



# A Step-by-Step Guide to Switching 3PLs

How to reduce risk when moving fulfillment partners for a graceful transition



My CPA even said, 'Thank God you switched to ShipBob.'



Courtney Lee  
Founder of Prymal

*Prymal*



# Introduction

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**When I switched to ShipBob, it was game over! I could finally start growing my business. They made the move from my prior 3PL fast and easy, and I saw the benefits of working with them right away.**

**Even if you're working with a 3PL currently, there could be a better option out there, which is why ShipBob should be considered.**

**At my previous 3PL, nothing seemed to come easy. I felt like I had to babysit them. I needed accuracy, cost savings, and access to data. With ShipBob, I have peace of mind and a high-tech solution that allows me to be removed from that day-to-day fulfillment process, unlike how it was at the previous 3PL.**



Courtney Lee  
Founder of Prymal

*Prymal*

**Switching from fulfilling orders in-house to working with a third-party logistics (3PL) company is a big leap for many ecommerce businesses. But sometimes, switching from one 3PL to another can be even more daunting.**

If you're already working with a 3PL, you're familiar with the potential costs, processes, and operations involved in outsourcing fulfillment.

But too often, these factors may be the very reason(s) you are uncertain whether your current fulfillment provider is the best fit for your business.

Not all 3PLs are created equal, and different 3PLs offer different solutions.

Working with one that isn't meeting your business's needs can lead to stunted growth, harmed margins, and lost customers.

Between long-term contracts, perceived risks of moving, and logistical hassles, it may never seem like the right time to change fulfillment providers.

Yet taking a critical look at both your current 3PL and overarching fulfillment strategy is vital to setting your business up for future success.

Here at ShipBob, we work with thousands of ecommerce brands and have a lot of experience in aiding in the 3PL transition — with brands coming to us from Amazon, local mom-and-pop 3PLs, on-demand warehousing solutions, and every tech-enabled 3PL out there.

We can confidently say that switching 3PLs doesn't have to be as hard as you may think.

**In this guide, we'll cover how to determine whether your business needs to change 3PLs, lessons learned from ecommerce brands of all sizes, how to choose the right fulfillment company for your needs, and key steps and considerations for you to make a seamless transition.**



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# When It's Worth Switching 3PLs

Change is hard. Chances are you put a lot of time and energy into ramping up with your current 3PL. It can be intimidating to make the switch, even if you know it's the right thing to do for your business. But a bad 3PL experience shouldn't last longer than necessary. You might think:

- “It's good enough for now.”
- “We have too many other priorities.”
- “We're already making enough changes.”
- “Let's push it off another quarter.”
- “We already paid the startup fees.”
- “I don't want to learn a new system.”
- “The service is terrible, but they're really nice people.”

Every day with an unfit fulfillment partner is another day you're over-spending on shipping, not getting enough value from the solution you're using, limiting your scalability, stunting your growth, providing a subpar customer experience — the list goes on.

The world of ecommerce moves fast. Don't let a bad 3PL or complacency be the reason you get left behind. Here are the surefire signs you could benefit from a better 3PL.

## They're messing up orders

Your reputation is always on the line. Outsourcing any part of your business is scary — let alone handing over your products and having someone else package how they are sent to your customers.



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**We were working with a 3PL that did not keep promises and had a lot of order errors. As an emerging company, brand recognition and loyalty were key to our business, so we ultimately decided to move to ShipBob.**



**Pablo Gabatto**  
Business Operations  
Manager at Ample Foods

**AMPLE**

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**Before ShipBob, my first experience with a 3PL wasn't good. They underestimated the amount of time they would spend on shipping our products, they didn't integrate easily with Shopify, and they always had plenty of excuses. There was zero trust that they would deliver on what my business needed. I felt sidelined — emotionally and financially — because all I could think about was troubleshooting errors and reconciling with the high costs.**



**Courtney Lee**  
Founder of Prymal

*Prymal*



You need a 3PL that provides security, consistency, accuracy, and speed.

While order fulfillment is not a perfect science and errors are inevitable, the right 3PL will help minimize errors and make any wrongs right.

Your customers get the final say on whether or not fulfillment performance is up to par.

If it's not, they'll be sure to let you know whether that's through a surge in support tickets, bad reviews, critical social media posts, or simply a decline in sales.

If your customers are consistently unhappy with the delivery experience, you're using the wrong 3PL.

**“Other fulfillment providers had a ‘This is how it’s done, so take it or leave it!’ attitude. ShipBob’s dedication to continuously enhancing their offering by getting feedback from the customer community, as well as their customer service, is unparalleled to other 3PLs. We now have a more efficient, accurate, and advanced 3PL partner.**



**Sarah Ribner**  
Co-Founder of PiperWai

*PiperWai*



## They're not advancing and improving

Ecommerce and customer expectations are constantly evolving. Can your 3PL keep up?

If your fulfillment provider hasn't changed or expanded their technology, operations, services, and facilities since you started working with them, they might be just fine staying exactly as they are. If their future roadmap is non-existent or they keep pushing things off, don't wait on them.

'Good enough' is the wrong mindset when it comes to order fulfillment. Your inventory, technology, processes, and orders need to be streamlined and optimized for scale.

Find a 3PL that is thinking ahead, has consumer expectations in mind, and resources to help you scale.



**“ShipBob is not complacent — their software is always improving and the fulfillment services are always advancing, like expanding 2-day shipping coverage. The company has ambition for growth and they keep developing in very real ways.**



**Noel Churchill**  
Owner and CEO  
of Rainbow OPTX



## You've outgrown the 3PL (or have plans to soon)

If your order volume is growing exponentially and your current 3PL can no longer support you or help you hit the next level of scale, it's time to make a move to a provider that can scale with you. This is most often the case if you're working with a mom-and-pop shop with one location whose focus is mainly small or local businesses.

If you want more nationwide coverage or are trying to expand internationally, you can either add additional 3PLs to your roster or fully switch to a global fulfillment company with international locations to reduce barriers to purchase. In addition to the ability to scale operations, you need deep fulfillment expertise and a partner that actually operates fulfillment centers.



**“As we started to hit that first inflection point of growth, it became apparent we needed to look for a 3PL that could help us expand geographically in the US and also drive down shipping costs and expenses. We started to look around for other 3PLs.**

**I created a scorecard to compare prospects. I was most impressed with ShipBob's commitment to driving improvement and technology, which drives reductions in delivery time. I knew a shorter transit time was going to become more and more important as customers want a certain service level at a low price — often free — and want it faster over time.**



**Michael Peters**  
VP of E-Commerce Operations at TB12



**“We found a fulfillment center within a 5-mile radius of our manufacturing center, which seemed convenient at the time. Turns out [our former 3PL] couldn't meet our needs, especially as we were growing both our online and wholesale channels. It was a very basic warehousing and shipping operation, where inventory tracking is all done manually. We needed a much more advanced 3PL team with better customer service than our previous fulfillment center, which is why we're now with ShipBob.**



**Sarah Ribner**  
Co-Founder of PiperWai



## You need better support

If you have a problem with an order or need an update on inventory levels, do you know who to reach out to at your current 3PL? Do you get the answers you need in a timely manner? If you have to go through multiple people to get answers instead of having access to important information at your fingertips, you need a better solution.

Your 3PL should be a partner, not just a provider. They should give you a transparent, holistic view of fulfillment performance across different metrics, and connect you to other partners in the ecommerce space that can help you grow your business.



**“There will always be bumps in the road with logistics, but it’s how your 3PL responds that counts. ShipBob is very responsive, and their customer service continues to improve with direct contacts that know our account, real-time follow through, and a better customer delivery experience. They are a fulfillment partner that is truly an extension of our brand.**



**Manuel de la Cruz**  
CEO of Boie USA



**“I can talk directly to my account manager [at ShipBob] who personally makes sure that everything is running smoothly and works with me to solve any issues. This level of support is something that no other 3PLs could match, especially at our volume and scale.**



**Greg MacDonald**  
CEO, Bathorium



**“Finding a new 3PL was the final component for me to start feeling comfortable scaling my business. The ShipBob support team is accessible and responds in a timely manner. I feel really grateful and supported.**



**Courtney Lee**  
Founder of Prymal



## Their technology is terrible

A 3PL today has to offer fulfillment technology with order and inventory management capabilities. If you don't have immediate insight into the status of every order that passes through the warehouse, which inventory was picked, and what quantities you have on hand, it's challenging to address customer concerns and understand inventory turnover.

The ability to send orders and tracking information isn't enough. A 3PL's technology should offer more than a basic portal and integration with your ecommerce store. Ecommerce brands today need a foolproof way of offering bundles, managing subscriptions, and merging duplicate SKUs across channels — with the backend logistics to complete the ultimate ecommerce tech stack.



**“Before ShipBob, we used a 3PL that frankly couldn't scale with us. Since moving to ShipBob we've grown 30% year over year, which is a testament to their scalability, service, and technology. ShipBob's technology also provides cost savings.**

**Other 3PLs pass fees onto the client for work they do related to manual processes because they lack the fulfillment technology needed to meet customer expectations. ShipBob's technology has effectively eliminated the work of a program manager at other 3PLs, while providing immediate visibility into inventory and the ability to make changes myself.**



**Babs King**  
Co-Founder of FLEO



**“If I create a SKU in my ecommerce platform, I can link that in ShipBob myself to whatever inventory it is. With ShipBob, you see exactly what is picked. With our old 3PL, we couldn't actually see what their warehouse associates were picking and would have orders go on hold that caused us to oversell out-of-stock products because the SKUs weren't placed on hold in their system. With ShipBob, that inventory is automatically marked as accounted for, so it's held until it's shipped.**



**Gerard Ecker**  
Founder & CEO of Ocean & Co.





## You're not getting your money's worth

The cheapest 3PL isn't always the best one, but if you're paying a premium for order fulfillment, the value to your business should be clear.

The technology, inventory management capabilities, customer support, data and analytics, customization options, and geographic footprint can all add value over a traditional 3PL.

3PL fulfillment pricing and cost structures can be confusing, and hidden costs add up quickly.

When a 3PL is the right fit for your business, the costs should be more than worth it.

The ability to offer fast, affordable shipping can even be a revenue driver for your business by reducing cart abandonment and increasing average order value and customer loyalty.



**“We are willing to pay a premium for a premium product. With our old 3PL, our average fulfillment costs were around 50% higher than they said they would be, and it was not a superior product in the slightest. They even overcharged us with billing errors. While many 3PLs utilize a complex pricing model that makes forecasting expenses nearly impossible, ShipBob has a clear pricing model so we know exactly what we're going to be billed.**

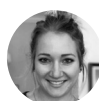


**Gerard Ecker**  
Founder & CEO of Ocean & Co.



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**Our other fulfillment company made empty promises to us about costs and failed to mention all the other line items that factor into the total costs, unlike with ShipBob, where everything was bundled into a few line items. With pricing ending up way too high, we realized we were sold the 'perfect' solution from the other 3PL. Additionally, the other 3PL didn't file claims for damaged shipments for us like ShipBob.**



**Lindsay Louise**  
Fulfillment & Retail Manager  
at Synchro

**SYNCHRO**

# Considerations for a New Fulfillment Partner

There are many factors that affect the timing of a 3PL transition — from getting a new provider in place before the holidays or busy season, to being locked into a long contract.

However, it's never too early to start researching a new solution. Here are the top questions to ask a potential 3PL to gauge whether they're the right fit for you so you can be confident in your move.

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**We looked at many 3PLs, and ShipBob hands down had the best service. They answered questions quickly, walked me through getting started and how the partnership could evolve, and proactively proposed considerations for future business plans. They broke down all fulfillment locations, gave transparent prices, and shared data points I needed to make a good decision. I didn't receive this data from any other 3PLs. With ShipBob, I knew exactly what I was getting.**



**Tim Fink**  
Co-Founder of EnduroSport



## SLAs and accountability

Understand all service-level agreements (SLAs) before you enter in a partnership with a 3PL. Make sure there is visibility into operations, so the 3PL is held accountable against their agreed upon SLAs.

These SLAs can range from shipping orders out on time, to the speed at which they receive and stow your inventory.



“

**From day one, we've appreciated the hands-on time spent with us. ShipBob has worked hard to understand our needs and offered more flexibility than other 3PLs. They have used their expertise to give us business-specific solutions that have really made a difference. They have been a great partner as we've grown. This is all really due to their team. They are dedicated to transparency, and are really committed to their customers and keeping themselves accountable.**



**Pablo Gabatto**  
Business Operations Manager at Ample Foods



# Points of evaluation

## Technology

A 3PL for today's competitive ecommerce landscape goes beyond the traditional pick, pack, and ship model. Technology and integrations are key. ShipBob owns the entire tech stack to increase the velocity and scale at which we can make improvements based on customer feedback.

We built our own warehouse management system (WMS), which acts as a control center to compile fulfillment metrics across all elements of our fulfillment centers.

We also created a proprietary merchant dashboard that connects to our WMS and provides the following:

- Deep insights into fulfillment performance and SLAs
- Visibility into order status and inventory counts
- The algorithm selects the fulfillment center with available inventory that's closest to the end customer for each order

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**Having ShipBob's analytics and seeing how everything is working together has been extremely helpful for me on the operations end on a day-to-day basis. It definitely helps me with inventory management and seeing what's going on. Even though we've grown, I haven't spent more time on the business from an operations standpoint.**



Dana Varrone  
Director of Operations at Organic Olivia



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**With our old fulfillment solution, because of a lack of ownership of the entire fulfillment stack, it was difficult to rectify or identify issues, unlike with ShipBob who owns the entire stack: inventory and order management system, warehouse management system, and their fulfillment centers.**



Gerard Ecker  
Founder & CEO of Ocean & Co.



# Points of evaluation

## Fulfillment centers

If you're only shipping from one location, you're limiting your business's reach in key markets where your customers reside — and probably paying too much for shipping.

Working with a 3PL that has multiple fulfillment centers allows you to split your inventory across several locations. In turn, this puts your inventory closer to your shipping destinations, meaning more packages ship to lower shipping zones and therefore cost less for you and your customers.

You can also offer two-day shipping via ground for customers in areas surrounding the fulfillment centers, which can be much cheaper than expedited air shipping.

ShipBob operates a robust, growing international fulfillment network. Since every fulfillment center location is powered by the same technology, you can track inventory and fulfillment performance across multiple locations.

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Storing inventory in different regions is key to reducing costs and transit times. From expanding into a second ShipBob fulfillment center, we are able to offer 65% of our customers with 2-day shipping, up from 32% by only having a single West Coast facility. Soon, this will be 100%. Not only is this better for our customers but we also gain a 13% savings to our bottom line.



Pablo Gabatto  
Business Operations Manager at Ample Foods

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Using five fulfillment centers across the country is great because our product is high-quality and heavy, so it helps us cut down shipping costs.



Francesca Cavallo  
Co-Author of Rebel Girls

REBEL GIRLS®

# Best Practices for a Smooth Transition

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Moving from the familiar to the unfamiliar can be uncomfortable.

ShipBob helps provide a controlled, well-managed experience that mitigates risk and sets you up for success.

Here is our approach to ensuring a successful 3PL transition.

## Determine how to move inventory from your current 3PL

You can send new inventory from your manufacturer to your new 3PL, but what about the rest of the inventory that's at the old 3PL?

There are two primary options:

1. If you're almost out of inventory at your old 3PL, you can send the new 3PL new stock and let the old 3PL fulfill orders until there is no more inventory. The point at which the inventory is depleted, the new 3PL would start fulfilling your orders.
2. Leave some inventory with your old fulfillment center, send the new 3PL a portion of it to start with, and then send everything else to the new 3PL once they are up and running.

For the second option, here are some tips on what we recommend:

- You can keep 15-20 days of inventory by SKU at your old 3PL (this needs to account for freight transit time as well as the time it takes the new 3PL to receive and stow your

inventory), and send the remainder of the inventory to the new 3PL. This way, your old 3PL can continue shipping while the new 3PL prepares to receive and store your inventory.

- Once you are ready to go live with the new 3PL, you can turn off the store sync with your old 3PL to prevent the same order(s) from being shipped from both 3PLs.
- Once live with the new 3PL, you can create a freight order with your old 3PL to send the remaining inventory to the new 3PL.

## Know what to expect from the old 3PL

At this point, your old 3PL will likely make a counteroffer, promising you things will get better and cheaper if you stay on.

Our experience and what we're told by our customers is this often causes delays on the inevitable switch.

Your old 3PL should understand your new 3PL's processes so the new 3PL receives your inventory correctly and on time from the old 3PL.

## Reevaluate your entire supply chain

With a new 3PL comes at least one new fulfillment center. Unless your new fulfillment center is in the same city as your old one, you will have new transit times for inventory to be sent from your manufacturer to your fulfillment center(s).

Make sure you keep this in mind when figuring out when to reorder inventory and the exact reorder quantities, especially if your new fulfillment center is farther away from your manufacturer than the old one.

Here are a couple more tips that concern your supplier(s):

- Share your new 3PL's address(es) with your manufacturer(s) to ensure that inventory is routed to the right place(s).
- Be sure to understand and follow the new 3PL's inbound inventory receiving process and communicate any changes in labeling and shipment organization to your manufacturer.

## Phase out the old fulfillment center

It might seem tempting to pull all of your inventory out of your old fulfillment center as soon as possible, but it's important to keep stock there until you've fully transitioned to prevent disruptions and delays for your customers.

Keeping inventory in your old fulfillment center while shipping inventory to your new 3PL can help prevent stockouts and backorders while you get set up with the new provider.

Once you are fully onboarded and have ample stock levels in the new 3PL's fulfillment center, consider running a sale to clear out the inventory in the old location — but make sure your backend technology is set up to route those orders to the old 3PL.

## Keep your customers in the loop

No matter how well the transition between 3PLs goes, there's always a chance that the unexpected will happen and your customers may experience delays in shipping.

For this reason, let your customers know that you're switching 3PLs (and communicate the reason(s) why if it is to help improve their shipping experience).

Leverage product pages, emails, social media, and banners on your website to give as much of a heads up as possible.

Transparency is a best practice in customer communications, and this shows that you're working to improve the customer experience.

Customers will understand as long as they know what to expect.

This can be especially effective if the switch is going to be better for your customers, such as new international shipping capabilities or free 2-day shipping.

This can give customers something to look forward to while keeping them proactively in the know.



# How ShipBob Helps Mitigate Risk

We work with each brand to find the best solutions operationally for their unique needs and to make sure they have clear expectations before going live.

Below are a few highlights of what you get when you make the move to ShipBob to ensure the transition is beyond perfect and it's a decision that pays dividends.

## Dedicated Implementation Engineer

ShipBob's Sales Implementation Engineers are subject matter experts that make it simple for your business to get started by catering the process to meet your most important needs, from services utilized to shipping preferences and more. This is your dedicated point person throughout implementation (pre-, during, and post-3PL transition).

Throughout this time, there will be at least three dedicated training sessions including account configurations and other technological preparations prior to your first shipment, and more check-ins throughout your first 30 days of shipping.



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**Our Implementation Specialist walked us through everything we needed to do to get ready. It was a pretty smooth process. We were basically ready to go in an hour or less. Sending inventory to ShipBob was easy to do. Our first batch of inventory was received by ShipBob and ready to be shipped the next day. It was a very similar pattern for the other facilities, and this was just as states were shutting down from the COVID-19 pandemic. Nine days after we got started with ShipBob's implementation team, we were shipping orders.**



**Tim Fink**  
Co-Founder of  
EnduroSport



“

**We loved our implementation experience. Our points of contact have been so accessible, invested, open, and hands on. They are awesome and on top of it — I've known what's going on every step of the way. Our experience with ShipBob has been great and we look forward to seeing they will evolve even more.**



**Lindsay Louise**  
Fulfillment & Retail Manager at Synchro

**SYNCHRO**



## Dedicated support

With ShipBob, multiple teams are here to support your business. As soon as you're introduced to your Sales Implementation Engineer, you'll be paired with a dedicated Merchant Care team through chat, phone, and email tickets for all day-to-day questions, requests, or issues you have for prompt resolution.

Once Implementation is complete, you may even qualify for a Merchant Success Manager, a dedicated consultative advocate for the largest ShipBob accounts.

They will continue to understand and deliver

against your business's strategic needs through the duration of the partnership and discuss strategic, proactive opportunities for your business.

## Capacity and experience

ShipBob onboards dozens of new customers each week and fulfills orders for thousands of ecommerce brands.

We have a proven process to ensure a successful transition and partnership, with additional steps for merchants doing the largest order volumes and with the most complex needs.

**“Our previous 3PL was unable to scale at the level we needed years ago, which became apparent my first holiday with them. This past holiday season would have been completely unmanageable for both our old 3PL and us. ShipBob does it seamlessly.”**



**Michael Peters**  
VP of E-Commerce Operations at TB12



**“ShipBob has a great customer support team that is really easy to work with. They are always there to answer our questions. We're super grateful for their help in creating processes and solutions to our pain points; they made our lives a lot easier from the very beginning.”**



**Nikolai Paloni**  
Co-Founder of Ombraz Sunglasses





## Technology configurations for your unique needs

With ShipBob's proprietary technology, you can use our built-in integrations or go as custom as building something yourself with our [Developer API](#). You don't need to work with five different tools; you can use ShipBob's all-in-one order and inventory management software, analytics tool, fulfillment services, inventory storage, and more.

Once your store is synced, you can import your products and orders. It's even easy to set up more complex aspects like bundles and merged products.

Once an order has shipped, ShipBob's technology can push shipment tracking information back to your ecommerce store, so your customers stay in the loop throughout the delivery process without compromising your brand experience.

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**ShipBob has done a great job of giving each store owner a feeling of complete control over everything. We had to rely on our rep for everything at our old 3PL and were not self-sufficient. We couldn't actually see what their warehouse associates were picking.**

**With ShipBob, we can hover over any order in 'Exception,' see why it's on hold, and resolve it directly within ShipBob ourselves. With our old 3PL, all we knew is that an order didn't get fulfilled. We had to play detective, find an anomaly, and go through a process of elimination to figure out what was going on, cross-referencing emails.**



**Gerard Ecker**  
Founder & CEO of Ocean & Co.



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**We use Shopify as our ecommerce platform and ShipBob aligns very well with Shopify. The seamless integration between the two systems has made it very easy to do everything from manage inventory to create prepaid orders. ShipBob doesn't have older, archaic technology like other 3PLs.**



**Greg MacDonald**  
CEO, Bathorium



## Reduced shipping costs and speeds

ShipBob enables brands to distribute inventory across our international fulfillment network with their choice of fulfillment center location(s). Our software automatically routes the order to the fulfillment center that can ship the order to your customer in the fastest, most affordable way. This helps businesses reduce shipping costs and transit times exponentially over time.

“After switching to ShipBob, we experienced 300% growth and saved \$8,000 per month in fulfillment costs. Our old 3PL was slowing us down. I felt like I couldn’t grow until I moved to ShipBob. My CPA even said to me, ‘thank god you switched to ShipBob.’”



**Courtney Lee**  
Founder of Prymal

*Prymal*



“ShipBob’s analytics tool is really cool. It helps us a lot with planning inventory reorders, seeing when SKUs are going to run out, and we can even set up email notifications so that we’re alerted when a SKU has less than a certain quantity left. There is a lot of value in their technology.”



**Michael Peters**  
VP of E-Commerce Operations at TB12



“It makes it a lot easier to spend marketing dollars when we know exactly what shipping costs are going to be. We partnered with ShipBob to scale up operations in the United States. We’ve seen a reduction of 70% on shipping costs in the US, which helps keep conversions high.”



**Greg MacDonald**  
CEO, Bathorium



## Strategic and data-driven insights

ShipBob has a [free analytics tool](#) that provides insights to make supply chain decisions. It shows you the following and more at a glance:

- How quickly products are selling and which items are best-sellers or slow-movers
- How many days of inventory you have until you are expected to run out based on SKU velocity
- Where your customers are and where you're shipping from (with the ability to

compare current and ideal distribution)

- How your current demand compares to previous time periods
- A breakdown of transit times and average cart value by shipping method (to see which shipping methods are most attractive to your customers)
- How much inventory you were holding at any ShipBob fulfillment centers at any point
- And much more!



**We strive to be very data-driven, and ShipBob gives us access to different views of our business. Their analytics tool has been great to have. We can see inventory reconciliations and easily view SKU velocity, transit times, and inventory distribution recommendations.**



**Pablo Gabatto**  
Business Operations Manager at Ample Foods



**ShipBob's analytics tool is really cool. It helps us a lot with planning inventory reorders, seeing when SKUs are going to run out, and we can even set up email notifications so that we're alerted when a SKU has less than a certain quantity left. There is a lot of value in their technology.**



**Oded Harth**  
CEO & Co-Founder of MDacne



# 3PL Transition FAQs

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Here are answers to some of the most asked questions we get when businesses make the move to ShipBob, by category.

## **Sending and receiving inventory**

### **1. When should I tell my existing 3PL about the transition?**

This will depend on two factors:

1. Inventory velocity or how quickly the product is depleting because of order volume
2. How much inventory you have with the old 3PL and if you have new stock coming in

In general, when you know your go-live date for ShipBob, you should begin the transition a couple months in advance.

Here are some things to consider during the transition period:

- The transit time for your replenished inventory coming to ShipBob (varies based on where inventory is coming from).
- It will take up to 5 business days from when we receive inventory at our fulfillment center to when that inventory can be used to fulfill orders.

### **2. Should I let the existing 3PL deplete the stock and send only new stock to you?**

This is considered a best practice.

After we have your new stock, you can even transition any remaining stock from the former

fulfillment center to us.

However, if you have a lot of inventory with them, we can make it work so that you send us a portion of the inventory from your old 3PL and leave some with them.

### **3. My old 3PL does not want to follow ShipBob's guidelines for receiving. How does that work?**

If our [Warehouse Receiving Order \(WRO\) guidelines](#) are not followed, the inventory will be moved to an 'On-Hold' receiving area where we will link the correct paperwork.

Read more on the [Unidentified Receiving Order \(URO\) process here](#) for delays and fees for inventory that is sent the wrong way.

### **4. Do you count everything? I am not confident my old 3PL had the right counts.**

We'll sample a carton. If it is correct, we'll take the quantities marked on the case and count inventory based on that number. If it's incorrect, we'll count all items.

### **5. What happens if you don't get everything that I thought my old 3PL was sending to you?**

We will update the digital warehouse receiving order with the counts that were received. You will be notified when that is completed.

If you see they did not send everything to us, then you will need to contact your old 3PL directly.

## Inbound freight

### 1. How will the transfer of inventory from my current 3PL to ShipBob happen?

You'll be responsible for organizing freight from your old 3PL to ShipBob.

If you're looking for a freight provider, we can connect you with one of our recommended freight partners.

### 2. How long will receiving take, considering it's a lot of inventory?

Our commitment is to receive and stow inventory in 5 business days, given all the receiving guidelines are followed.

## Shipping orders

### 1. When do I transition all orders to you?

When all of your inventory is stowed at ShipBob and your account is completely set up, you can transition all of the orders to start fulfilling through ShipBob.

### 2. Should I pause my online sales while you receive the inventory?

You do not need to pause your online sales if you are leaving some inventory with your old fulfillment provider.

Once you are ready and set up at ShipBob, you can route your orders to ShipBob, instead of the old fulfillment provider. This will ensure a seamless transition for your end customers.

### 3. Is there a 'go live' date with ShipBob?

Yes, we use a 'Go Live' date to indicate when we start shipping your orders to best manage the launch.

## Plan of action for moving to ShipBob

1. Set up your ShipBob account
  - Platform sync
  - Products sync and setup
  - Ship option mapping
2. Send either all new inventory or a portion of old inventory to ShipBob
3. ShipBob receives inventory
4. Start testing a few orders
5. Switch fulfillment to ShipBob by turning off old 3PL
6. Start syncing orders
7. Go live with ShipBob
8. Transition remaining inventory from old fulfillment center

# Conclusion

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No two businesses are alike, just as no two 3PLs are alike. Finding a fulfillment partner that is the right fit for your business and not just a vendor can help you achieve your goals and sustain your brand for the long run.

If you're looking to switch 3PLs and ShipBob sounds like we might be a good fit for your business, we'd love to connect.

**Keep scrolling to learn more about ShipBob.**





## Partner with ShipBob

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ShipBob is a tech-enabled 3PL that offers simple, fast, and affordable fulfillment for ecommerce businesses. With a network of fulfillment centers across the globe (with new locations continuously underway), ShipBob lets you split inventory across locations to reduce shipping costs and transit times.

Visit [ShipBob.com](https://ShipBob.com) to learn more or to [request a pricing quote](#).

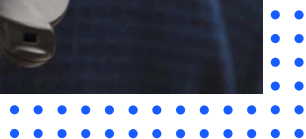


“

We've had a long-term partnership with ShipBob, and we've seen the improvements and evolution of the technology over the last three years. If you bring them an idea, they will look into it. They are very cutting edge, always looking for the next angle to make their business better while keeping their customers happy.



**Matt Dryfhout**  
Founder and CEO of BAKblade





## Featured Case Studies

[How DTC Brand Prymal Regained Trust in 3PLs and Grew 4x with ShipBob](#)

[How ShipBob Brought a 13% Savings to Ample Foods' Bottom Line](#)

[How Rainbow OPTX Grew 115% and Saved 120 Hours Each Week](#)

[PiperWai Finds a Natural Partner in ShipBob to Navigate 6,000% Growth After Shark Tank Appearance](#)

[How TB12 Saved 25% on Shipping Costs by Switching to ShipBob](#)

[Bathorium Saves 70% on Shipping Costs As They Expand in the US](#)

[How Brand Boie Scaled From Kickstarter to Over \\$12,000 Monthly Orders](#)

[How FLEO Shorts Grows 30% Year Over Year With ShipBob](#)

[How Ocean & Co. Grows their Multi-Million Dollar Brand With ShipBob](#)

[Why Synchro Left ShipBob for Another 3PL, Then Came Back](#)

[How MDacne Uses ShipBob's API to Fulfill Subscription Orders](#)

[How BAKblade Grew 291% in Under 3 Years by Partnering With ShipBob for Fulfillment](#)

**ShipBob**