

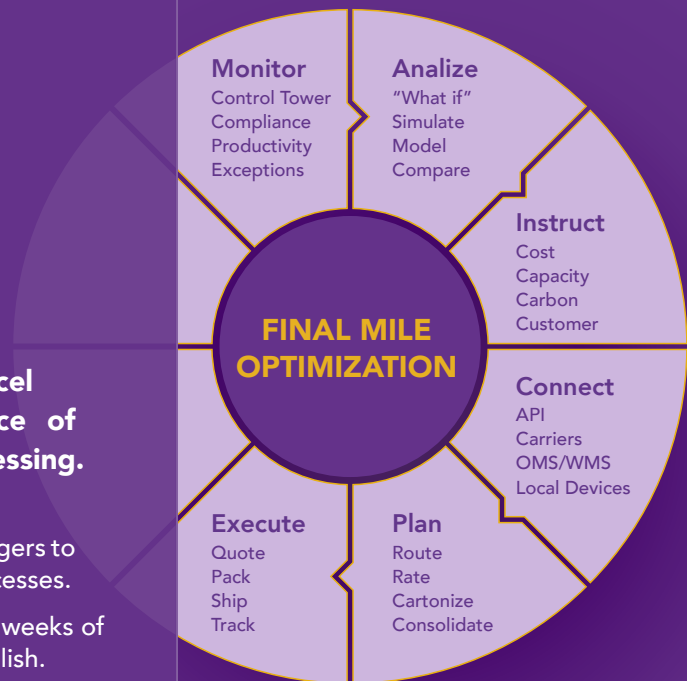
# Parcel Optimization Complexity Conquered

## FEATURE BRIEF

Finally, a new approach to managing parcel shipping that combines the intelligence of freight TMS with high-speed parcel processing.

Optimization tools make it easy for logistics managers to control increasingly complex B2C fulfillment processes.

Configure in minutes what would otherwise take weeks of expensive business rule programming to accomplish.



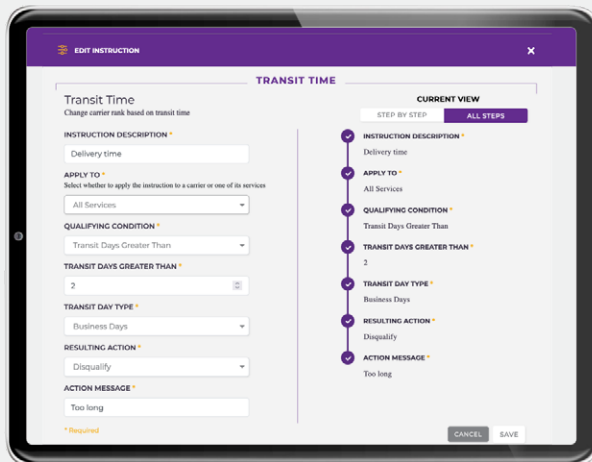
# Optimize Cost Savings, Capacity, and Customer Delivery Experiences

Managing B2C shipping is more complex than ever. More carrier services, higher costs, and meeting customer delivery demands requires a level of automated intelligence that is unavailable in legacy shipping systems without expensive customizations.

That's why eCommerce, retailers, distributors, and 3PLs are turning to Sendflex, the first cloud-native parcel optimization platform that offers a new approach to B2C shipping. We help you conquer complexity.

## Move Beyond Carrier Label Printing

Sendflex provides managers with the ability to optimize planning across orders upstream from shipping and then run simulations based on historical shipping data to create forecast models.



*No-code instructions simplify complex processes.*

## Flexible and Versatile

Today's dynamic supply chain environment requires agility to stay ahead of the competition. Sendflex no-code configuration utilities help you constantly improve control over costs, capacity utilization, sustainability, and customer delivery. And without expensive programming and long project timelines.

## KEY FEATURES



### Connect

No-code connectivity tools make it easy to onboard parcel, LTL, and local carrier services, as well as other 3 party logistics web service providers, IoT devices, and data sources.



### Instruct

Core to our platform is the ability for non-programmers to create powerful optimization instructions, using wizards and drop downs. Change them and measure their impact with planning, simulations, and forecasting tools.



### Plan

Our planning workbench and hyperfast rating engine (11k rates/sec) enables you to look across orders, rank carriers, and create cost-effective plans based on configurable routing instructions.



### Execute

We automate rate quotes and shipping across all your DCs, stores, mail centers and drop ship points. Optimize carton and pallet cube utilization. Track and capture POD signatures.



### Monitor

Sendflex helps you monitor real-time activity so you can comply with carrier contract limitations and incentives. Stay on top of exceptions, performance, and productivity across your enterprise.



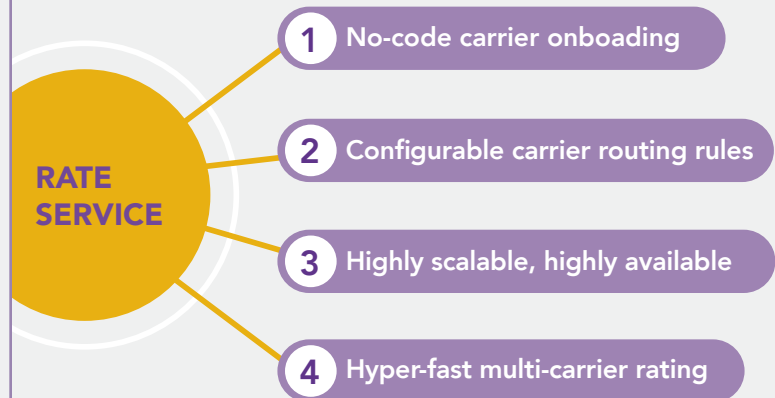
### Analyze

Graphs and reports that tell you what happened are nice. But wouldn't it be helpful to analyze historical data in terms of "what-if" models and run forecasts? Now you can with Sendflex's analytics workbench.

## Hyper-fast Multi-Carrier Rating

Sendflex's onboard carrier rating service eliminates reliance on slow and unreliable carrier APIs.

Quote freight costs, optimize plans, run simulations, and build forecasts at speeds reaching thousands of carrier rates and optimization instructions per second.



## Sendflex Apps and API Automate Processes, From Purchase to Payment

Our enterprise-class parcel optimization platform provides the controls you need to optimize cost reduction, capacity utilization, sustainability, and your customer delivery experiences.



### ORDER ENTRY

Calculate accurate shipping quotes and transit times in order entry & shopping carts.



### ORDER MANAGEMENT

Automate omni-channel fulfillment and freight consolidation processes.



### FULFILLMENT

Determine the most transportation cost-effective packing method.



### OMNICHANNEL SHIPPING

Execute parcel, LTL, and local carrier shipment from stores, DCs, and drop ship points.



### CUSTOMER SERVICE

Make and keep delivery promises. Automate tracking and POD capture.



### MANAGEMENT

Create plans, forecasts and shipping cost models using no-code instructions.

