

# TrueCommerce Pack and Ship

**Right Products.  
Right Place.  
Right Time.  
Every Time.**



**Omni-channel fulfillment and trading partner compliance can finally be integrated, automated and simplified for manufacturers, distributors and 3PLs.**

**Introducing TrueCommerce Pack & Ship—affordable, web-based, end-to-end order fulfillment automation that equips your organization to consistently deliver on your customers' expectations.**

- Boost your fulfillment capabilities by standardizing packing and shipping across all order fulfillment methods, eliminating manual efforts while increasing throughput
- Reduce freight spend with dynamic rate shopping
- Eliminate returns and costly shipping errors with intelligent pack verification, street level address validation and the enforcement of flexible shipping workflow rules
- Improve vendor scorecards and reduce chargebacks with compliant ASNs, GS1 labels, branded packing slips, packing lists, and much more
- Reduce IT complexity and costs by consolidating multiple disparate systems and workflows into a simple, unified web-based solution
- Turnkey integration across ERP, EDI, eCommerce and your shipping carriers delivers real-time synchronization and visibility throughout the order lifecycle
- Pre-integrated with leading ERP systems, eCommerce platforms, marketplaces and 60+ global carriers



“With Pack & Ship, you can meet the diverse and escalating demands of consumers and major retailers while improving fulfillment accuracy and reducing fulfillment and transportation costs.”

**Ross Elliott**

TrueCommerce President

## SCALE FULFILLMENT OPERATIONS. DELIVER ON CUSTOMER PROMISE. REDUCE COSTS.

Growing businesses in today's environment face unrelenting demands to achieve more stringent service levels across multiple order profiles. With shrinking margins and changing customer expectations for fulfillment velocity, you need to minimize shipping and fulfillment costs while also eliminating errors and returns.

Point solutions linked by manual effort and ad hoc processes cannot rise to these challenges. Comprehensive, dependable automation is essential for success.

TrueCommerce Pack & Ship equips your business with key capabilities needed to accelerate throughput and scale your fulfillment operations to effectively onboard new distribution channels and partner relationships.

Pack & Ship consolidates multiple, disparate applications into one powerful, web-based solution. It connects shipping, order processing, EDI, back office system integration and customer service to automate your fulfillment processes — accelerating outbound fulfillment, improving productivity and efficiency and simplifying compliance with major retailers' requirements.

With Pack & Ship, your organization can fulfill orders across a variety of order channels including big box retailers,

eCommerce, online marketplaces, orders placed online and fulfilled from your store locations and other channels. As orders originate across demand channels they are automatically synchronized with Pack & Ship so your warehouse personnel can immediately begin fulfilling orders. Pack & Ship validates the contents of the shipment to ensure accuracy, selects the lowest cost option to deliver on the service level requirement and prints all required documentation such as carrier labels, GS1 compliance labels, return labels, branded packing lists and much more. For orders requiring trading partner compliance, TrueCommerce Transaction Manager automatically builds and sends a compliant ASN (Advance Ship Notice), while Pack & Ship synchronizes shipment data with your ERP, completing the fulfillment and invoicing steps within your business system. Fast, accurate and easy!



## UNBEATABLE BUSINESS VALUE

With TrueCommerce Pack & Ship your organization can fulfill orders faster, with fewer errors and operational readiness to handle major demand spikes. Turnkey integration with leading accounting and storefront systems simplifies workflows and eliminates data rekeying and latency issues that may currently be holding your organization back. An easy-to-use, web-based interface also reduces training cycles for warehouse personnel and IT maintenance overhead delivering improved productivity and efficiency.

### Reduce shipping and fulfillment costs

- Dynamic rate shopping selects the most economical shipping option to achieve the promised delivery service level
- Built-in pack verification (both image-guided and scan validation) plus address verification eliminates costly shipping errors—ensuring the right products in the right quantities are shipped to the right locations, on-time

### Consistently meet delivery expectations

- Support for 60+ global carriers offers a vast service coverage including cross-border shipping
- Offer same-delivery in specific markets including support for PostMates and Deliv

- Turnkey integration with leading accounting/ERP systems syncs order and fulfillment status in real-time
- Predefined shipping rules (covering customer and address-level account numbers, carrier presets, reference fields, compliant labeling, packing methods and much more) ensure orders are processed correctly every time

### Scale fulfillment without burdensome added costs

- Standardized packing and shipping processes across all order profiles streamlines and scales fulfillment activity and reduces time-consuming "exceptions"
- Integration across core fulfillment systems eliminates data latency issues and process interruptions streamlining fulfillment processes for your warehouse personnel
- Manage rapid growth, as well as seasonal and other demand peaks, keeping costs predictable

### Improve vendor scorecard performance and create great customer relationships

- Automatically generates and manages compliance requirements for customer accounts requiring EDI documents (EDI 856), GS1 labels, branded packing slips and more

- Frees your staff from having to login to multiple disparate applications to rekey and produce required compliance documentation
- Systematic order fulfillment and "built-in" compliance dramatically reduces complexity of managing unique trading partner requirements resulting in fewer chargebacks and less reliance on "tribal knowledge" of key customer account requirements
- Meet demands for certified carrier labels and VICS Bill of Lading Reports
- Increase perfect order performance and protect your scorecard performance with key trading partner accounts
- Automatically send branded emails to customers as orders are completed
- Empower customer service with full track-and-trace visibility

## CONNECT YOUR EFFORTS WHERE IT MATTERS MOST

### Fulfill Orders across all demand channels

- Synch orders from all your channels—including fast growing marketplace like Amazon, Wal-Mart and others or popular shopping carts such as Shopify, Magento or TrueCommerce Nexternal—into one robust platform
- Reliable, repeatable and configurable processes empowers your organization to quickly onboard new channels partners including dropship vendor programs
- Ship via parcel carriers direct to customers
- Ship palletized orders via LTL/TL for bulkier items or larger replenishment orders
- Simplify replenishment to your physical store locations or even ship direct to consumers from your store locations
- Handle shipments that require pack verification, pack-level detail, or serial/lot tracking
- Handle partial and consolidated shipments including complicated cross-dock orders



**Connect to carriers**

- Unbeatable multi-carrier support lets you ship to more places faster, while eliminating the need to manage multiple shipping solutions
- Dynamic rate shopping helps you drive down shipping costs by finding the lowest-cost alternatives—get the best rates and discounts
- Automatically create shipping labels for any supported carrier: FedEx, UPS, USPS, DHL and many more

**Connect to your key business systems**

- Pack & Ship integrates out-of-the-box with a wide range of leading accounting/ERP solutions, including Intuit QuickBooks, NetSuite, Dynamics, SAP B1, Sage and Acumatica
- Automatically sync orders with Pack & Ship based on specific data points like customer, ship date and ship-to location
- Following order fulfillment Pack & Ship automatically updates orders in your ERP or storefront solution with shipment status, freight cost, selected carrier, tracking and more
- Automatically sync lot and serial data collected during order fulfillment with your ERP
- Fulfills against the sales order based on what was shipped and automatically generates shipments or invoices directly within your ERP

**Reduce IT administration, integration and maintenance costs**

- As a web-based solution, Pack & Ship requires minimal hardware and minimal effort to implement
- Consolidate multiple applications and multiple vendor relationships into one integrated platform
- Integrated shipping processes dramatically reduces the learning curve for warehouse staff

**Operational Insights**

- Make better-informed business decisions with built-in reporting on operational analytics including freight spend, fulfillment throughput and performance metrics
- Comprehensive shipment history delivers actionable insights into freight spend so your organization can make better decisions and negotiate more effectively with transportation providers

**Achieve next level value from your existing TrueCommerce investment**

- Pack & Ship is a fully integrated with TrueCommerce Foundry applications including Transaction Manager
- Automatically create outbound ASNs in Transaction Manager to eliminate "double-packing" and potential keying errors
- Simply synch inbound orders or outbound shipments direct to Pack & Ship to fulfill

- Send pre-built ASNs from Transaction Manager to Pack & Ship
- Following order fulfillment in Pack & Ship ASNs are updated in Transaction Manager with shipping information like ship date and tracking data in Pack & Ship eliminating rekeying of data

**Connect to the TrueCommerce Network**

- Gain access to thousands of pre-connected trading partners offering immediate compliance and integration with key retailers and online marketplaces

**ABOUT TRUECOMMERCE**

TrueCommerce revolutionizes trading partner connectivity, visibility, and collaboration by linking suppliers, retail hubs and end consumers in one global commerce network. From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance with the world's most complete commerce network.

**Connect. Integrate. Accelerate.**

**THE TRUECOMMERCE TEAM IS HERE TO HELP!**

If you have any questions regarding TrueCommerce, or how it applies to your business, our team is here for you.

**Call us today at 888.430.4489**

[www.truecommerce.com](http://www.truecommerce.com)



**TrueCommerce™**

# TrueCommerce Foundry Platform

## Product Information Management



**Explosive growth in digital commerce and rapid expansion of product assortments are placing far more pressure on organizations to collect, enrich and share a much broader set of product content. To offer the depth of content needed to serve today's digital marketplace, supply chain participants need simpler and more cost effective means to share their product content.**

Whether you are a manufacturer, distributor, or retailer your business is likely working with hundreds or possibly even thousands of products. While most ERP or accounting systems allow you to manage basic product data attributes such as name, UPC, and SKU, most are not extensible to manage rich content. Selling and fulfilling in today's omni-channel environment requires management of a broader set of data including digital assets such as images, videos and specifications, communal data such as user ratings and customer testimonials and an extensive set of product attributes and variants.

At the heart of the TrueCommerce Foundry is a Product Information Management System (PIM), serving as your company's master repository for product information. The TrueCommerce PIM equips your business to more effectively manage and optimize product content in one simple to use and centralized system. By managing your product content within TrueCommerce, your organization

can immediately synch syndicated product content with your connected trading partner, channel, marketplace or storefront system.

Source, curate and distribute all your product information across all your channels to ensure a consistent and complete view for buyers—because a great digital customer experience starts with great content.

- Increase sales with better conversion rates and improved product visibility by syndicating up to the date, complete and optimized product information
- Deliver a unified customer experience regardless of channel: online, mobile, marketplaces and offline: in-store or in print
- Minimize returns on orders by providing buyers with the information they need to make the right choice
- Empower collaboration and value creation with your channel partners by eliminating barriers to sharing product content
- Reduce the time and effort required to expand into new digital channels, grow your assortment or introduce new products – quickly deliver content in the exact format digital channels require
- Reduce cost and complexity associated with managing and distributing product content

TrueCommerce PIM delivers automation in an easy-to-use, web-based solution that's powerful, configurable and affordable. TrueCommerce's cloud based deployment and wide selection of channel connections reduces implementation and integration efforts delivering exceptional time-to-value.

### HELP BUYERS DISCOVER AND PURCHASE YOUR PRODUCTS

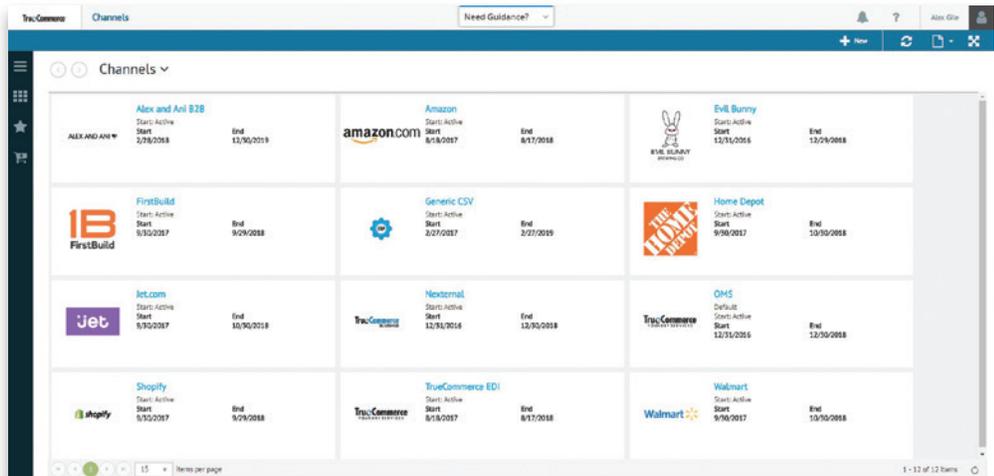
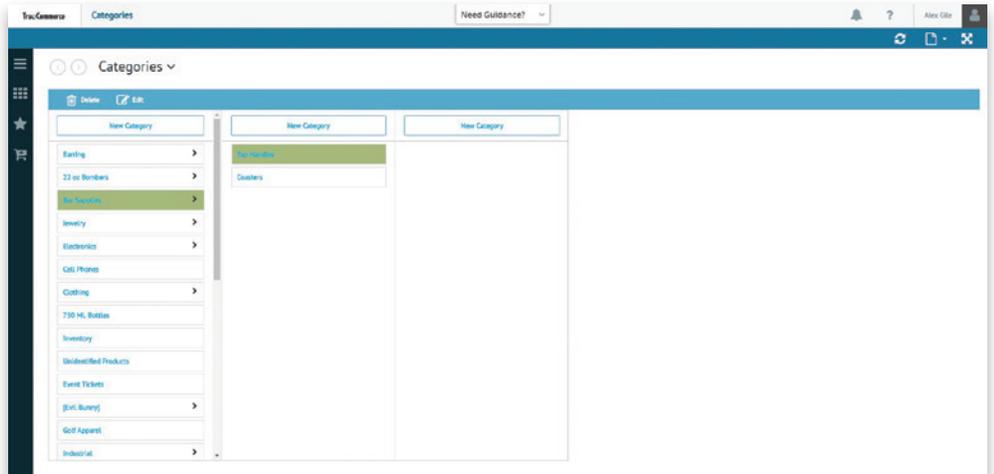
To win in today's omni-channel retail environment, brands and merchants must deliver compelling, consistent content that stands out and converts visitors into buyers. But as you add new products and channels, the effort required can become overwhelming. A Product Information Management (PIM) solution from TrueCommerce gives your team the centralized repository and automated workflows you need to meet this critical challenge.

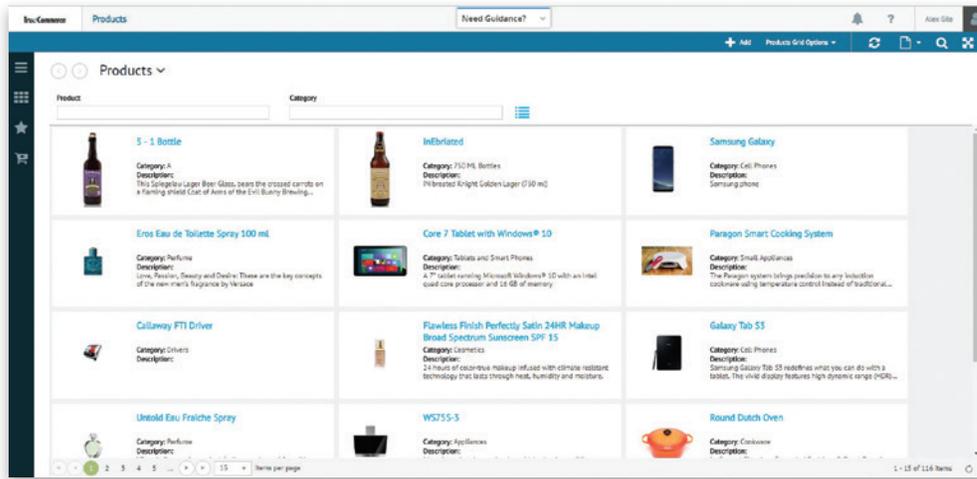
"Content is king" and is an essential pillar for your digital strategy. But sourcing, organizing, managing, distributing and updating an ever-expanding portfolio of internal, commercial and communal product content—both within your own organization and out to distributors, marketplaces, retailers and other channel partners—is a major barrier to growth and success.

Product content comes from a wide range of sources, and may lack completeness, quality and/or consistency. Optimizing this material is one hurdle. Formatting and delivering it with consistency across channels is another. Market-specific regulatory and social concerns around product safety data, allergens, traceability, sustainability, fair market practices and other factors further compound the challenge.

In the face of this mounting pressure, spreadsheet-based manual and ad hoc methods become unmanageable. To manage content complexity, achieve compliance and maintain control over content distribution and updates with channel partners, automation offers a scalable path forward.

TrueCommerce PIM delivers automation in an easy-to-use, web-based solution that's powerful, configurable and affordable. TrueCommerce's cloud based deployment and wide selection





of channel connections reduces implementation and integration efforts delivering exceptional time-to-value. TrueCommerce PIM is also the only PIM solution that supports your entire commerce ecosystem by connecting to your retailer network, digital marketplaces, online storefronts and backend systems.

With TrueCommerce PIM you can:

- Improve content management efficiency and scalability to manage more products with much higher levels of data quality, completeness and consistency
- Import content in commonly used formats like CSV and XML with automated data validation
- Sync content provided from suppliers using EDI or from a GS1 certified data pool
- Upload images, videos, manuals, reviews, sell sheets, etc. and quickly associate them with products
- Categorize, classify and define product taxonomies with virtually unlimited flexibility to support all the brands, channels, catalogs and unique products you take to market
- Define intelligent workflows based on the unique characteristics of your brands, catalogs and channel relationships
- Ready your business for global opportunities by auto-translating product descriptions into multiple languages using machine translation

- Control which users can access, edit, add or remove content by brand, category, catalog and channel
- Track and audit all content edit history by user and date, providing complete accountability
- Manage price listings by channel, data and catalog
- Securely enable suppliers to view and edit content for their products

## BENEFITS OF TRUECOMMERCE PIM

### Strategic Benefits

- **Deliver a consistent brand and customer experience** across every relevant channel, from online to mobile to marketplaces and offline in store, events and print
- **Eliminate barriers to growing your assortment** due to the complexities of managing, optimizing and publishing a rapidly expanding set of product attributes - TrueCommerce PIM delivers a structured and scalable approach, including the ability to source content from suppliers and enable them to enrich their content directly
- **Equip your business to grow your brand and sales** through fast growing digital channels - TrueCommerce PIM includes connectors that immediately synchs product assortments direct to your online stores, social sites and marketplaces

➤ **Reduce time-to-market** for new catalogs, expanded assortments, product launches, new markets and new channel partners

➤ **Reduce complexity of selling in a global marketplace** - TrueCommerce PIM enables your organization to define unique attributes and product descriptions accommodating for local language and cultural differences as well as regional regulatory requirements

### Bottom-Line Benefits

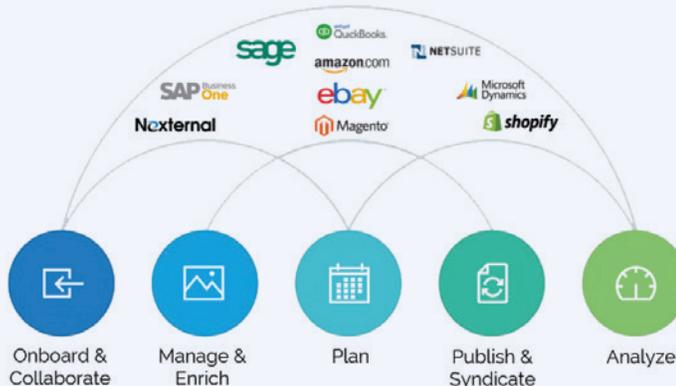
- **Increase conversion rates** by optimizing product content, buyers will more easily discover your products and find the information they need to win the buy box
- **Reduce returns** with better information and a better buying experience that makes it easier to find and select the correct item
- **Reduce cost** by freeing up resources that are manually entering content into spreadsheets, managing for version control, tracking down information from across the organization and formatting content for each channel partner

### Benefits for Marketers

- **Manage content complexity** as you expand product portfolios, move into new channels and enter new regions/markets
- **Gain complete control** over what content is delivered to each channel and partner addressing specific relationships, contract requirements, fulfillment demands and market segments
- **Ensure content quality** by sourcing, validating, approving and publishing new product information in a structured, efficient and accurate manner
- **Maintain industry and regulatory compliance**, even with a global presence, driven by built-in validations and content approval workflow

## PIM WORKFLOW OVERVIEW

A PIM workflow basically consists of sourcing content from multiple sources, validating and consolidating the data against existing content assets, enriching the content with various attributes, and publishing the "syndicated" content to internal and external systems.



## WHEN IS THE RIGHT TIME TO IMPLEMENT TRUECOMMERCE PIM?

TrueCommerce PIM is an ideal solution for brands that want to grow their businesses by increasing sales, expanding product assortments and onboarding new channels. TrueCommerce PIM is also very powerful for merchants seeking to more efficiently manage and optimize product content and collaborate more effectively with suppliers to minimize time-to-market.

When is the right time to implement a PIM solution? If your organization matches one or more of the following profiles, it's time to consider how optimizing product information management can streamline your operations and help your organization achieve breakthrough growth.

### Large product assortments and /or rapid expansion plans

For organizations with a high number of unique products, managing product information using spreadsheets often becomes an onerous burden that impedes growth. Retail organizations building their assortments, whether in-store, online or both, face a similar

challenge with sourcing product content from a diverse supplier community. In general, the more products a business has, the greater the value of a PIM solution.

### Growing an online business

For brands and merchants committed to increasing sales across a variety of digital channels, delivering optimized product content to each of those channels in the expected format can be overwhelmingly complex. TrueCommerce PIM can help eliminate this barrier to digital success by managing information in one system, and publishing everywhere.

### Frequent assortment or price changes

For sellers that offer frequent or seasonal assortment changes, such as fashion, home and garden, and club-based businesses. Effectively managing and rapidly distributing high-quality content for frequent bursts of new products is extremely demanding without a systematic approach offering far better organization, management and automation. These types of businesses also benefit greatly from high-quality product content to ensure their new products are discovered and to reduce returns.

## Complex or technical products

Food manufacturers, hi-tech firms, pharmaceutical companies and medical device manufacturers work with products containing a wide set of attributes and are facing increased regulatory pressures to track and manage an even broader set of attributes. For these types of organizations managing a growing product portfolio, spreadsheet-based content management becomes too costly. The potential impact of mistakes, product recall readiness, data quality and industry compliance are key considerations also for having a systematic approach to managing product content both for internal systems and value chain partners.

## Selling internationally

Among the challenges that selling into new geographies presents are translating product information into local languages, currencies, units of measure, cultural preferences and so on. TrueCommerce PIM can make managing these changes and additions much more efficient lowering the barriers for achieving growth in new markets.

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