



# Transtream's Retail Shipping Solution Optimizes D2C Delivery Decisions

An Essential Oil Retailer needed a single platform with the ability to scale and support shipping processes from distribution centers and stores worldwide, as well as automate carrier selection based on complex rules. They chose Transtream which reduced labor and shipping costs, while optimizing their customers' delivery experience.

Essential Oil Retailer used a variety of different carrier systems and 3rd party software providers for each of their many ship-from points worldwide. The information silos this created left them unable to centrally manage carrier selection processes, workflows, integration points, and delivery performance. The selected Transtream, a cloud-based multi-carrier management system to centrally control planning and shipping execution worldwide.

Transtream automates intelligent carrier selection, shipping, and tracking for a wide range of parcel and LTL carriers. Configuration tools helped Essential Oil Retailer navigate carrier capacity limitations by automatically shifting decisions to other services as needed.



## COMPANY OVERVIEW

Essential Oil Retailer is a rapidly growing, direct to consumer retailer of essential oils and wellness products, with operations in 18 countries servicing more than 1 million repeat customers. They pride themselves on cultivating their customer relationships, providing expertise and products that have helped them build their brand.



## CRITICAL ISSUES

- Rapid growth resulted in disparate shipping solutions, fragmented visibility, inefficiencies and inability to measure & manage carriers.
- Lack of control over carrier service selection processes resulted in shipping cost overruns and poor delivery experiences
- Multiple shipping system interfaces required excessive IT involvement and limited ability to adapt to regional shipping requirements.

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“We’ve grown fast and are continuing to grow internationally. We need an enterprise-class shipping system that could scale to automate our multi-carrier shipping processes worldwide. With Transtream we can connect to a wide range of carriers and configure complex routing rules that is helping us control how service selection decisions are made and enforced. This is saving us time and enables us to keep our delivery promises”

VP Global Logistics,  
Essential Oils Retailer

Since 2004, Transtream multi-carrier shipping solutions have helped thousands of medium to large size 3PLs, retailers, distributors, manufacturers, and mail centers automate processing of 1 billion shipments annually. With the highest certification rating by all major carriers, Transtream cloud platform enable businesses to save money while greatly improving their customers’ delivery experience.

### Transtream’s Multi-carrier Network Spans International Regions

Years ago, shipping systems used to be single-carrier point solutions, added as a label generating workstation at the end of a conveyor line. The eCommerce shift from B2B to global D2C changed all that. Carrier capacity constraints, supply chain disruptions and soaring shipping costs at a time when customers expect free, on-time delivery and returns have made carrier service selection and execution much more complex.

Essential Oils Retailer had grown rapidly, and like most businesses in that welcome predicament made tactical business system decisions. They soon found themselves with a different shipping solution in every one of their 18 facilities worldwide. With Transtream, Essential Oils Retailer now has one multi-carrier platform that automates intelligent carrier selection decisions, shipping, and tracking processes with one integration to their warehouse management system.

Because Essential Oil Retailer operates worldwide it was important for them to ensure local carrier could be integrated within the solution. Transtream’s carrier portfolio spans North America, Western and Eastern Europe, and Asia Pac, providing transportation and logistics managers with worldwide visibility to all transportation activity, costs and carrier performance. Transtream’s cross-border drop shipping capability facilitates international eCommerce deliveries.

### Transtream’s Delivery Optimization Service Simplifies Complex Carrier Selection Instructions

Essential Oils Retailer’s legacy shipping systems were limited to simple “rate shopping” logic, and not even that with single carrier solutions. With Transtream, Essential Oils Retailer is able to apply complex instructions to each order, filtering through carrier services based on desired ETA, product attributes, consignee delivery preference, carrier service area and limitations, DIM factors, and container sizes for capacity and conveyability.

The optimization instructions also take into account cumulative # cartons/weight/cube by day, month and year into account. This helps Essential Oils Retailer comply with carrier contract incentives and capacity limitations.

### KEY BENEFITS:

- One platform supports global operations
- Reduced labor, training time
- Reduced shipping costs
- Improved worldwide visibility and reporting
- Reduce IT costs with no-code config tools



### No-code Configuration Tools Accelerate Time to Benefit at a Reduced Cost

Accessible by any PC, Mac or mobile browser, Transtream offers a wide range of “no-code” configuration tools designed to reduce manual data entry, modify facility or region-specific workflows and provide decision support to take the guesswork out of shipping processes.



### FOR MORE INFORMATION:



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