

# Beyond the box

Embracing a new era of shipping technology



SaaS shipping insights  
from **Gitika Jain**,  
VP of Product at Pitney Bowes

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Companies face unprecedented challenges and opportunities in today’s fast-paced and constantly evolving shipping landscape. Factors like shipping rates, seasonal fees, and delivery service changes can fluctuate monthly, along with a business’s carrier mix. Companies must be agile, adaptable, and forward-thinking to thrive in these shifting conditions. How can they navigate these changes effectively?

We sat down with Gitika Jain, VP of Product at Pitney Bowes, to get her insights into the latest shipping trends — and to explore how companies can excel in this new era of shipping.

## Welcome to a new era of shipping

The shipping game has changed. It’s no longer just about moving goods from point A to point B. Shipping has become a complex, multi-faceted operation that requires precision, speed, and reliability. Faced with cost-cutting and expense management pressures, leveraging new technologies and automation tools is more critical than ever to stay competitive.

To stay ahead, businesses must adapt by embracing advanced shipping software. Companies can use powerful tools like data analytics, artificial intelligence (AI), and strong security features to optimize how they ship, cut costs, and maintain visibility and control.

### EXECUTIVE INSIGHTS

**“One of the biggest challenges for businesses is balancing cost with reliability, and that’s where data-driven shipping solutions really make a difference.”**

–Gitika Jain, VP of Product, Pitney Bowes

With the right tools, adapting to a new shipping landscape is as easy as 1, 2, 3...		
1 Integrate	2 Adapt	3 Avoid
Leverage advanced technology that seamlessly adapts to changing carrier rates, supply chain disruptions, and more.	Use enhanced visibility and data-driven insights to make smarter, cost-efficient shipping decisions.	Sidestep the pitfalls of complexity and rising costs from fluctuating rates, delivery options, and seasonal surcharges.

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## Exploring today's shipping landscape

The sharp rise of eCommerce has reshaped shipping, impacting far more businesses than just retailers. Large office shippers—organizations that handle daily mailing and shipping both internally and to external clients—are feeling increased demand for speed, security, and cost-efficiency.

Once a simple task, shipping between disparate office environments has become increasingly more complex. Many institutions mail and ship between on-site and remote work locations, which can significantly impact efficiency and productivity. At the same time, large office shippers are also concerned with delivering parcels to clients, where timely and accurate shipments directly affect customer satisfaction.

For example, a financial institution may need to send an overnight envelope containing critical loan documents, or a law firm might need to guarantee the secure delivery of a case file.

While carriers now offer more delivery options—national, international, and regional—they frequently change rates unpredictably, forcing organizations to manage fluctuating shipping costs. For large office shippers, the challenge isn't just moving packages—it's about doing so efficiently across multiple locations, whether shipping to clients, external partners, or between hybrid and remote teams.

Without a centralized mailroom, these organizations need the

ability to generate shipping labels from any device—computer or mobile—without added complexity. As a result, large organizations are rethinking how to streamline parcel deliveries to clients and internal teams locally and globally while ensuring smooth and reliable operations.

**Large organizations, including those with multiple office locations, are facing increased pressure to improve speed and efficiency. To address these challenges, many are seeking mailing and shipping solutions that allow for more flexibility and greater control of costs.**



## New circumstances, new challenges

As shipping and mailing volumes increase, shippers are managing more sensitive data than ever before, driving the need for stronger security measures. At the same time, decentralized workforces using outdated tools complicate the process, leading to inefficiencies and communication gaps.

With more carrier options but limited capacity, selecting the right service for national or international shipments is becoming more challenging—especially during peak periods like tax season, holiday rushes, end-of-quarter deadlines, or major sales events. Businesses risk surcharges, shortages, or missed deliveries without the right tools.





# Feeling the pressure: How modern shipping challenges impact businesses

As the shipping landscape continues to evolve, businesses are finding that the pressure to adapt is greater than ever. Today's shipping challenges are creating a waterfall effect, with each obstacle leading to business impacts—and causing many to rethink their approach.

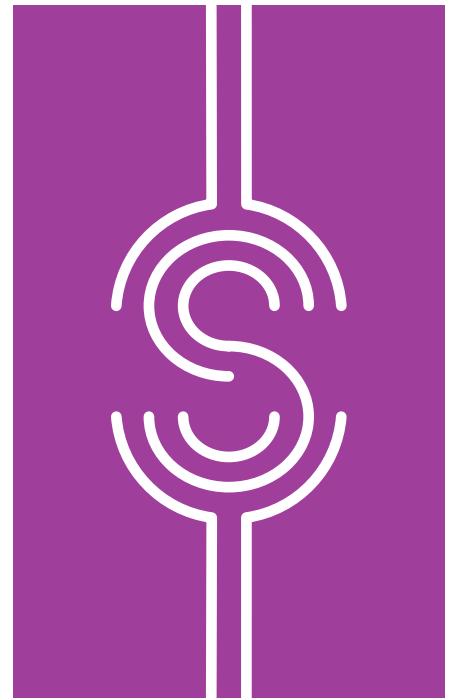
While change can be challenging, moving away from traditional shipping methods allows businesses to solve these complexities better.

## EXECUTIVE INSIGHTS

**“Balancing competitive pricing and operational expenses is one of the biggest challenges we’ve seen as the shipping landscape evolves.”**

—Gitika Jain, VP of Product, Pitney Bowes

	Carrier complexity	Delivery options	Siloed systems	Managing distributed teams	Data security
Challenge	Complex carrier rates and varying service levels	Data from multiple carriers, users, and locations	Fragmented systems across locations	Remote teams follow different processes for shipping and mailing	Handling sensitive data
	∨	∨	∨	∨	∨
Business impact	Inefficiencies and higher shipping costs	Delayed or incomplete decision-making	Missed opportunities for optimization	Cost inefficiencies and decreased productivity	Potential harm to revenue and reputation



## A new role for technology in shipping

Technology has become a game-changer in reshaping traditional shipping operations across industries. When applied to certain use cases, tools like AI, real-time tracking, and predictive analytics can help businesses replace inefficiency with automation, missed opportunities with optimized decision-making, and data complexities with clear, actionable insights.



For example, in the legal sector, centralized billing systems and automated tools help simplify the preparation and management of certified mail and signature-required packages, while chain-of-custody tracking ensures accountable delivery.

Healthcare organizations benefit from automation that reduces manual errors in prescription shipments and keeps patients informed of their packages, reducing inbound calls.

Financial firms benefit from fuller data visibility to help them allocate costs more accurately while keeping client data protected with the necessary compliance and security.

Predictive analytics	Actionable insights	Real-time tracking
<b>Use case:</b> Delivery selection	<b>Use case:</b> Spend patterns	<b>Use case:</b> Chain of custody management
<b>Application:</b> Data analysis reveals when air shipment is more cost-effective than expedited ground shipping.	<b>Application:</b> See mailing and shipping spend patterns in a single organized view that amalgamates data from multiple sources.	<b>Application:</b> Real-time tracking ensures secure handoff and receipt of packages within large office buildings.
<b>Win:</b> Save money without compromising delivery speed or service level agreements.	<b>Win:</b> Quickly spot opportunities to reduce overspending and set business rules to implement changes.	<b>Win:</b> Enhance security and accountability, reducing loss or misplacement of important items.

## Righting the ship with SaaS

Offering advanced tools like data analytics, AI, and top-notch security features, Software as a Service (SaaS) helps companies use the best technological advancements to streamline their processes and make smarter decisions.

As you've already seen, many of today's shipping challenges trace back to the fact that companies are swimming in data—and they don't always have the tools to consolidate or leverage it properly.

One of the game-changing benefits of SaaS for shipping is the improved ability to combine all of your data, centralize it, and make it accessible and actionable on a single intuitive platform. By integrating a shipping software solution, businesses are better positioned to transform their data into a powerful asset that makes their shipper faster, more reliable, and as cost-efficient as possible.

### EXECUTIVE INSIGHTS

**“The need for a centralized, integrated shipping solution that provides real-time visibility has never been more critical for businesses looking to stay competitive.”**

—Gitika Jain, VP of Product, Pitney Bowes

### Centralized shipping software solution



Real-time tracking



Robust encryption and privacy features



Simplified carrier selection



Automated rate change updates



Predictive analytics mitigate surcharges



Unified tools for distributed teams



Route optimization

### Go hands-free with AI and automation

Another key benefit of implementing shipping SaaS is the ability to leverage AI. AI makes it easier for your team to take tedious manual tasks off their plate, giving them more time to focus on strategic initiatives.

SaaS platforms with built-in AI bring a lot to the table, including:

**Optimized operations** → AI crunches your data to find the most efficient shipping routes, speeding up deliveries, cutting fuel use, and lowering costs.

**Enhanced data value** → With AI-powered tracking, you can harness data across carriers, users, and locations to continuously improve your shipping processes.

**Reduced human error** → AI-driven automation handles manual tasks like data entry, address validation, and carrier selection, minimizing mistakes and keeping your shipping operations running smoothly.



# Protecting sensitive data in the digital age

Shipping data often includes sensitive information, which can make businesses concerned about potential vulnerabilities in their shipping software.

When it comes to shipping software, security isn't just important—it's non-negotiable. The best SaaS platforms are built with strong security features to keep sensitive info safe.

## Here's how they do it.

### Data encryption

Encrypting data helps safeguard customer details, shipment info, and payment data. SaaS platforms use advanced encryption techniques to keep data secure during transfer and storage, which prevents unauthorized access and maintains customer trust.

### Access controls

Access controls help businesses manage who can view, modify, or manage shipping data. By limiting access to only those who need it, companies can prevent data breaches and ensure their shipping operations remain secure.

### Compliance with industry regulations

Many SaaS platforms are designed to meet industry regulations like the General Data Protection Regulation (GDPR) and the Health Insurance Portability and Accountability Act (HIPAA). This compliance ensures that sensitive data, such as customer information and health records, is managed with the highest level of security and privacy.

## EXECUTIVE INSIGHTS

**“Security is a top concern for businesses hesitant to integrate new shipping solutions, especially when dealing with sensitive shipping data.”**

—Gitika Jain, VP of Product, Pitney Bowes



### Spotlight on compliance: What is FedRAMP?

The Federal Risk and Authorization Management Program (FedRAMP) is a government-wide program that standardizes the security requirements for cloud services used by federal agencies. Pitney Bowes solutions are FedRAMP certified to serve our federal clients better, but the value extends to all our customers. Even if you don't work with federal agencies, using a FedRAMP-compliant SaaS platform ensures top-tier security, protecting sensitive shipping data.

### Why is FedRAMP important?

- Ensures that security practices meet the highest standards for handling government data.
- Provides assurance to government clients that their data is protected, boosting credibility in the public sector.
- Helps businesses avoid potential legal issues related to security breaches.

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## Navigating your company's future with shipping SaaS

As more companies turn to shipping SaaS to streamline their logistics, keeping a few key points in mind is important to ensure you're choosing the best platform for your needs. When considering which shipping SaaS solution is right for your business, ask these critical questions.

Key concern	Make sure to ask...
<b>Scalability and flexibility</b>	<ul style="list-style-type: none"><li>• Can the platform handle an increase in shipments as my business grows?</li><li>• Is it capable of adapting to fluctuating market conditions?</li><li>• Will it support my expansion into new markets and regions?</li></ul>
<b>Integration with technology</b>	<ul style="list-style-type: none"><li>• Does the platform integrate with advanced tools like blockchain, IoT, and machine learning?</li><li>• How well does it incorporate new technologies to stay ahead of the curve?</li><li>• Is the platform prepared to adopt future innovations that could optimize my operations?</li></ul>
<b>Security and privacy</b>	<ul style="list-style-type: none"><li>• How does the platform ensure the security of sensitive data, such as customer information?</li><li>• Is it compliant with industry standards like GDPR, HIPAA, and other relevant regulations?</li><li>• What measures are in place to prevent data breaches and protect against cyberattacks?</li></ul>

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## Don't adapt to survive—adapt to thrive

Evolving your shipping software is a must if you want to stay competitive. It's not just about keeping up—it's about thriving. At Pitney Bowes, we've been in the shipping business for over 100 years. We understand how the shipping landscape is shifting—and how to innovate around obstacles that can get in the way.

Whether you're a small retailer or a large enterprise, with our advanced SaaS solutions, you can manage all carrier compliance and rates on a single platform, streamlining your operations and setting your business up for success in this fast-paced world.

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### EXECUTIVE INSIGHTS

**"The shift to SaaS means companies no longer need to worry about outdated systems; they get regular updates, keeping them current with market needs."**

—Gitika Jain, VP of Product, Pitney Bowes

The Pitney Bowes Shipping 360® platform is a comprehensive solution designed to optimize the shipping process for businesses while providing an intuitive user experience for distributed teams. It combines advanced technologies to provide a seamless and efficient shipping experience.

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#### Data and analytics:

- Provides actionable insights to help users make informed decisions.
- Reduces costs and improves delivery times through data-driven strategies.
- Offers detailed reporting and analytics to track performance and identify areas for improvement.

#### AI

- Enhances predictive capabilities for more accurate demand forecasting.
- Optimizes routes to ensure timely deliveries and reduce shipping costs.
- Automates routine tasks, freeing up time for more strategic activities.

#### Security:

- Implements robust security measures to protect sensitive data.
- Ensures compliance with industry standards and regulations.
- Provides peace of mind with secure data handling and storage.

#### Get your shipments on their way—in the best way.

- FedRAMP Authorized
- Seamless ERP and marketplace integrations
- 80+ carriers
- 1 platform

Unlock the full potential of your shipping operations with Pitney Bowes Shipping 360.

[Learn more](#) >

