrier for a specific customer and destination.
5. Print the label, manifest the shipment and show tracking on the order and to the customer.
6. Simulate a delay alert, then a return. Show the return label, receipt, inspection and restock.
7. Show the shipment's quoted cost next to the carrier invoice line.

Watch for steps that need a spreadsheet, a separate portal, or "a custom integration we can build".

Questions to ask every vendor

- Which carriers and services do you support natively, and which carriers have certified your software?
- Do you support our negotiated rates, freight and LTL, and international documents?
- How does stock update when a pick, receipt or return is scanned, and how quickly do sales see it?
- How many customers of our size and sector run this in production, and can we speak to two?
- What does a typical implementation include, cost and take?
- What works today in AI, and what is on the roadmap?

Total cost of ownership

Compare licences, per-shipment or per-label fees, carrier API or aggregator subscriptions, scanners and printers, implementation, integrations, training and internal admin time. Then set the total against the savings you expect from carrier choice, fewer errors, less manual labour and fewer late deliveries. A platform with a higher licence cost can still be cheaper if it removes a separate shipping tool, a WMS and the integrations between them.

Implementation roadmap and KPIs

The fastest returns come from fixing inventory accuracy and automating carrier selection first. Advanced warehouse optimisation pays off only once those foundations are solid.

Where you are today: a logistics maturity model

Level	What it looks like	Typical symptoms	Next step
1. Manual	Orders in email and spreadsheets; labels typed into carrier portals	Errors, slow dispatch, no tracking on orders	Put orders, stock and labels in one system
2. Connected tools	Separate shipping tool and inventory system linked by imports	Stock and tracking out of step; overselling	Move to real-time stock and automatic tracking updates
3. Automated fulfilment	Orders flow to labels by rule; scanning in the warehouse	Exceptions still found late; carrier choice by price only	Add carrier scorecards, exception alerts and promise logic
4. Optimised and predictive	One data model; performance-based carrier rules; AI on live data	Cost and service measured per order and lane	Continuous improvement by lane, customer and carrier

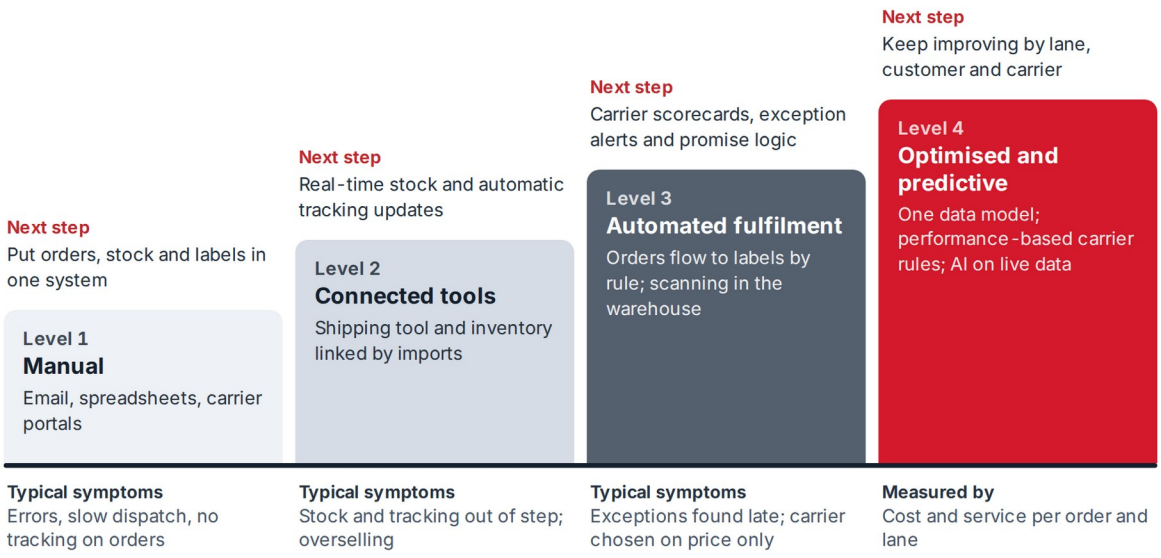


Figure 12. The four levels of logistics maturity, with the next step at each level.

A practical rollout plan

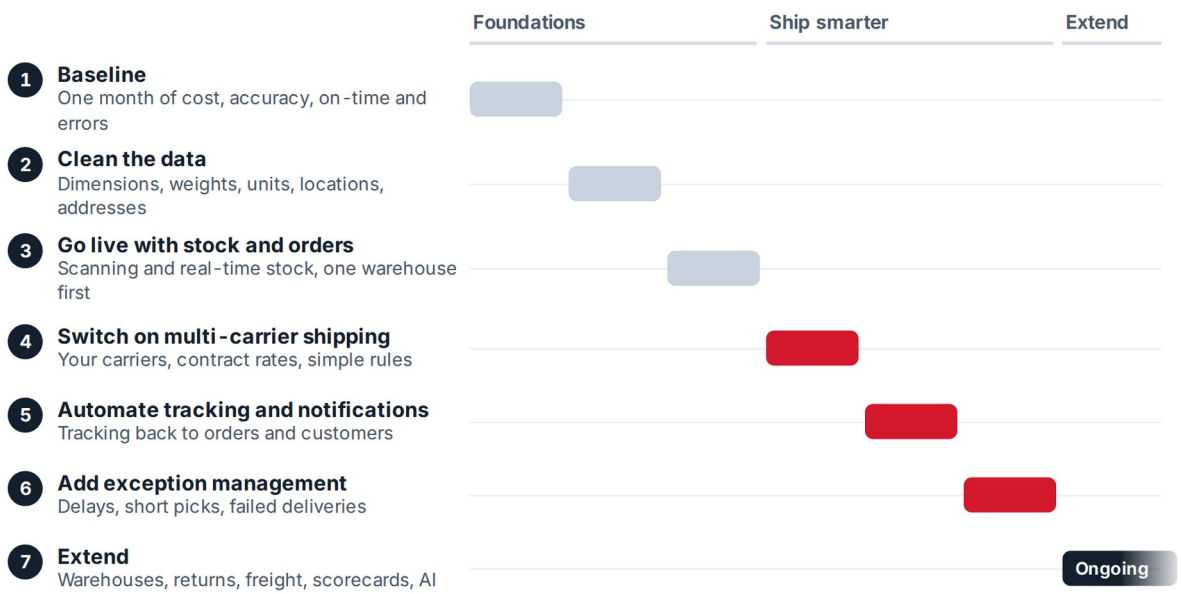


Figure 13. A practical rollout sequence. Bars show the order of steps, not their duration.

1. **Baseline.** Measure today's cost per shipment, inventory accuracy, on-time delivery and order errors for one month.
2. **Clean the data.** Fix product dimensions and weights, units of measure, locations and customer addresses. Shipping rules are only as good as this data.
3. **Go live with stock and orders.** Put inventory on scanning, with real-time updates, in one warehouse first.
4. **Switch on multi-carrier shipping.** Connect your carriers, load your contract rates and start with simple rules.
5. **Automate tracking and notifications.** Feed tracking back to orders and customers.
6. **Add exception management.** Alerts for delays, short picks and failed deliveries.
7. **Extend.** Add more warehouses, returns automation, freight, carrier scorecards and AI suggestions.

Common mistakes

- **Automating before inventory is accurate.** Automation built on wrong stock fails faster.
- **Loading list rates instead of contract rates.** Rate shopping on the wrong numbers gives the wrong answer.
- **Too many rules on day one.** Start simple and add rules as you learn.
- **Ignoring returns.** Returned stock that is not processed distorts inventory and customer credit.
- **Not reconciling carrier invoices.** Savings from rate shopping disappear if billing errors go unchecked.

The KPIs that prove value

KPI	What it shows	How to measure
Cost per shipment	Shipping efficiency	Total carrier cost divided by shipments, by carrier and service
Inventory accuracy	Data quality	Share of counted locations matching the system
On-time delivery and OTIF	Customer promise	Delivered by the promised date, and in full
Order cycle time	Fulfilment speed	Order received to shipped
Order error rate	Fulfilment quality	Wrong item, quantity or address as a share of orders
Where-is-my-order contacts	Customer visibility	Status enquiries per hundred orders
Invoice variance	Billing control	Carrier invoice minus quoted cost

Report these monthly against your baseline. The before-and-after comparison is the business case your board will believe.

Where Axolt fits

Axolt is a Salesforce-native ERP that brings orders, inventory, warehouse management, multi-carrier shipping, returns and finance onto the same Salesforce platform as your sales and service teams. Customer, order, stock and shipment are linked records, so there is no shipping tool to sync with a separate inventory system.

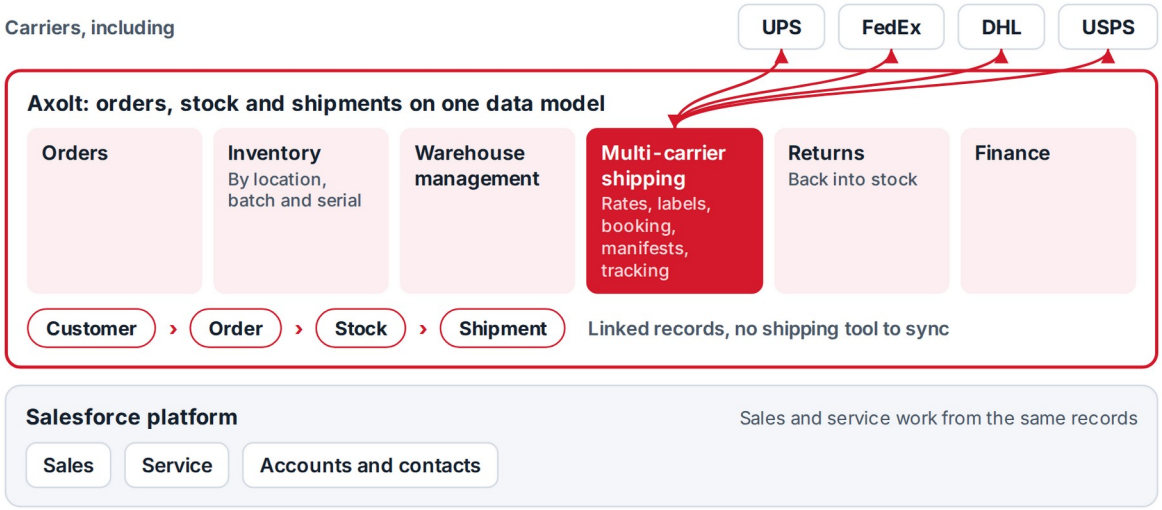


Figure 14. Axolt puts orders, inventory, warehouse management, shipping, returns and finance on one data model in Salesforce.

For logistics teams, that means:

- **Multi-carrier shipping inside Salesforce,** with rate shopping, labels, shipment booking, manifests and tracking across carriers including UPS, FedEx, DHL and USPS.
- **Real-time inventory** by location, with batch and serial tracking, so sales and ecommerce see what can actually ship.
- **Automated fulfilment** from order to label, with tracking written back to the order for sales and service.
- **Returns** handled against the original order and brought back into stock.

Axolt is listed by FedEx as a compatible solution that brings inventory, FedEx shipping and returns together natively in Salesforce (FedEx).

If your business does not use Salesforce and has no plans to, a standalone shipping tool or a non-Salesforce ERP may suit you better. Axolt is strongest where sales, service and operations all want to work from one Salesforce view of the customer and the order.

Frequently asked questions

What is supply chain and logistics software? It is software that manages the flow of goods from purchase to delivery: orders, inventory, warehouse work, shipping, returns and the data that ties them together. For SMBs, the most valuable parts are real-time inventory, automated fulfilment and multi-carrier shipping.

What is multi-carrier shipping integration? It connects your system to several carriers so you can compare rates, apply rules, print labels, book collections and track shipments from one place, using your own negotiated rates.

What is automated order fulfilment? It is a process where orders move from capture to allocation, picking, packing, labelling and dispatch by rule, with staff handling only physical work and exceptions.

Why does real-time inventory tracking matter? Because sales and customers make promises based on the stock figure. If it updates late, you oversell, ship partially or expedite at your own cost.

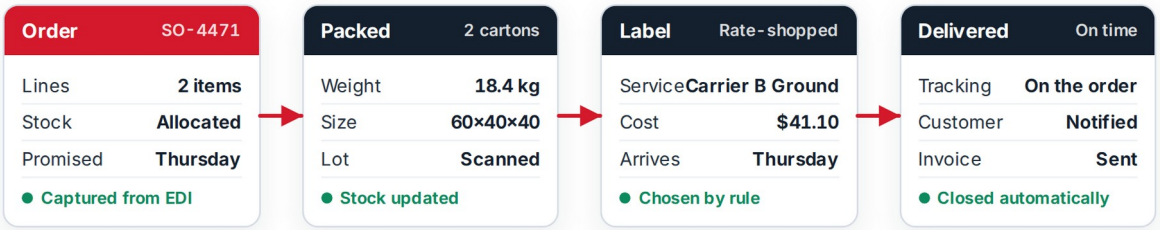
How can SMBs improve on-time delivery? Promise dates from available stock and carrier transit times, prioritise by carrier cut-off, choose carriers on measured performance, and act on delay alerts before the customer notices.

Do SMBs need a transportation management system? Usually not at first. A TMS pays off with significant freight volume. Most SMBs gain more from multi-carrier parcel and LTL shipping inside their order and inventory system.

How much can multi-carrier shipping save? It depends on your shipment profile, contracts and current habits. Measure cost per shipment for a month before and after switching on rate shopping and rules.

How long does implementation take? It depends most on the quality of your product, location and address data. Starting with one warehouse and a fixed scope is the most reliable way to control time and cost.

See it working



Watch one of your own orders go from Salesforce to a rate-shopped label, tracking and delivery, with stock updating in real time. Book an Axolt demo.

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