

Optimize Every Shipment. Maximize Every Dollar.

Discover smart auto cartonization, containerization, and shipping cost optimization with this optional add-on module for Varsity Logistics software.

ShipOptimizer integrates directly into ShipSoft™ Parcel and ShipSoft™ Freight workflows to bring packaging and shipping intelligence earlier in the fulfillment cycle. By evaluating container choices, carrier pricing, dimensional weight rules, and business logic at the point of order creation, it provides realistic shipping cost visibility before warehouse execution begins. This upstream control helps organizations reduce cost overruns and packaging inefficiencies, streamline picking and packing, and deliver a more predictable, transparent shipping experience for both operations and customers.



How ShipOptimizer Works

In real time, ShipOptimizer analyzes the factors that drive shipping cost and fulfillment efficiency, including:

- Carrier rates and negotiated contract terms
- Dimensional weight rules, surcharges, and thresholds
- Product size, weight, and available packaging options
- Delivery requirements and requested service levels

Using this data, ShipOptimizer automatically calculates the **optimal cartonization and shipping method** for each order, selecting the right packaging and most cost-effective carrier service to minimize total cost.

Key Features



Automated Cartonization & Containerization

Automatically determines the most efficient way to pack items into cartons, pallets, or loads using item dimensions, weight, and packing rules.



Upstream Shipping Cost Visibility

Predicts accurate parcel and freight costs before picking begins, supporting rate quoting, margin protection, and service-level decisions.



Multi-Carrier Rate Shopping

Evaluates parcel and freight carrier options to automatically select the best service for cost and delivery requirements.



Streamlined Order Processing & Packing

Identifies optimal container sizes upfront to reduce packing time, labor, and material waste.

Where ShipOptimizer Saves You Money

1

Order Entry | Web Checkout
| Shopping Cart

2

ShipOptimizer
(Optional Add-on Module)

- Auto Cartonization & Containerization
- Rate Shopping & Dimensional Weight Rules
- Carrier Contracts & Business Logic
- Realistic Cost Estimates BEFORE Picking

3

ShipSoft™ Parcel |
ShipSoft™ Freight

4

Picking & Packing

5

Labeling, Manifesting
& Compliance

6

Shipment Execution,
Invoicing & Reporting

Built for High-Volume IBM i Shipping Operations

ShipOptimizer is ideal for:

- Distribution centers and warehouses
- E-commerce fulfillment operations
- High-volume parcel and freight shipping environments

Advanced Fulfillment Workflows

ShipOptimizer enables modern, high-efficiency warehouse workflows designed to reduce touches and accelerate throughput:

- **Pick-to-Box Optimization:** Determine the correct carton upfront so orders can be picked directly into the final shipping box, eliminating traditional packing steps
- **Pre-Generated Shipping Labels:** Generate carrier-compliant shipping labels during the pick process, allowing labels to be applied upstream
- **Pack & Ship Reduction:** Eliminate unnecessary handling steps for fast, more predictable throughput

Key Advantages

- ✓ **Greater cost control** through optimized container selection based on carrier rates and dimensional rules
- ✓ **Early visibility** into shipping expenses for better cost management
- ✓ **More predictable** margins and pricing decisions across all order channels
- ✓ **Improved warehouse** throughput and labor productivity
- ✓ **Better use of packaging** materials and warehouse space
- ✓ **Increased customer confidence** through clear, consistent shipping expectations
- ✓ **Improved product protection**, reducing damage, returns, and related costs

Why ShipOptimizer?

Most shipping operations rely on static rules or manual decisions, leading to oversized cartons, inconsistent results, and unnecessary costs.

For organizations already using ShipSoft™ Parcel or ShipSoft™ Freight, ShipOptimizer extends existing rating and execution capabilities by optimizing packaging and carrier selection before fulfillment begins, unlocking savings that static shipping rules cannot achieve.

Measurable ROI Results

Organizations using ShipOptimizer typically achieve:



- **5–15% reduction** in total shipping spend
- **10–25% reduction** in dimensional weight charges
- **Reduced or eliminated labor** at pack stations
- **Typical payback** within **3–6 months**

Start Saving on Every Shipment. Contact Varsity.

Gain greater control over shipping costs and fulfillment efficiency with intelligent cartonization and optimized carrier selection.

See how Varsity Logistics' ShipOptimizer integrates with your existing ShipSoft™ environment to reduce costs and streamline warehouse operations without disrupting current workflows.

For more information regarding the Varsity parcel and LTL shipping suite, contact Varsity sales at (650) 392-7979 or sales@varsitynet.com.



varsitylogistics.com

Learn more **650.392.7979**
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