

EasyPost Enterprise Ebook

The Warehouse of the Future

Smart, Efficient, and Built for Growth





Introduction: Why Warehousing Must Evolve

Warehouse operations are facing increasing pressure due to unprecedented ecommerce growth in recent years. Parcel volumes are skyrocketing and, according to projections, will soon reach 28.3 billion, nearly doubling the 15.4 billion parcels sent in 2015. This surge pushes warehouses to their limits.

Parcel volumes aren't the only tree in the forest; labor costs have also been on the rise. From 2017 to 2024, warehouse pay increased by 48%, growing from \$11.44 to \$16.95 an hour. With labor shortages and wage inflation becoming more pronounced, the need for operational efficiency has never been more urgent.

The Problem With Legacy Systems

Many warehouses still rely on outdated, disconnected systems that weren't built for today's fast-paced logistics environment. They simply can't keep up, creating bottlenecks and inefficiencies that cost both time and money. These legacy warehouse systems face challenges due to a lack of software integration, limited visibility, and the inability to scale with growth.

Staying agile and competitive means embracing automation, optimizing warehouse processes, and leveraging real-time insights. Evolution is essential, and warehouse innovation is driven by integrated, data-driven solutions that are both adaptable and scalable. The warehouse of the future needs to be able to handle the transformation we're experiencing.

This ebook explores how companies can future-proof their warehouse operations using three core solutions:

- **MagicLogic** for optimized load planning
- **EasyPost Enterprise** for high-speed shipping automation
- **EasyPost Analytics** for real-time visibility

These technologies work together as a triple threat to streamline operations, reduce costs, and increase efficiency—helping warehouses move confidently into the future.



Legacy Warehouse System Challenges



Lack of integration

Disconnected software and manual processes slow down operations.



Limited visibility

Without real-time data, warehouses struggle to optimize workflows.



Scalability issues

As order volumes grow, outdated systems can't keep up.

Smarter, Faster, and Automated—the New Warehouse Backbone

Warehouses must move faster than ever, but manual processes, disconnected systems, and growing fulfillment complexity create inefficiencies that slow operations and drive up costs. EasyPost Enterprise shipping software provides the automation backbone needed to streamline shipping and scale efficiently.

How EasyPost Enterprise Solves Common Challenges

 “I’m not sure I’m getting the best shipping rates.”



 EasyPost Enterprise can connect you with 100+ carriers through a single integration and then helps you find the best rate.

 “My current shipping solution had some peak season downtime that cost me thousands of dollars!”

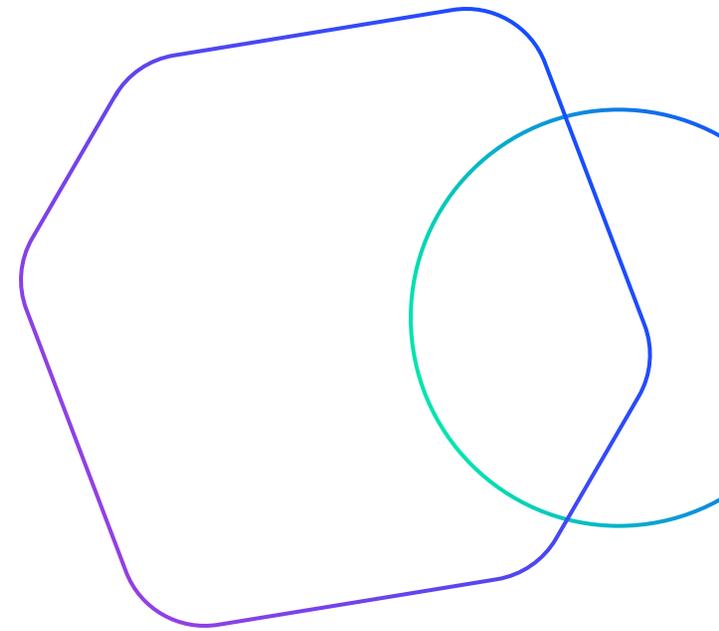


 EasyPost Enterprise is the most reliable shipping solution available, with 99.99% uptime.

 “Rising shipping volumes are creating system bottlenecks.”



 EasyPost Enterprise is built to scale and can handle 1M+ shipments per hour.





 "We're expanding our warehouse network."



 EasyPost Enterprise integrates with most ERP, WMS, and OMS systems, ensuring efficient operations across all locations.

 "I have a lot of unique circumstances that make automation more difficult."



 EasyPost Enterprise lets you set custom rules to handle your complex shipping needs.

 "Sometimes I need to make adjustments to handle a variety of situations."



 EasyPost Enterprise's containerized, low-code/no-code configuration allows quick adjustments without requiring extensive development resources.

EasyPost Enterprise leverages the latest technology to help businesses automate and simplify their shipping operations.

CASE STUDY



“The biggest impact has really been on our actual shipping costs, because before we started using EasyPost Enterprise, we weren’t rate shopping.”

Nate Davy
Fenix Outdoor
Distribution General Manager

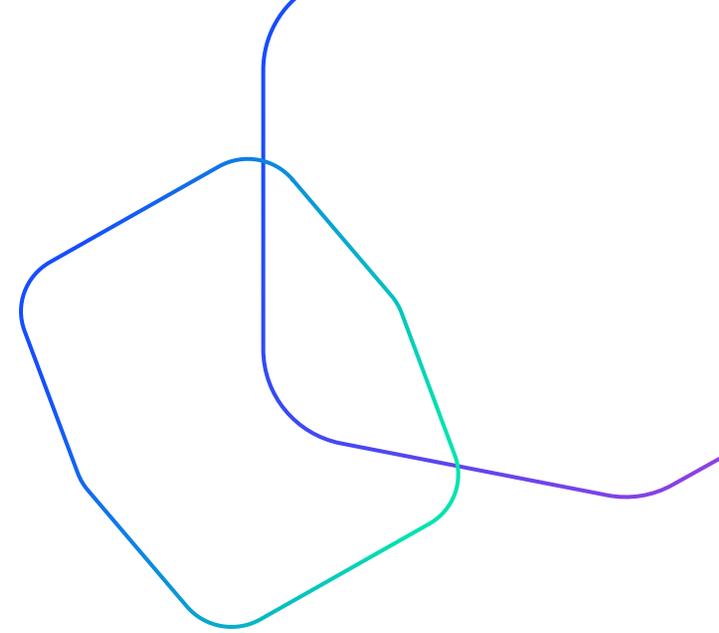
Fenix Outdoor needed an omnichannel fulfillment solution that would allow them to ship from both their distribution centers and retail stores, handling high shipping volumes, complex needs, and cross-border logistics. However, managing multiple carriers efficiently was a challenge. By implementing EasyPost Enterprise, they achieved the following results:



EasyPost Enterprise integrates seamlessly with Fenix Outdoor’s Manhattan WMS, allowing them to ship inventory from anywhere. In addition, dynamic carrier selection means they can offer more strategic free shipping promotions, including 2- and 3-day shipping offers, which in turn helps drive sales during peak season. As a result, the company has seen a 20% to 30% increase in revenue and transactions, demonstrating how smarter shipping decisions directly impact the bottom line.

Optimizing Every Shipment With High-Performance Load Planning

As businesses grow, load planning challenges become more complex, requiring the use of high-efficiency tools like load planning software. Packing inefficiencies are common, and they drive up costs, waste space, and overuse packing materials. MagicLogic provides smart load planning that addresses common challenges businesses face.



How MagicLogic Solves Common Challenges



"We're seeing increased shipping costs due to inefficient packing."



MagicLogic eliminates wasted space and makes packing more efficient for cartons, pallets, trucks, and more.



"Our goods are frequently damaged during transport due to bad packing and stacking."



MagicLogic calculates stable configurations to reduce the risk of damage during transport.



"We're worried about being compliant with weight distribution and packing regulations."



MagicLogic's smart load planning makes sure you pack pallets and trucks efficiently and according to regulatory requirements.



“We need to optimize our space usage to reduce our shipping costs and material waste.”



MagicLogic increases fill rates by over 20%, reducing the need for additional shipments and cutting down on materials usage and shipping costs.



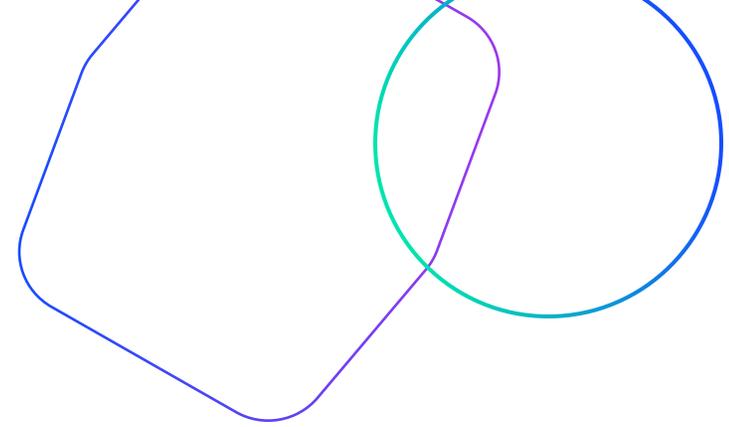
“Our warehouse workers are taking too long in the packing and stacking process.”



MagicLogic speeds carton selection and delivers stacking specifications in less than 100 milliseconds.

MagicLogic provides an advanced load planning solution that ensures that every carton, pallet, and truckload is optimized for efficiency and cost savings.

CASE STUDY



As a subscription-based lifestyle platform, FabFitFun's logistics became more complex when they shifted from curated to fully customizable boxes. With an increasing number of members and a growing role as a 3PL, they needed a smarter fulfillment strategy.

By using MagicLogic plus EasyPost Enterprise, FabFitFun packed more efficiently and secured the best shipping rates, leading to some amazing results:

"FabFitFun has achieved very, very material savings that we could measure in the tens of millions of dollars a year stemming from cartonization and freight savings."

Julian Van Erlach
FabFitFun
SVP of Supply Chain



30% - 35%

reduction in carton material usage



80%

decrease in overboxing



Millions

saved in shipping each quarter

In addition to these incredible results, the integration of both technologies improved the customer experience by ensuring timely deliveries and sending the smallest size box to fit the order. With streamlined carrier integrations and rapid shipment processing, FabFitFun increased their operational efficiency and proved that the right logistics strategy drives savings, sustainability, and satisfaction.

Real-Time Insights for Warehouse Operations

Lack of visibility is a major challenge in warehouse operations. Without real-time data on inventory, inbound shipments, productivity, and order fulfillment, companies struggle to optimize workflows and control costs. To stay competitive, businesses need to identify inefficiencies before they escalate, track carrier performance and shipping spend, monitor parcel volumes, and ensure seamless omnichannel operations.

EasyPost Analytics provides the visibility and intelligence needed to turn data into smarter decisions.

How EasyPost Analytics Solves Common Challenges



"We have little insight into carrier delays that impact customer experience."



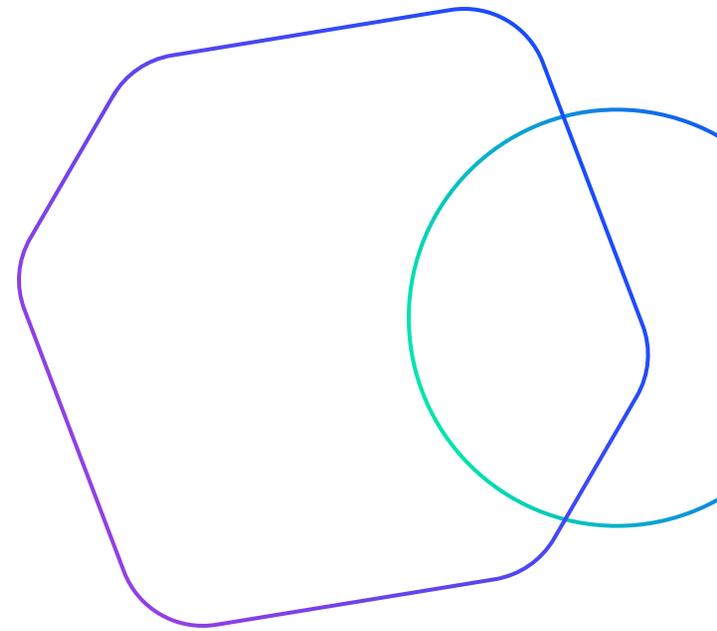
EasyPost Analytics provides visibility into carrier performance and transit times to proactively adjust shipping strategies and improve on-time deliveries.



"Bottlenecks slow our fulfillment, creating delays and inefficiencies."



EasyPost Analytics identifies bottlenecks by tracking order movement, processing speed, and warehouse throughput.





"We lack insight into shipping costs, which makes budgeting unpredictable."



EasyPost Analytics tracks shipping spend in real time, analyzing trends and identifying cost-saving opportunities for better financial planning.



"Managing inbound shipments and putaway is chaotic and inefficient."



EasyPost Analytics provides insight into purchase order management, vendor audits, in-progress tracking, and real-time inventory optimization.



"Tracking on-hand inventory and space utilization is difficult."



EasyPost Analytics offers strategic insights into inventory status, cycle count accuracy, and space optimization.



"We struggle to meet SLA requirements because we can't track them effectively."

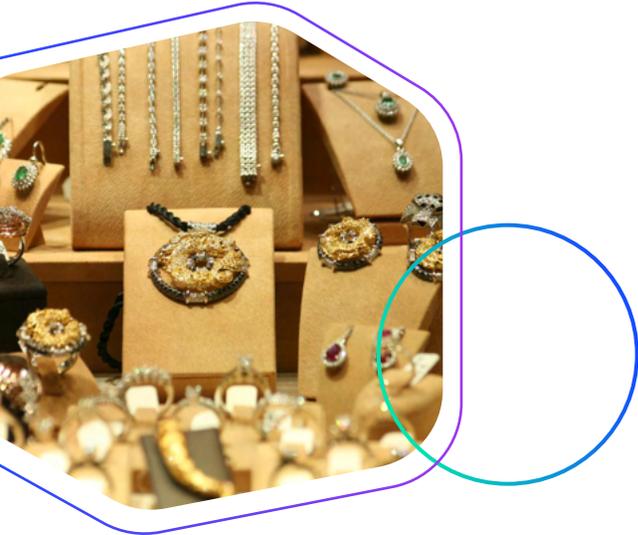


EasyPost Analytics monitors order backlog, wave processing, sorter utilization, and automation performance in real time.

With EasyPost Analytics, companies move from reactive to proactive warehouse management, ensuring operational efficiency and cost control.

CASE STUDY

Global Luxury Jeweler



“EasyPost Analytics allows users to understand how carrier delivery performance impacts the overall fulfillment experience for their customers.”

Josh Mayer
EasyPost Analytics
Co-Founder and CEO

A global luxury jeweler wanted to provide the best customer experience possible. To do that, they needed greater visibility into their operations, especially between shipment and delivery. The jeweler connected EasyPost Analytics to their shipping solutions and gained real-time visibility into shipping data, allowing for proactive decision-making.

The results:



\$1M

saved each month



1 week

to integrate



1 day

to see results

From day one, EasyPost Analytics provided a comprehensive breakdown of granular data, giving the jeweler needed clarity. The data uncovered discrepancies in costs when shipping between the U.S. and Canada—parcels were sometimes weighed in grams and other times in ounces, and the shipping fees were often wrong. The data allowed the jeweler’s team to step in and correct the issue, saving approximately \$1 million per month. The jeweler found that data-driven decision-making isn’t a luxury; it’s a necessity to stay competitive.

The Warehouse Triple Threat

Successful warehouses don't just automate—they integrate the warehouse triple threat: [MagicLogic](#), [EasyPost Enterprise](#), and [EasyPost Analytics](#). Together, these three solutions work to create a powerful, fully connected warehouse ecosystem that eliminates inefficiencies and scales with demand. With advanced automation, intelligent packaging, and real-time analytics, businesses can optimize their entire fulfillment process with confidence.

Benefits of Implementing the Warehouse Triple Threat



Efficiency & Automation

Increase processing speed, reduce manual effort, and ensure precision.



Cost Savings & Optimization

Reduce waste, minimize shipping costs, and maximize revenue per carton.



Data-Driven Decision Making

Leverage real-time analytics for smarter warehouse management.



Sustainability Impact

Cut carbon footprint with intelligent load planning and carrier selection.



Scalability & Adaptability

Future-proof fulfillment operations for evolving demand.

By combining load planning, high-speed shipping, and real-time analytics, warehouses shift from reactive to proactive, creating a faster, smarter, and more resilient supply chain.



Conclusion: Taking the Next Step Toward the Future

The modern warehouse is at a crossroads. Labor shortages, skyrocketing ecommerce volumes, and increasing cost pressures demand smarter, more efficient fulfillment strategies. To stay ahead, businesses must go beyond simple automation. They need an integrated approach that combines high-speed shipping, smart load planning, and actionable data insights. Integrating a comprehensive suite of solutions empowers businesses to optimize their entire fulfillment process from the first package scan to last-mile delivery.

Warehouses that embrace automation, integration, and analytics today will lead the future of fulfillment.

Next Steps

[Talk to our team](#) to see how these solutions can help you modernize your warehouse and stay ahead of the competition.





EasyPost Enterprise is the most reliable and scalable shipping platform for high-growth and high-performance shippers. It simplifies the complexities of shipping operations by leveraging the latest technology and industry-leading support while seamlessly integrating with existing shipping systems.

For more information visit EasyPost.com or email us at sales@easypost.com. Book a meeting with one of our experts [here](#).