

How Small Businesses Can Benefit From Logistics Platforms

**How to switch from traditional to
digital logistics**

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INTRODUCTION

An overview of current logistics trends

Logistic platforms are playing an increasingly vital role in the supply chain as SMEs digitalise their operations. With the surge of e-commerce and omnichannel retail, companies are actively seeking ways to **optimise their logistics processes** and deliver faster and more efficiently to customers.

Therefore, for small businesses like yours aiming to stay competitive in today's fast-paced digital realm, it is crucial to stay up to date with the current business trends and understand how they may affect your logistics.

1 Impact of inflation

Inflation drives up the cost of goods, including raw materials, transport, and warehouse space. This directly affects the logistics operations of businesses as it increases expenses and makes it necessary to optimise costs to maintain profitability.

2 Increasing tariffs

Tariffs are significant aspects of logistics for small businesses engaged in global supply chains because they directly impact international trade and import/export operations. With the imposition of higher tariffs, SMEs may need to re-evaluate their sourcing strategies, transport routes, and logistics processes overall.

3 Demand for personalisation

The growing demand for personalised experiences necessitates that SMEs adopt flexible solutions to promptly cater to customer preferences. Small businesses should prioritise optimising their logistics processes to ensure efficient and timely delivery.

HOW IT WORKS

The role of digitalisation in logistics

What does digitalising logistics involve?

The process of digitalising your logistics involves **incorporating automation or technology**, such as a shipping platform, to enhance the movement of your products.

By utilising a logistics platform, you can streamline and optimise your shipping and distribution processes, **improving efficiency** and **reducing manual effort**. Digitalisation is especially impactful in areas that traditionally rely on repetitive manual tasks or outdated pen-and-paper methods.



70% of SMEs use digital logistics technologies

The COVID-19 pandemic has underscored the significance of digitalisation for small and medium-sized businesses, prompting a notable increase in the use of digital technologies by as much as 70% of SMEs worldwide, as indicated by several studies.

Differences between traditional and digital logistics

Traditional logistics	Digital logistics
Ordering shipments using manual effort and basic communication methods like telephone, which can be inconvenient especially for out-of-hours operations	Using online systems (e.g. logistics platforms), which streamline the entire shipping process by automating tasks and minimising manual involvement
Using time-consuming paper-based processes requiring manual data entry, documentation, and constant follow-ups via phone or email	Managing shipping orders using online tools, e.g. with automated tracking updates, secure data storage, and integrated software
Payment using traditional methods such as bank transfers or cheques	Online secure payment methods such as net banking, wallets, user credits

ADVANTAGES

The benefits of using a digital logistics platform

Switching from paper-based processes to logistics platforms like Eurosender can offer several tangible benefits to small and medium businesses across different industries.

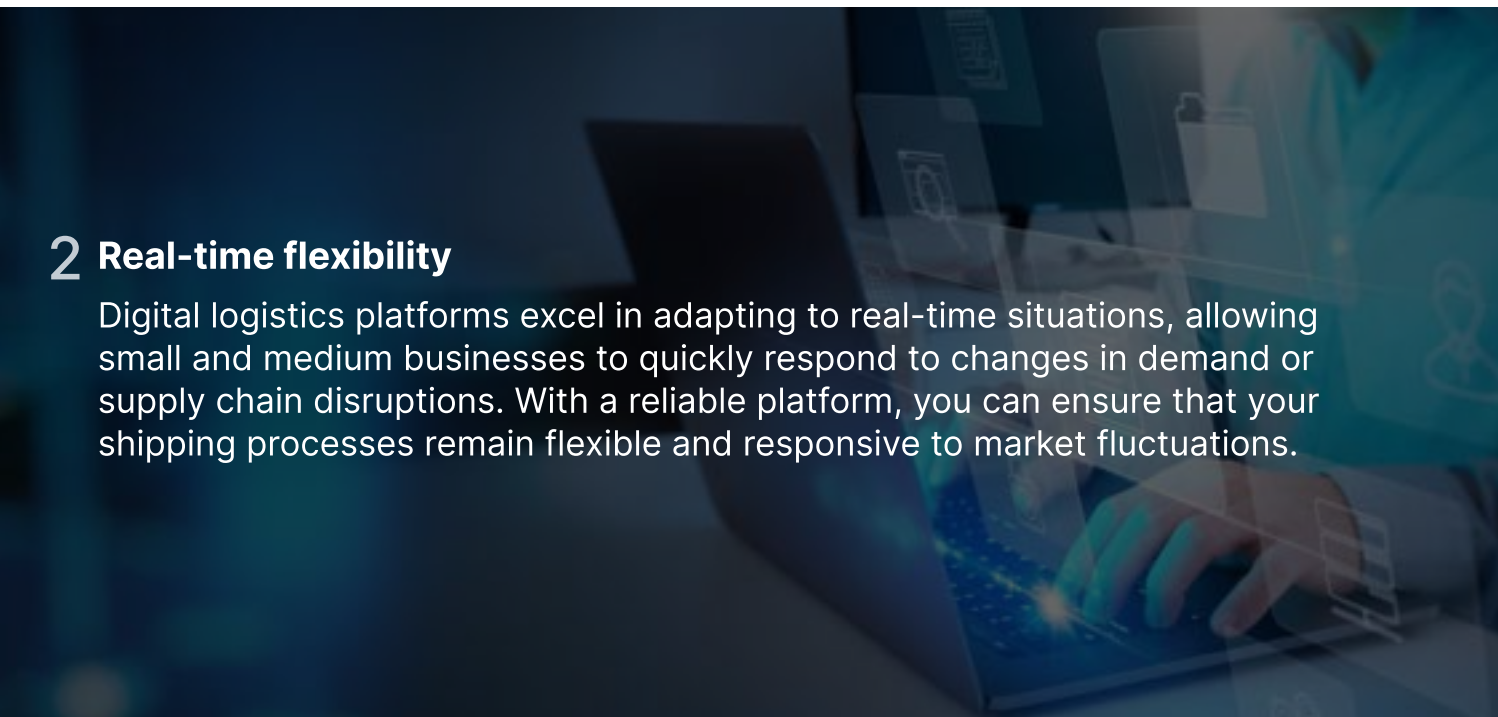
1 Simplified pricing comparison for transparent options

Digital logistics platforms provide a powerful solution for SMEs looking to optimise their shipping processes. With features like price comparison options and transparent pricing, logistics platforms reduce inventory management costs, improve demand forecasting, and enhance order fulfilment.



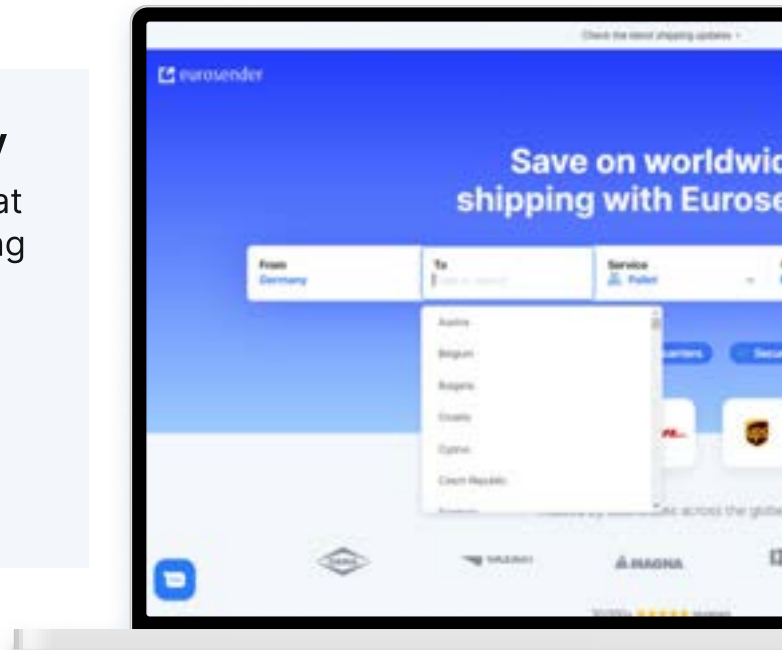
2 Real-time flexibility

Digital logistics platforms excel in adapting to real-time situations, allowing small and medium businesses to quickly respond to changes in demand or supply chain disruptions. With a reliable platform, you can ensure that your shipping processes remain flexible and responsive to market fluctuations.



3 Streamlined operations and efficiency

Eurosender is one of the few platforms that can boost operational efficiency by offering instant price comparisons and a seamless order process. With the ability to access real-time pricing information and easily place orders, you can streamline your logistics operations, reduce errors, and ultimately drive business growth.



4 Sustainability

Digital logistics platforms improve sustainability by optimising supply chains through three key elements: efficient route planning, real-time tracking, and data-driven insights. By optimising routes, logistics platforms contribute towards lower fuel consumption and CO₂ emissions.

5 Enhanced customer experience

Logistics platforms offer users a seamless way to compare services, resulting in a significant improvement in the overall experience. With all options accessible in a clear overview, you can easily choose the solution that best suits your specific business needs, which leads to improved outcomes and increased satisfaction.

CHALLENGES

The road ahead: overcoming the challenges

While the benefits of switching from traditional to digital logistics are clear, the transition process can be challenging. Here are some of the most common hurdles businesses may face when making the switch:



1. Cost

One of the biggest challenges businesses in any industry will face is the cost involved. Implementing a new system can be expensive, and companies may need to invest in new equipment, software, or personnel to manage the transition.

2. Data integration

Integrating data from various systems, including the order management system, and ensuring seamless integration with existing processes and systems can be complex and time-consuming.

3. Managing logistics challenges

Transitioning to a new system requires addressing the logistics challenges that may arise, such as optimising routes, managing outsourced warehouse solutions, and coordinating with multiple carriers.

4. Visibility and KPIs

To make informed decisions, SMEs require visibility into their logistics operations. Implementing dashboards and KPIs can improve the efficiency of logistics operations and help businesses identify areas for improvement.

KEY FEATURES

What to look for in a digital logistics platform

In today's fast-paced business environment, choosing the right digital logistics platform can make all the difference in streamlining your shipping processes and improving your bottom line.

With so many solutions on the market, it can be overwhelming to determine which one is the **best fit for your small business**. By considering factors such as customisation, integration, real-time tracking, automation, carrier options, and customer support, you can choose a solution that meets your unique needs and helps you stay competitive in your industry.



1. Customisation and scalability

Look for a platform that offers customised options tailored to your specific business needs and can **scale alongside your company's growth**. This can include features such as dedicated vehicles, flexible loading times, and the ability to negotiate custom pricing arrangements.

2. Integration with existing systems

Ensure that the solution can integrate with your existing systems, such as your e-commerce website and/or order management system.

3. Tracking and visibility

Choose a solution that provides tracking and visibility tools, so you can monitor your shipments and get alerts if there are any issues.

4. Automated processes

Look for a solution that automates processes, such as creating shipping labels, to save time and reduce errors.

5. Carrier options

Having a range of carrier options will allow you to choose the best carrier for your specific needs, whether based on price, speed, or other factors. A solution with pre-negotiated rates will potentially decrease your shipping costs and allow you to make accurate expenses forecasts.

6. Logistics contracts vs on-demand

SMEs now have the flexibility to opt for either logistics contracts or on-demand shipping services. Evaluate the model that best fits your business needs so you can have greater control over your logistics operations while simultaneously boosting the bottom line.

DIGITALISATION

How to switch from traditional to digital logistics

Digitalising your logistics can seem like a daunting process, but it doesn't have to be! This 4-step guide will help you simplify the transition.

1. Assess your business needs and identify pain points

Start by identifying your needs and requirements. Look for areas where digital logistics could help to streamline processes, reduce costs, and improve efficiency.

2. Choose the right shipping platform

After identifying these pain points, find a platform that can effectively address them. Opt for a centralised shipping platform to streamline your shipping processes, manage all your shipments in one place, and eliminate the need for direct communication with carriers.

3. Implement into your existing processes

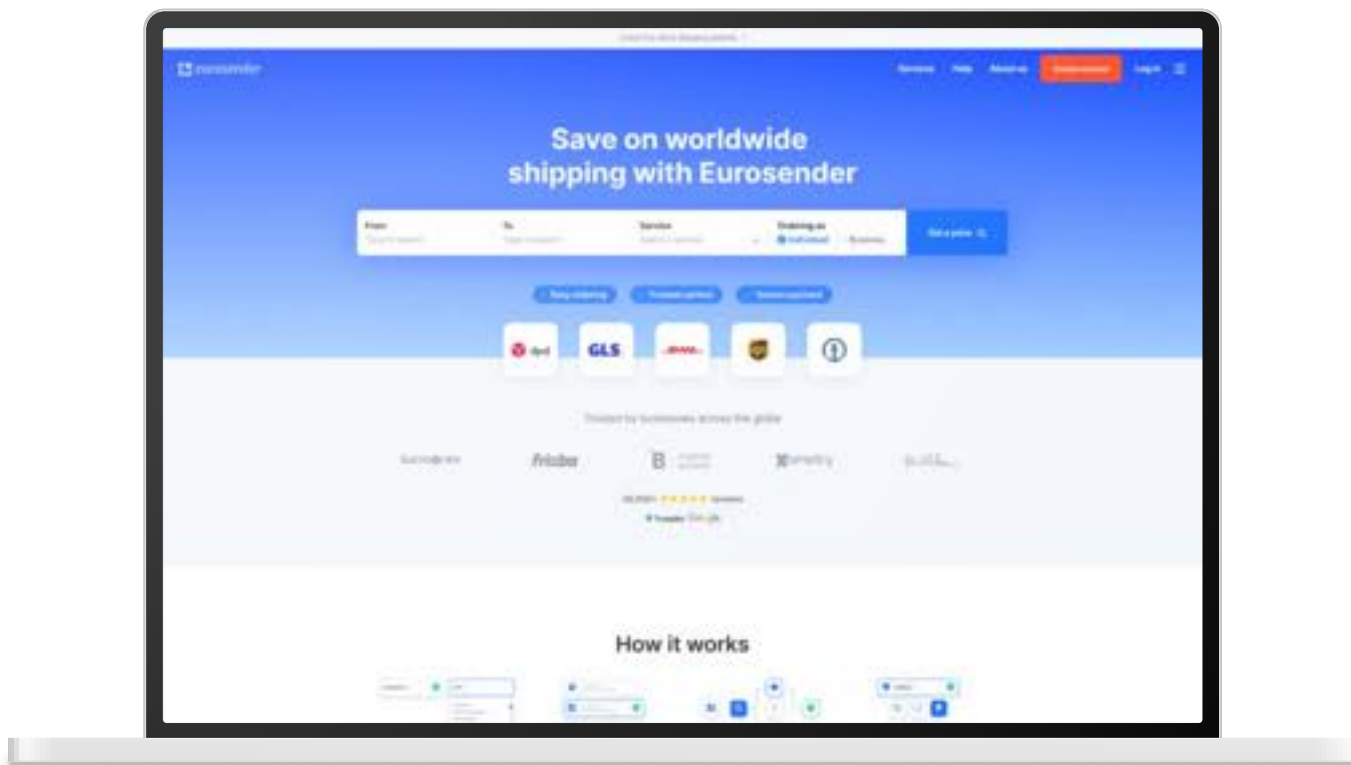
Simplify your logistics operation by integrating your current process with the new digital logistics solution in a straightforward manner, with no software implementation necessary.

4. Use KPIs to track shipment performance

Make continuous improvements based on data analysis to ensure that your business is operating efficiently and effectively.



Eurosender simplifies this process for you



About Eurosender

150M+

on-the-spot quotes

100+

logistics partners

30K+

shipments per month

Eurosender is a trusted freight forwarder specialising in efficient door-to-door shipping services in Europe and worldwide. With our reputation for timely deliveries and over 60,000 businesses relying on our services, we make it easy for customers across various industries to book and manage their shipments. We offer a range of shipping options, including express and standard delivery, with instant quotes or custom offers available depending on the need. Our platform also provides additional services such as insurance and real-time tracking. Plus, with exclusive rates from top couriers, on-demand pick-up requests, and your own logistics dashboard, we have your logistics operations covered from start to finish.

[How does Eurosender work?](#)

