

ProShip Unveils New Optimization Tool: Smarter Shipping Decisions, Made Simple

Brookfield, WI – January 23, 2026 – ProShip, the leader in enterprise multi-carrier shipping software, is proud to announce the launch of a new configuration and decision-management tool at Manifest 2026 that transforms how businesses make shipping decisions in complex, high-volume environments.

Engineered for the most demanding multi-carrier shipping environments, this new solution builds on ProShip's existing [Advanced Date Shopping](#) feature, which powers intelligent carrier selection behind the scenes by evaluating service options, cutoff times, cost trade-offs and more to ensure the best outcome for every shipment. Until now, configuring this type of shipping decision logic often required custom coding and technical expertise across the industry. ProShip's new approach removes that barrier by giving teams a streamlined way to manage and adjust these rules without relying on developers.

With this innovation, logistics teams can:

- **Configure without code:** Set carrier cutoff times, create rules such as service-level preferences or cost thresholds, and manage decision logic through an intuitive interface.
- **Visualize every choice:** See how each shipment was optimized, which carrier won, and why, building confidence in every decision.
- **Measure impact:** Track cost savings, compare performance across carriers, and quantify ROI with clear, actionable analytics.

Beyond cost savings, this solution empowers shippers with greater control and strategic flexibility, enabling parcel strategies that scale and adapt to evolving business needs.

“ProShip’s goal is to take the complexity out of optimization,” said Jeffrey Lukaszewski, Senior Director of Technology at ProShip. “It gives businesses the transparency and control they need to make smarter decisions, faster.”

By combining automation with real-time insights, this innovative tool gives teams a clear view into how each business rule impacts carrier selection, cutoff compliance, and total landed cost. Operations teams can adjust logic as needed, validate outcomes against historical data, and confirm that the system is selecting the most efficient service for each shipment. This level of control helps organizations reduce manual intervention, lower engineering overhead, and steadily improve operational accuracy over time.

Backed by decades of enterprise shipping experience, this launch reflects ProShip’s commitment to helping businesses excel in challenging shipping environments by delivering tools that simplify decision-making and strengthen operational control. Visit ProShip at Manifest in **Booth 1483** to learn how this new tool can transform your parcel strategy.

About ProShip

ProShip, the industry-leading multi-carrier shipping software solution, enables high-volume enterprise shippers to automate carrier service rate shopping optimization and configure complex business rules within a single carrier-agnostic platform for complete control of their shipping operations. ProShip integrates seamlessly with existing WMS, OMS, ERP, and automation systems, scaling to support evolving parcel strategies and business growth. With both on-platform and private cloud deployment options, ProShip helps enterprise shippers streamline complex workflows, maintain carrier compliance, reduce IT dependency through continuous updates, and accelerate ROI. Trusted by leading brands and backed by decades of parcel execution expertise, ProShip is the last shipping software you'll ever need. Visit www.proshipinc.com to learn more.

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