NetSuite Ship Central Evolution: 2023-2025 Feature Analysis

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NetSuite Ship Central Enhancements (2023–2025): Driving Efficiency and Strategic Value

Introduction

NetSuite Ship Central is a mobile application and SuiteApp that extends NetSuite's warehouse and fulfillment capabilities, enabling on-the-floor packing and shipping with greater speed and accuracy. First launched in late 2022, Ship Central was designed to **eliminate unnecessary steps in the shipping process and help organizations track packages faster, choose optimal carriers, and**

print labels and documents efficiently noblue2.com. Over the 2023–2025 period, Oracle NetSuite has continually enhanced Ship Central with new features and improvements. These enhancements are **particularly significant for Chief Financial Officers (CFOs)** and NetSuite administrators, as they directly impact operational efficiency, fulfillment speed, inventory accuracy, and cost control – all of which tie into key financial metrics such as order-to-cash cycle time, cost per order, inventory turnover, and profit margins. This report provides an in-depth look at recent Ship Central enhancements (2023–2025), illustrating new capabilities, user experience improvements, automation features, and integration options. We also examine **case examples and use cases** to demonstrate how these enhancements translate to better efficiency and strategic KPI improvements for businesses.

Overview: Evolution of NetSuite Ship Central (2023–2025)

NetSuite Ship Central evolved out of the *SCM Pack Station* module (renamed to Ship Central in 2023.1) and works in tandem with NetSuite's Warehouse Management System (WMS). It equips warehouse workers with a **mobile or kiosk interface for packing and shipping**, fully integrated with NetSuite's order fulfillment records inddist.com. By 2023 Release 1, Ship Central was introduced to all accounts using WMS or Advanced Inventory, delivering initial capabilities such as consolidating multiple orders into one shipment, dynamically selecting the best carrier based on delivery requirements, and printing shipping labels on the fly netsuite.com. Subsequent releases in 2023.2, 2024.1, 2024.2, and 2025.1 have significantly expanded Ship Central's functionality and performance.

Some **high-level improvements** over this period include: more flexible packing workflows (e.g. support for packing by waves, reusing cartons, and "ship-as-is" items), richer shipping options (international documents, insurance, hazardous materials compliance), enhanced carrier integrations (real-time rate shopping, multi-carrier accounts, third-party billing, label customizations), and user experience upgrades (role switching in the mobile app, batch label printing, and streamlined UI actions). Together, these enhancements aim to **"increase output and efficiencies"** in the warehouse while **"decreasing cost and increasing customer satisfaction,"** in the words of NetSuite's founder Evan Goldberg inddist.com. For CFOs, the promise is a more **automated, intelligent fulfillment process that reduces labor and shipping costs** and improves fulfillment KPIs, all integrated within the NetSuite ERP.

Below, we delve into the recent enhancements in detail, grouped by category, and connect them to operational benefits and financial metrics.

New Features and Capabilities Introduced (2023–2025)

NetSuite has rolled out a variety of **new features in Ship Central** since 2023, extending what warehouse teams can do within the app and what scenarios the system supports. Key new features include:

- **International Shipping Support:** 2023.2 added the ability to process and ship orders internationally directly from the Ship Central mobile app technologyblog.rsmus.com. New preferences such as *"Enable International Shipping," "Shipment Contents," "Non-Delivery Instructions,"* and *"Charge Tax To"* were introduced to handle customs documentation and duties for global shipments noblue2.com. Users can now print international documents (e.g. Certificate of Origin, Commercial Invoice) or submit them electronically to carriers technologyblog.rsmus.com. This enables seamless cross-border fulfillment through Ship Central, ensuring compliance and reducing the manual effort previously required to handle customs paperwork.

- **Third-Party Billing and Collect Shipping:** Businesses can now leverage third-party billing options for shipping charges. In 2023.2, an *"Enable Third Party Billing"* preference was introduced, allowing shippers to charge shipping costs to a third-party account (such as the recipient's courier account) if the carrier supports it noblue2.com. In 2024.1, FedEx Ground® Collect was specifically enhanced: a new setting allows companies to always bill the recipient's FedEx account for Ground shipments, automatically tagging such shipments as *"Bill to recipient (Collect)"* on labels and cost calculations cloudpaths.com. This feature is valuable for businesses that ship orders freight-collect or want to pass shipping costs to customers – it simplifies billing arrangements and ensures those costs don't hit the seller's books, directly protecting margins per order.

- **Shipping Insurance and Delivery Confirmation:** The NetSuite 2024.1 release introduced the ability to **add shipping insurance and set delivery confirmation requirements** for shipments. Warehouse users can enter a declared value for items and add parcel insurance coverage through Ship Central, with the shipment cost updating accordingly cloudpaths.com. Additionally, a new *"Set Delivery Confirmation"* rule allows specifying required delivery confirmation (e.g. signature required, delivery note, etc.) for each shipment cloudpaths.com. These features help mitigate financial risk (by insuring high-value shipments) and improve delivery reliability, which in turn can reduce loss write-offs and enhance customer satisfaction. For CFOs, fewer lost or damaged packages and verified deliveries mean more predictable fulfillment costs and revenue recognition.

- **Hazardous Materials and Special Handling:** Ship Central gained support for hazardous materials shipping in 2024.2. Administrators can configure *advanced shipping options per carrier*, including flags for hazardous material shipments via specific carriers (notably USPS), additional handling instructions, *Delivered Duty Paid (DDP)* terms, and payment details for collect shipments nlcorp.app.netsuite.com. If shipping hazardous goods through USPS, for example, users can enter the required emergency contact information in preferences, and the app will automatically include the necessary hazmat details when generating labels nlcorp.app.netsuite.com. This new feature ensures compliance with safety regulations and avoids manual processes for hazmat documentation. By preventing compliance issues and potential fines, it indirectly protects the company's financial standing and avoids costly shipping errors.

- **Return Labels and RMA Support:** Recent updates made it easier to handle product returns. In 2023.2, a preference *"Enable Return Labels"* was added, allowing the system to **automatically generate a return shipping label** (using the company's address as the return address) when processing an outbound shipment noblue2.com. Users can also void these return labels if not needed. By 2024.2, Ship Central allowed printing single or **multiple return labels on demand** for past shipments – the app provides a *"Print Return Label"* action where a user can generate return labels for one or more packages, even changing the return carrier/method if desired nlcorp.app.netsuite.com. This feature is particularly useful for e-commerce businesses or any company with a generous returns policy, as it **streamlines the reverse logistics process**. For CFOs, efficient returns processing helps reduce the overhead cost per return and can improve customer loyalty (potentially affecting future revenue). Moreover, automating return labels means accounting can more quickly reconcile return shipping expenses and any associated restocking of inventory.

- **Order Fulfillment from NetSuite UI (Integrated Shipping):** A major addition in late 2023 was the flexibility to use Ship Central's shipping integration *outside* of the mobile app. In NetSuite 2023.2, the system began allowing shipments of orders that were **packed through the regular NetSuite UI or WMS** (not just those packed on the mobile app) to still be processed in Ship Central netsuite.com. This was further expanded in 2025.1 with a new *"Shipping Mode"* setting on shipping items, letting companies choose to **pack & ship directly on Item Fulfillment records** for certain orders docs.oracle.com. In other words, a user in the NetSuite web UI can select a carrier service (via ShipEngine integration) on a fulfillment record, generate the carrier label, and mark it shipped without using the separate mobile interface. This feature is useful for administrators or customer service teams who might ship replacement orders or one-off packages from a desktop. It also illustrates NetSuite's integration flexibility – Ship Central's

capabilities can be accessed through multiple interfaces, aligning with different user roles. For CFOs and ops managers, this means **fewer process bottlenecks**: whether on the warehouse floor or in the back office, staff can get orders shipped using the same rules and carrier connections, ensuring nothing waits in a queue just because it wasn't done on a handheld device.

- **Enhanced International Shipping Details:** In NetSuite 2025.1, international shipping workflows were further refined. Users can now input or automatically pull a **Description of Goods** for customs documentation from various item fields (Display Name, Sales Description, or a dedicated international description) docs.oracle.com. Additionally, an *"Estimated Tariff"* calculation is available – if the *Calculate International Shipping Tax* setting is enabled, the system will display an estimated import tariff or duty for the shipment's destination country docs.oracle.com. This provides finance and logistics teams foresight into potential customs costs, aiding in pricing and margin considerations for international orders. These features enhance **accuracy in customs paperwork and cost estimation**, reducing the risk of customs delays or unexpected duty costs that could erode margins.

The new capabilities above illustrate how NetSuite Ship Central has transformed from a basic packing app into a **comprehensive shipping solution**. Each feature contributes to more complete and error-free fulfillment processes: from ensuring the right forms for international orders to simplifying how shipping costs are billed and insured. Next, we'll look at how the user experience and day-to-day workflows have improved alongside these feature additions.

User Experience and Workflow Improvements

A significant focus of Ship Central's evolution has been **improving the user experience (UX)** for warehouse operators and administrators. By streamlining workflows and reducing manual steps, these enhancements boost productivity and accuracy on the warehouse floor. Key UX improvements from 2023–2025 include:

- **Mobile App Role Switching & Personalization:** In 2023.2, NetSuite updated its Supply Chain Management (SCM) mobile framework (which Ship Central is part of) to allow staff to **seamlessly switch between roles and apps** without logging out netsuite.com. A worker can toggle between WMS picking, Quality inspections, Manufacturing Mobile, **and Ship Central** all within the same app session netsuite.com. This is a major usability boost – for example, a warehouse employee could finish picking an order in WMS and immediately switch to Ship Central to pack and ship it, with no delay. The app also began remembering user interface

preferences (like sorted column layouts) per user netsuite.com, meaning each operator's screen can persist in the way they find most useful. For warehouse users, this translates to **less friction and faster task switching**, which improves overall fulfillment speed. For the CFO, faster warehouse processing can shorten order cycle times (orders move from picking to shipped status more quickly), contributing to a tighter order-to-cash cycle.

- **Consolidated Packing and Shipping Flow:** Ship Central's core workflow itself is designed for efficiency. The **packing interface consolidates all steps** – scanning items into cartons, weighing, selecting shipping methods, and printing labels – into one continuous flow on a mobile device or kiosk. The 2023.1 release highlighted this by enabling **multi-order consolidation**: workers can identify multiple orders going to the same customer and pack them together in one shipment netsuite.com. On the Ship Central screen, they can see that several orders have the same address and combine them, then **choose the optimal carrier service (based on required delivery date or location)** and generate one set of shipping labels for the consolidated box netsuite.com. This workflow improvement reduces duplicate work (previously, each order might be shipped separately) and directly **lowers total shipping cost** per customer by avoiding redundant shipments netsuite.com. It also improves customer experience (fewer packages to receive for one order). From a CFO perspective, consolidation is a clear win for cost efficiency: fewer parcels mean lower freight expense, and the system's guidance to *"determine the best carrier"* inherently focuses on cost-effective delivery netsuite.com. This drives down the *cost per order* fulfillment and can boost margins on each shipment.

- **"Mark as Shipped" and Packing Completion:** In NetSuite 2024.2, a much-requested workflow enhancement was delivered: after packing an order in Ship Central, warehouse operators can **mark the order as shipped directly within the packing screen** blog.concentrus.comnlcorp.app.netsuite.com. Previously, certain shipments (like local pickup or LTL freight) required separate steps or a supervisor action to mark fulfillments as shipped in the system. Now, by enabling the *"Show Mark as Shipped Option"* rule, a *Mark as Shipped* button appears in the mobile app's summary page for a packed order nlcorp.app.netsuite.com. This one-click action instantly updates the fulfillment record in NetSuite to a shipped status. The benefit is twofold: **operationally, it saves time** and avoids the need for a separate "quick ship" process or script, and **financially, it accelerates the order-to-cash cycle**. When an order is marked shipped, the invoice can be generated sooner (in many businesses, customer billing or revenue recognition is triggered by shipment). Therefore, this small UX improvement can help reduce delays between order fulfillment and invoicing, improving cash flow timing. In summary, the warehouse team's productivity increases (no waiting on back-office to close shipments), and the finance team sees faster turnaround on receivables – a critical CFO metric.

- **Packing "Ship As Is" Items and Reopening Cartons:** Another workflow improvement addresses scenarios where products are pre-packaged. Ship Central has a feature to mark certain items as *"Ship As Is"*, meaning they are already boxed and don't need repacking – the warehouse just slaps a label on them. However, prior to 2024.2, once such an item was marked packed, it was difficult to reopen that carton if you needed to add something else. The 2024.2 enhancement *"Reopen Cartons That Ship As Is"* allows staff to **open a packed carton for a "ready-to-ship" item and insert additional items** before finalizing the shipment blog.concentrus.comnlcorp.app.netsuite.com. For example, imagine a boxed laptop that is ready to go, but the customer also ordered a cable that needs to go in the box – now the packer can reopen the laptop's carton in the system and add the cable, then re-seal. This flexibility improves order completeness and customer satisfaction by ensuring everything ships together. Operationally, it saves the hassle of shipping two packages or undoing the fulfillment in the system. The impact on efficiency and cost is clear: fewer separate shipments (again lowering shipping cost per order) and less chance of inventory errors (since the order isn't split unnecessarily). Inventory accuracy is also maintained, as the system reflects the correct contents of each shipment even after changes.

- **Bulk and Simplified Actions:** To speed up processing, Ship Central has introduced options for **bulk operations**. In 2025.1, a *"Pack All / Unpack All"* toggle was added to the packing interface, allowing users to select all items or cartons in a list and move them in one go docs.oracle.com. The app now supports multi-select of cartons when transferring items between pallets or packing stations, which is useful in high-volume scenarios. Another example is **printing multiple labels or documents at once**: a 2025.1 enhancement provides a *"Print Packing Labels & Docs"* menu where a user can print all required labels, packing slips, and shipping documents for a set of packed cartons in one action docs.oracle.com. These changes reduce repetitive tasks – instead of clicking one by one for each carton or each document, the user can handle entire batches with one command. The time savings per order may be small, but at scale (hundreds of orders per day) they add up to significant labor efficiency gains. Lower labor hours per shipment directly reduce the *labor cost per order*, a component of the cost-per-order KPI that CFOs monitor. Moreover, faster label printing means packages get out the door quicker (improving fulfillment speed and potentially the customer's delivery time).

- **Visual and Interface Improvements:** NetSuite has also made smaller UI tweaks that enhance clarity and ease of use. For instance, data tables in the mobile app (including Ship Central screens showing orders or cartons) can now be **color-coded by status** (as of 2024.2) to draw attention to, say, pending shipments vs. shipped ones insightfulaccountant.com. Ship Central screens also display helpful information like **real-time shipping cost calculations** as weights

and selections are made. The example below shows a Ship Central "Ship Packages" screen with multiple cartons, where the system has calculated a total shipping cost and provides one-click actions like "Print Label" or "Void Label":

! image

Ship Central mobile interface: Warehouse staff can view packages ready to ship and perform actions (e.g., **print or void shipping labels, edit addresses, or ship immediately**) all in one screen. The **streamlined UI** with on-screen options and real-time cost calculation reduces manual steps and training time for staff, enabling faster and more accurate shipment processing inddist.comnetsuite.com.

- **Tracking and Visibility:** A recent usability enhancement (2024.2) is the ability to track shipped packages directly within NetSuite. On item fulfillment records, users can now click a *"Delivery Details"* link to open tracking information – showing if a package is in transit or delivered, with details from the carrier nlcorp.app.netsuite.com. This gives customer service and warehouse managers quick visibility into shipment status without going to external carrier websites. For CFOs and finance teams, better visibility can aid in accruals and customer billing (for example, knowing an item was delivered might trigger revenue recognition for some companies). It also helps proactively manage any delivery exceptions which, if unresolved, could impact customer payments or return rates.

In sum, the UX and workflow improvements in Ship Central are all about **making life easier for the warehouse and fulfillment teams**. By reducing the friction in packing and shipping tasks, NetSuite enables higher throughput (more orders processed per shift) and greater accuracy (fewer mistakes or missed steps). The direct outcomes – faster fulfillment times, less labor per order, and fewer errors – translate to financial benefits like lower operational costs and improved cycle times. Next, we will examine how automation features further enhance these efficiencies.

Automation Capabilities Enhancing Efficiency

Recent Ship Central enhancements also emphasize **automation – letting the system handle decisions or repetitive tasks** to speed up fulfillment and reduce manual effort. These automation features ensure consistency and free up employees for higher-value work, aligning with CFOs' goals of "doing more with less." Key automation-related enhancements include:

- **Automatic Best Rate Carrier Selection:** Perhaps the most impactful new automation is the ability for Ship Central to **"shop for the best shipping rate"** across carriers automatically. Introduced as a preference in 2023.2 and expanded in 2024.2, this feature allows users to enable *"Get Best Shipping Rate"* on shipments processed in Ship Central nlcorp.app.netsuite.com. The app will then compare available shipping services (based on the shipment's weight, destination, and required delivery date) and **choose the most cost-effective option** by default nlcorp.app.netsuite.com. Administrators can even set filters – for example, only compare between specific carriers or service levels if desired nlcorp.app.netsuite.com. This automation has a direct bottom-line impact: by always selecting the lowest-cost method that meets the delivery criteria, companies minimize their shipping spend on each order. A NetSuite summary of 2023.2 noted **"lower shipping costs"** as one of the notable benefits of the Ship Central enhancements, thanks in part to these rate shopping capabilities netsuite.com. For CFOs tracking *cost per order*, this feature is golden – it provides assurance that the system is consistently keeping shipping expenses in check without relying on each employee to manually compare rates. It also speeds up the packing process (no time wasted toggling between carrier rate screens), so orders move out faster.

- **Automated Weight Calculations (Scales and Tare Weights):** Properly calculating shipment weight is crucial for cost and compliance. Ship Central improvements have automated this aspect: in 2023.2 a rule was added to **automatically include carton and pallet tare weights** in the total weight calculation technologyblog.rsmus.com. Warehouse packers can enter a carton's tare (empty) weight in the app; combined with the known item weights from NetSuite item records, Ship Central computes the total package weight accurately technologyblog.rsmus.com. Furthermore, if an electronic **weighing scale** is integrated (a supported feature), the app can pull the actual scale weight of a carton or pallet **directly into NetSuite** instead of using the calculated weight technologyblog.rsmus.com. This level of automation ensures that shipping charges (which depend on weight) are based on precise data, preventing costly errors such as underestimating weight (and getting carrier surcharges later) or overestimating (and overpaying). It also saves time – no need for workers to manually key in weights or do math; the system does it instantly. For CFOs, accurate weights mean **accurate freight costs** and avoidance of surprise bills from carriers, aiding in maintaining expected profit margins on sales. Inventory accuracy is also indirectly supported because weight checks can catch if the wrong item (with a different weight) was packed by mistake, an error that might be flagged by a discrepancy on the scale.

- **Automating Shipping Rate Adjustments (Flat, Discounted, Markup Rates):** In 2025.1, NetSuite introduced new capabilities to automate how shipping charges are applied to orders. Companies can now configure **flat shipping rates, or percentage discounts/markups** on real-time carrier rates, via Ship Central's preference records docs.oracle.com. For example, a business might always charge customers a flat $5 shipping fee, regardless of what carrier is used (the difference is absorbed or subsidized). Or they might mark up shipping by 10% as a handling fee. These rules can be set once and then the system automatically applies them whenever an order is shipped through Ship Central – replacing the carrier's calculated cost with the flat rate or adjusted cost as defined docs.oracle.com. This automation enforces the company's shipping charge policy consistently and **eliminates the need for staff to manually edit freight charges on transactions**. The CFO benefits by having predictable shipping revenue or costs per order in line with strategic pricing policies. Margin optimization is supported as well: if the company chooses to mark up shipping, the system reliably captures that extra margin on each order; if the strategy is to offer discounted shipping, the CFO can easily quantify the cost of that tactic knowing it's systematically applied.

- **Scheduled and Bulk Processes:** While not exclusive to Ship Central, it's worth noting how it can fit into automated, scheduled workflows. For example, NetSuite WMS in 2024.2 added automated **bin replenishment scheduling** insightfulaccountant.com, and though Ship Central focuses on packing/shipping, having all these integrated means once inventory is picked and packed, scheduled carrier pickups can be coordinated with printed **end-of-day manifests** (a feature added in 2024.1 that allows printing carrier manifests for all shipments processed, which can be automated at day-end) cloudpaths.com. Additionally, **CSV import tools** introduced in 2025.1 allow administrators to **bulk import shipping items and third-party billing accounts** docs.oracle.comdocs.oracle.com. This reduces manual setup time when integrating new carriers or loading customer-provided carrier accounts – an admin can upload a spreadsheet of, say, all customer UPS account numbers to set them up for third-party billing in one go. Automating these configuration tasks frees up admin time and ensures data accuracy (less risk of typos when entering account numbers or service codes). While the CFO might not be involved in such technical steps, the result is a faster rollout of new shipping options or cost-saving programs (like using customers' carrier accounts) which can then immediately begin saving money.

- **Integration with E-Commerce and Marketplaces:** Another form of automation is in the data flow between systems. NetSuite's 2023.2 release strengthened the **Connector integrations with Shopify and Amazon**, enabling more automated fulfillment updates. For instance, companies selling on Amazon can now **purchase Amazon's shipping services directly and**

have the shipment info sync back to NetSuite automatically, with label information flowing through netsuite.com. This means if you ship an order via Amazon's Buy Shipping (perhaps at a discounted rate), NetSuite will automatically receive the tracking number and mark the order fulfilled without manual entry. The **"Shipping Label Sync"** eliminates the need for staff to upload or copy labels from Amazon, and can even reduce costs by leveraging Amazon's negotiated carrier rates netsuite.com. Similarly, the Shopify integration auto-reconciles payments, but in shipping context, the key takeaway is that NetSuite is reducing the manual steps between an online order and its fulfillment in the warehouse. These connectors ensure that **orders, shipping updates, and payments flow seamlessly**, which reduces delay and errors (like shipping something that wasn't properly paid, or not charging for shipping in Shopify). CFOs will appreciate that this reduces labor in the order management process and accelerates cash collection – the faster an order is confirmed shipped, the sooner it can be settled or the sale recognized. It's an example of how Ship Central and related automation cut across departmental lines (sales, warehouse, finance) to tighten the entire fulfillment loop.

Through these automation features, NetSuite Ship Central is helping companies **standardize best practices** in their shipping process. By relying on the system to make optimal choices (cheapest carrier, correct packaging weight, consistent pricing, timely data syncs), organizations minimize the human error and variability that can drive up costs. The CFO's organization thus achieves more *scalable* operations – if order volume doubles, many of these automated processes handle the increase without needing double the staff. Next, we consider how enhanced integration and carrier connectivity options contribute further to flexibility and efficiency.

Integration Options and Carrier Connectivity

Shipping is inherently about connecting with external carriers and logistics networks. NetSuite Ship Central's enhancements reflect this by providing richer **integration options** – both within the NetSuite ecosystem (linking modules and subsidiaries) and outward to shipping carriers and methods. Notable improvements in integration and flexibility include:

- **Deep Integration with ShipEngine and Multi-Carrier Support:** NetSuite Ship Central uses ShipEngine (a multi-carrier shipping API) under the hood to integrate with major carriers like FedEx, UPS, USPS, DHL, and more. Over 2023–2025, the integration has become more configurable. In 2025.1, NetSuite enabled **multiple carrier accounts per location** docs.oracle.com. This means if a company has, for example, two UPS accounts (one for East Coast warehouse, one for West Coast warehouse), they can associate each account with the

respective NetSuite location. The system will then use the correct account when rate-shopping or printing labels for shipments from that location docs.oracle.com. This is crucial for organizations that negotiate rates by warehouse or division – it ensures **the best rates and proper billing are used for each site**, and it all happens seamlessly when users ship orders. Additionally, administrators can now set a **default package type per carrier** (e.g., always use "Your Packaging" or a specific box code for UPS by default) docs.oracle.com, and specify **additional reference fields per carrier** (up to three custom reference numbers on labels, if the carrier supports it) docs.oracle.com. These settings allow tighter integration with carrier services by tailoring how Ship Central interacts with each carrier's requirements. The benefit is smoother operations (less chance of a label getting rejected due to missing info) and more informative shipment tracking (with reference fields like PO# or customer number on the label). For CFOs, one interesting advantage is carrier account segmentation: it could facilitate cost tracking per location (since each site's shipments stay on their own accounts, financial analysts can see shipping spend by warehouse easily). Also, using the right account per location often means **using the correct negotiated rate**, preventing accidentally using a generic account that might have higher fees.

- **E-Commerce Website Shipping Options:** As of 2024.2, businesses running e-commerce storefronts on NetSuite's platform (SuiteCommerce or web store) can now **display Ship Central shipping methods and rates directly to shoppers** [nlcorp.app.netsuite.comnlcorp.app.netsuite.com](nlcorp.app.netsuite.com). In practice, this means if you have set up various shipping items (which tie to carrier services via ShipEngine) in NetSuite, those can be exposed on your website's checkout page, with real-time rate lookup. The admin must flag the shipping items as "Charge for Shipping" and "Display in Website" to enable this nlcorp.app.netsuite.com. Once done, customers shopping online can choose, say, Overnight vs. 2-Day shipping and see the cost, which is coming straight from Ship Central's rate shop. This integration ensures **customers are charged accurate, up-to-date shipping fees** and can select their preferred service. The immediate effect is fewer surprises – the shipping revenue collected matches the actual cost, protecting the company's margin (no more undercharging because a flat estimate was off). It also improves customer satisfaction by providing transparency. For the finance team, aligning website shipping options with Ship Central means **simpler reconciliation** (since the same shipping item is on the order record, the cost and revenue are tied, and any differential is visible). It eliminates shadow spreadsheets of shipping rates and minimizes cases where the company has to cover a shortfall because the website couldn't calculate a complex shipping rule.

- **Support for Advanced Fulfillment Scenarios:** The integration enhancements also cover edge cases. For example, shipping to **military addresses (APO/FPO/DPO)** and U.S. Territories can now be handled as domestic shipments in Ship Central (using USPS), rather than treating them as international – this was updated in 2025.1 <u>docs.oracle.com</u>. It simplifies process and often uses cheaper domestic rates for those destinations, again a cost saving integration with carrier logic. Another example is **ParcelGuard Insurance integration** in 2025.1 <u>docs.oracle.com</u>: if companies want to use third-party package insurance (ParcelGuard) via their ShipEngine account, Ship Central now presents that as an option when adding insurance. This kind of integration gives CFOs and risk managers more flexibility to protect shipments beyond what carriers offer, potentially at a better price point.

- **Real-Time Address Validation:** A crucial integration for accuracy is the new **Address Validation service** introduced in 2025.1. Through the ShipEngine connection, NetSuite users can validate shipping addresses (both "Ship From" and "Ship To") against postal databases **before** shipping <u>docs.oracle.com</u>. This is an optional paid service, but it can be invoked right from NetSuite when entering a new address or creating an order. By catching typos or non-standard addresses early, the system helps avoid failed deliveries or carrier address correction fees. For a CFO, this means fewer unexpected costs (carriers charge fees for correcting addresses), and it means orders reach customers on time, which ties into quicker payment and reduced reshipping of returned packages. It's a behind-the-scenes integration that *improves delivery success rate* – an important factor in both cost control and customer satisfaction.

- **Data Integration and Visibility:** Ship Central has increasingly integrated with NetSuite's data flows. For example, **tracking numbers and shipping costs** from Ship Central feed directly into the Item Fulfillment records and customer-facing tracking links. As mentioned, the 2024.2 update even provides a pop-up tracking history visible internally <u>nlcorp.app.netsuite.com</u>. This tight integration means financial systems in NetSuite (like the revenue recognition or the customer invoice) have immediate access to shipping status and costs. A CFO can configure dashboards that show, for instance, total shipping costs vs. amounts billed to customers in near real time, because the data is in one system. Moreover, if utilizing NetSuite's analytics or KPI tracking, metrics like *on-time shipment percentage* or *average transit time* can be analyzed now that Ship Central brings in more of that info. This unified data approach is a selling point for NetSuite versus using an external shipping software – **the integration is native and comprehensive**. As a result, finance leaders get better reporting on fulfillment efficiency and cost trends without manual data consolidation.

In summary, the enhancements in integration options ensure that Ship Central is not a siloed tool but rather a connected hub between NetSuite and the shipping/carrier ecosystem. Companies benefit from **consistent processes across subsidiaries and channels**, and from having all shipping-related configurations in one place. For CFOs, this translates to more control over shipping spend (e.g., picking which carrier accounts to use where), more transparency (detailed data on shipping per order/location), and the ability to easily implement cost-saving policies (like using customer accounts or validating addresses to avoid waste).

Use Cases and Impact on Key KPIs

To illustrate the value of these enhancements, let's consider how they improve specific **Key Performance Indicators (KPIs) and operational outcomes** important to CFOs and operations managers. Below are a few scenarios and their outcomes:

- **Use Case 1: Lowering Cost per Order through Rate Shopping and Consolidation** – *Scenario:* A distribution company ships 1,000 orders per week. Before Ship Central enhancements, warehouse staff manually chose carriers, often sticking to one preferred carrier and creating separate shipments even if a customer placed multiple orders in one day. *Improvement:* After enabling Ship Central's **best-rate shopping and consolidation features**, the warehouse now automatically groups orders by customer/destination and the system picks the lowest-cost carrier service that meets the delivery promise. On one screen, a worker can see that two orders for "John Doe, Miami, FL" can be combined into one box, and Ship Central might automatically select a ground service from UPS because it's, say, $2 cheaper than FedEx for that weight and still within the delivery date. They print one label for the combined package netsuite.com. *Result:* The company sees an immediate reduction in shipping costs. Suppose previously the average shipping cost per order was $10.00; with consolidation and cheapest-rate selection, many combined shipments cut that down – maybe the effective cost per order drops to $8.50. That **15% savings in outbound freight** goes straight to the bottom line, improving gross margins. In KPI terms, *Cost per Order* (which includes fulfillment costs) improves. NetSuite's release notes highlight *"lower shipping costs"* as a key benefit of the 2023.2 Ship Central upgrades netsuite.com, and indeed our scenario quantifies that. Additionally, labor per order likely decreased (less time packing two orders into one and less admin work for two labels). This boosts warehouse productivity metrics and can handle growth without proportional cost increases.

- **Use Case 2: Shortening the Order-to-Cash Cycle with Faster Fulfillment** – *Scenario:* A B2B supplier traditionally had a gap between order fulfillment and invoicing because shipping confirmation was sometimes delayed. For example, if a warehouse packed an order but didn't mark it shipped until end of day (or a manager had to batch-update statuses), invoices would only go out the next day, or later if there were errors. *Improvement:* With the **real-time "Mark as Shipped" button** in Ship Central (2024.2), as soon as the packer finishes an order, they hit "Mark as Shipped" on the tablet nlcorp.app.netsuite.com. NetSuite instantly updates the status, and an automated workflow triggers the customer's invoice email within minutes. *Result:* The time from order placement to invoice (part of *Order-to-Cash cycle*) shrinks, say, from 48 hours to 24 hours on average. This means cash can be collected one day earlier per order, which across hundreds of orders improves cash flow. If the company has financing or cash constraints, this faster cycle can reduce borrowing needs or allow reinvestment of cash sooner. Moreover, real-time status updates mean customer service can provide accurate info to customers immediately, possibly speeding up any issues resolution (which again could delay payment if the customer waits for delivery). In essence, **operational speed gained from Ship Central directly contributes to financial speed** in cash conversion.

- **Use Case 3: Improving Inventory Turnover and Accuracy with Integrated Shipping** – *Scenario:* A multi-warehouse retailer struggles with inventory accuracy and turnover. Sometimes orders picked in the warehouse are not promptly marked as shipped, leaving inventory allocated and unsellable even though it's left the building. In other cases, address mistakes lead to packages coming back as returns, putting items back into stock after long delays. *Improvement:* Ship Central's **address validation** (2025.1) and cohesive pick-pack-ship integration help here. Addresses are validated at order entry, drastically reducing the number of undeliverable packages docs.oracle.com. The Ship Central app is used on the warehouse floor to pack and ship, which means as soon as an item is packed, the inventory is formally shipped out in the system. If partial orders are shipped, Ship Central and WMS workflows coordinate to mark what's shipped vs. backordered in real-time. *Result:* Inventory records are more accurate – items aren't stuck in limbo because of delayed admin updates or shipping errors. This accuracy improves *Inventory Turnover* ratio because the inventory that leaves is properly relieved from stock immediately, and any returned items from a failed delivery are identified faster due to integrated tracking. Also, by reducing failed deliveries via address checks, there is less inventory boomeranging back. The company finds that inventory holding periods shorten; products move out and are delivered correctly the first time, allowing inventory to "turn" into sales more quickly. A NetSuite supply chain guide cites inventory turnover as a key metric for

finance, and these process improvements help maximize that KPI netsuite.com. For instance, if turnover was 4x/year, fewer delays and errors could push it to 4.2x/year – meaning the company sells through stock a half-turn faster than before, freeing up working capital.

- **Use Case 4: Margin Protection through Billing and Insurance Features** – *Scenario:* Consider an electronics distributor with slim margins, where shipping costs and loss/damage can heavily impact profitability. Previously, they often paid shipping on replacement orders for damaged goods or had insufficient insurance on high-value shipments, leading to losses. They also occasionally forgot to bill customers who wanted to use their own UPS accounts (sales would miss adding the third-party billing and the company ate the cost). *Improvement:* With **third-party billing preferences** and insurance integration, the distributor can enforce these at the system level. All shipments for certain customers are set to bill recipient by default (FedEx Collect or other third-party billing) cloudpaths.com, ensuring the company isn't charged. Ship Central also now allows them to easily add insurance for any order over $5,000 value – a rule the CFO set. *Result:* The distributor sees its **shipping-related expenses drop and variance narrow**. Every order that should have been customer-paid is indeed not on the company's carrier invoice (no more revenue leakage due to process miss). The insurance on valuable shipments costs a bit extra, but when occasional losses happen, they're reimbursed – avoiding a direct hit to margin. Overall gross margin improves by, say, 1-2 percentage points because freight cost overruns and loss write-offs decreased. These features tie directly to *margin optimization*: NetSuite's 2023.2 enhancements explicitly aimed at **"minimize shipping charges"** and providing flexibility to meet business demands inddist.com, which in practice means tools for companies to control how and by whom shipping is paid. The CFO now has confidence that **pricing policies (like who pays freight) are consistently applied**, and risk is mitigated, thereby protecting the expected margin on each sale.

- **Use Case 5: Strategic Decision-Making with Better Data** – *Scenario:* A CFO is preparing quarterly reports and wants to analyze fulfillment efficiency: Which warehouses are most cost-effective? How is the cost per shipment trending as volume grows? Which shipping methods are used most often and are there cheaper alternatives? *Improvement:* With the rich data from Ship Central now in NetSuite, the CFO can get answers more easily. For example, because **Ship Central logs the chosen carrier, service level, cost, weight, and delivery time for each shipment**, the finance team can report on *average cost per shipment by carrier* or *percentage of orders shipped via overnight vs. ground*. They might discover that one warehouse is using overnight services 20% more often than another, prompting an investigation into whether customers really need that or if staff need training to use the rate-shop feature. They can also monitor *fulfillment cycle time* metrics by leveraging timestamps of packing and shipping events. *Result:* The CFO uses these insights to drive operational changes – perhaps negotiating better

rates with a carrier for certain routes or setting policies to discourage unnecessary expedited shipping. The end result could be a further reduction in costs or improved customer service levels, depending on what strategy is chosen. The key is that **Ship Central's integration provides a single source of truth for operational metrics**, enabling data-driven decisions. A NetSuite piece on supply chain metrics notes that having integrated systems allows finance to correlate operational KPIs (like shipping times) with financial outcomes netsuite.com. By doing so, the CFO becomes a more strategic partner to the COO, using the data to jointly optimize the supply chain.

Each of these scenarios demonstrates how Ship Central's enhancements translate into real improvements on the warehouse floor and in financial outcomes. Companies can process orders faster, with fewer errors and less cost, directly boosting efficiency ratios and profitability metrics. CFOs, who often champion such operational excellence initiatives, will find that **investments in these tools yield measurable ROI in KPI improvements** – shorter cycles, lower costs, better turnover, and protected margins.

Conclusion

The period from 2023 to 2025 has seen NetSuite Ship Central mature into a powerful, feature-rich extension of the NetSuite ERP, **blending operational execution with strategic oversight**. For NetSuite administrators, the new features mean a more configurable and robust shipping solution that can be tailored to complex business needs – whether it's setting up multi-subsidiary shipping rules, integrating new carriers, or automating tedious tasks. The user experience improvements ensure that warehouse teams can adopt these tools readily, improving their daily workflows and reducing errors.

For CFOs and finance leaders, these enhancements are not just IT upgrades; they directly influence key financial metrics and business outcomes. Faster, more accurate fulfillment improves customer satisfaction and can accelerate revenue recognition (order-to-cash). Automation of rate shopping and workflow steps drives down the *cost to fulfill each order*, improving profit margins. Better integration and data visibility allow for tighter control of expenses, proactive management of exceptions, and data-driven optimization of the supply chain. Inventory moves out quicker and with fewer hiccups, contributing to healthier turnover ratios and lower working capital needs.

Importantly, many of the Ship Central enhancements tie into the broader theme of **doing more with less** – a critical mantra for CFOs in recent years. By **freeing skilled employees from manual shipping tasks and preventing costly mistakes** netsuite.cominddist.com, organizations can

handle higher order volumes without linear increases in cost. The ability to "**increase output without additional resources**," as NetSuite's leadership noted during the Ship Central launch inddist.com, has truly been realized through these iterative improvements.

In summary, NetSuite Ship Central's 2023–2025 enhancements have elevated it from a basic shipping app to a strategic tool that touches many aspects of operations and finance. Companies that leverage these features can expect **improved operational efficiency, greater inventory accuracy, faster fulfillment times, and tighter cost control**, all of which drive performance on KPIs that CFOs care about – from shortening the cash cycle to expanding margins. As NetSuite continues to invest in Ship Central (and related SCM solutions), CFOs and administrators should collaborate to ensure these tools are implemented and aligned with the company's processes and financial goals. The payoff is a more agile, cost-efficient fulfillment operation that supports both the **bottom line** and customer expectations in today's demanding market.

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Tags: netsuite, ship central, warehouse management, order fulfillment, supply chain, operational efficiency, inventory control, software enhancements, erp, logistics

About Houseblend

HouseBlend.io is a specialist NetSuite™ consultancy built for organizations that want ERP and integration projects to accelerate growth—not slow it down. Founded in Montréal in 2019, the firm has become a trusted partner for venture-backed scale-ups and global mid-market enterprises that rely on mission-critical data flows across commerce, finance and operations. HouseBlend's mandate is simple: blend proven business process design with deep technical execution so that clients unlock the full potential of NetSuite while maintaining the agility that first made them successful.

Much of that momentum comes from founder and Managing Partner **Nicolas Bean**, a former Olympic-level athlete and 15-year NetSuite veteran. Bean holds a bachelor's degree in Industrial Engineering from École Polytechnique de Montréal and is triple-certified as a NetSuite ERP Consultant, Administrator and SuiteAnalytics User. His résumé includes four end-to-end corporate turnarounds—two of them M&A exits—giving him a rare ability to translate boardroom strategy into line-of-business realities. Clients frequently cite his direct, "coach-style" leadership for keeping programs on time, on budget and firmly aligned to ROI.

End-to-end NetSuite delivery. HouseBlend's core practice covers the full ERP life-cycle: readiness assessments, Solution Design Documents, agile implementation sprints, remediation of legacy customisations, data migration, user training and post-go-live hyper-care. Integration work is conducted by in-house developers certified on SuiteScript, SuiteTalk and RESTlets, ensuring that Shopify, Amazon, Salesforce, HubSpot and more than 100 other SaaS endpoints exchange data with NetSuite in real time. The goal is a single source of truth that collapses manual reconciliation and unlocks enterprise-wide analytics.

Managed Application Services (MAS). Once live, clients can outsource day-to-day NetSuite and Celigo® administration to HouseBlend's MAS pod. The service delivers proactive monitoring, release-cycle regression testing, dashboard and report tuning, and 24 × 5 functional support—at a predictable monthly rate. By combining fractional architects with on-demand developers, MAS gives CFOs a scalable alternative to hiring an internal team, while guaranteeing that new NetSuite features (e.g., OAuth 2.0, AI-driven insights) are adopted securely and on schedule.

Vertical focus on digital-first brands. Although HouseBlend is platform-agnostic, the firm has carved out a reputation among e-commerce operators who run omnichannel storefronts on Shopify, BigCommerce or Amazon FBA. For these clients, the team frequently layers Celigo's iPaaS connectors onto NetSuite to automate fulfilment, 3PL inventory sync and revenue recognition—removing the swivel-chair work that throttles scale. An in-house R&D group also publishes "blend recipes" via the company blog, sharing optimisation playbooks and KPIs that cut time-to-value for repeatable use-cases.

Methodology and culture. Projects follow a "many touch-points, zero surprises" cadence: weekly executive stand-ups, sprint demos every ten business days, and a living RAID log that keeps risk, assumptions, issues and dependencies transparent to all stakeholders. Internally, consultants pursue ongoing certification tracks and pair with senior architects in a deliberate mentorship model that sustains institutional knowledge. The result is a delivery organisation that can flex from tactical quick-wins to multi-year transformation roadmaps without compromising quality.

Why it matters. In a market where ERP initiatives have historically been synonymous with cost overruns, HouseBlend is reframing NetSuite as a growth asset. Whether preparing a VC-backed retailer for its next funding round or rationalising processes after acquisition, the firm delivers the technical depth, operational discipline and business empathy required to make complex integrations invisible—and powerful—for the people who depend on them every day.

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