

MASTERING U.S. DISTRIBUTION WITH RESPONSIVE LOGISTICS

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FLUID, RESPONSIVE LOGISTICS



Political turmoil, civil unrest, pandemics, natural disasters...logistics managers must stay nimble in what has become a disrupted playing field. Third-party logistics providers can help as they typically offer the tools and resources clients need to proactively adjust their supply chain.

The leapfrogging e-commerce sector in the U.S. has seen rapid growth, with online sales making up approximately 20.8% of total retail sales. This surge in e-commerce has fundamentally shifted consumer expectations, with a growing demand for fast and reliable delivery. This highlights the need for a logistics system that can swiftly adapt to these changing demands.

Moreover, the geographic expanse of the U.S., covering more than 3.8 million square miles with over 4 million miles of public roads, presents a logistical challenge for distribution. This vast and varied landscape requires a fluid and responsive logistics system that can effectively navigate through the complexities of population migration away from traditional clusters, such as large cities. 3PLs are required to stay current on the U.S. distribution landscape – from congestion to failing infrastructure to new, work-from-home delivery points – for final mile distribution.

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E-commerce Boom

One of the key trends shaping the 3PL industry, especially in the context of e-commerce, is the adoption of automation and digitization. This includes the use of artificial intelligence, warehouse robotics, and data analytics to optimize operations, increase efficiency, and enhance supply chain visibility. The integration of these technologies allows 3PL providers to handle a higher volume of orders more efficiently, reducing the likelihood of errors and expediting order fulfillment processes.

The increasing complexity of e-commerce logistics, such as the need for faster fulfillment and the handling of returns, has also contributed to rising logistics costs, which in turn affects the profitability and operational strategies of 3PL providers. To address these challenges, 3PLs are adopting multi-client fulfillment models, which allow them to serve multiple e-commerce clients from a single facility. This approach enables them to realize cost savings through economies of scale, shared resources, and optimized operations.

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“The e-commerce sector has witnessed remarkable growth over the past few years, further accelerated by changing consumer behaviors during the pandemic. As of 2023, for example, online sales accounted for 20.8% of retail purchases, a number which is expected to rise to 24% by 2026.” *AutoStore*





Supply Chain Disruptions

The U.S. Department of Commerce and FEMA report that supply chain disruptions have a significant impact on the economy, with a single major port closure costing upwards of \$1 billion per day. Furthermore, the U.S. faces frequent domestic supply chain disruptions, averaging about 100 natural disasters per year. These disruptions can significantly impact the flow of goods and materials, causing delays and disruptions in the distribution process. Over 75% of companies have experienced significant impacts due to these disruptions, emphasizing the need for resilient and adaptable logistics solutions.

How about asset control when disruptions do occur? Does your 3PL own or manage its trucks? Wavepoint is a hybrid 3PL, both owning assets as well as contracting carrier partners for added flexibility. Amazon is quick to advise vendors to clarify a 3PL's posture in that area.

"If your 3PL is a carrier themselves that can be a huge advantage for you as a customer – as you can have a direct relationship with the carrier and often times get a better rate or more flexible capacity limits." *Amazon*

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Flexibility and Agility

Flexibility and agility must be embedded in the logistics operations whether internal or outsourced. The ability to pivot to changing market conditions, consumer demands, and unforeseen disruptions should not have to be stymied by the hesitation associated with offsite corporate approval. Wavepoint 3PL prides itself on its flexible and responsive approach to logistics, leveraging advanced technologies and innovative strategies to ensure that companies can effectively adapt to the ever-changing dynamics of the distribution environment. For example:

- ▶ **Real-time visibility and monitoring:** Having a clear view of the entire supply chain through technology and data analytics can help logistics managers quickly identify disruptions and adjust their plans accordingly.
- ▶ **Redundancy and safety stock:** Maintaining safety stock of critical items and having backup facilities in place can help mitigate the impact of disruptions.
- ▶ **Strong communication and collaboration:** Effective communication and collaboration with suppliers, carriers, and other stakeholders can help streamline efforts to quickly recover from disruptions.
- ▶ **Reliability and agility:** Logistics systems should be designed to quickly adapt to changes in supply and demand, and to pivot in response to unexpected disruptions.
- ▶ **Risk management and scenario planning:** Proactive identification of potential disruptions and planned responses can help minimize the impact of natural disasters and other supply chain disruptions.
- ▶ **Continuous improvement and learning:** Regularly reviewing and learning from past disruptions can help logistics systems develop better strategies for dealing with future challenges.
- ▶ **Technology integration:** Utilizing advanced technology such as IoT, with conversations on how our technology providers can leverage AI and blockchain to improve visibility, efficiency, and responsiveness to disruptions.

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Navigate Through Changes and Challenges

The success of modern U.S. distribution is dependent on the ability to navigate through constant changes and challenges. By partnering with a forward-thinking and innovative logistics provider like Wavepoint 3PL, companies can position themselves for sustained growth and success in the rapidly evolving logistics landscape. Wavepoint 3PL offers a comprehensive range of services, including:

- ▶ **Supply chain optimization**
- ▶ **Transportation management**
- ▶ **Warehousing**
- ▶ **Fulfillment**

With a focus on fluidity, responsiveness, and sustainability, Wavepoint 3PL is paving the way for the future of U.S. distribution. By leveraging advanced technology, strategic partnerships, and a relentless commitment to customer satisfaction, Wavepoint is setting a new standard for efficient and effective logistics management.

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What makes **Wavepoint 3PL** a better solution?

If you're looking for ways to reduce your shipping and logistics costs, working with a 3PL can be the ideal solution. Choosing the right 3PL provider is essential to ensuring that your supply chain needs are well-handled and that they represent an asset to your business. Ask a supply chain professional at Wavepoint 3PL how our engineered approach to structuring 3PL services will assure your outsourcing success.

Wavepoint 3PL can also help you develop a metrics-based analysis of current supply chain operations to evaluate performance as it relates to:

- ▶ **Bottom-line efficiencies**
- ▶ **Corporate objectives**
- ▶ **KPIs measured against best practices**

Our optimization and modeling tools support supply chain evaluations, facility network appraisals, transportation assessments, and warehousing and inventory analysis.

Wavepoint 3PL is your flexible logistic services provider for streamlined solutions from LTL and truckload services through an asset-based fleet; warehouse and inventory management in food grade facilities; and technology-enabled omnichannel fulfillment services, among other value-added offerings.

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Ready for change? Connect with the Wavepoint 3PL team today.

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