veeqo
an **amazon** company

The complete guide to **switching shipping software**

MAKE THE SWITCH • MAKE THE SWITCH •

Your shipping software should make life easier, not harder.

When inventory mismatches, manual workarounds, and system slowdowns become daily frustrations, it's natural to wonder if switching is worth the disruption.

> ### 🎓 Switching doesn't have to be overwhelming:
>
> Veeqo is an all-in-one software for shipping, inventory, and warehouse management. It's built to save your team time and boost profitability from day one. Here's how to make the change without the risk.

In this guide, we'll explore:

1. Is it time to switch shipping software?

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2. Why Veeqo is worth the switch

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3. What does life look like with Veeqo?

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4. How to migrate to Veeqo

01

Is it time to switch shipping software?

The shipping software health check

Before you switch, identify and document issues with your current software. This helps you avoid them in the future.

Daily operations: These cost you money every day

- ☑ Manually fixing sync errors
- ☑ Team uses workarounds
- ☑ Too many manual steps per order
- ☑ More troubleshooting than fulfilling
- ☑ System slows during volume spikes
- ☑ Spreadsheet dependency for accuracy
- ☑ Inventory lag is causing oversells/stockouts
- ☑ Can't handle multi-warehouse/hybrid FBA/MFN

Data & reporting: Bad data leads to bad decisions

- ☑ Inventory numbers don't match reality
- ☑ Reports are too basic for insights
- ☑ Relying on spreadsheet exports for basic insight
- ☑ Inaccurate forecasting

Customer experience: Directly impacts marketplace reputation

- ☑ Late shipments due to system delays
- ☑ Returns/restocking tracking issues
- ☑ Errors leading to bad reviews

Cost & value: You're paying more for less

- ☑ Paying for unused features
- ☑ Multiple subscriptions to fill gaps
- ☑ Mounting per-order/per-user fees

Support & growth: Your software is blocking your future

- ☑ Slow or unhelpful support
- ☑ No meaningful updates
- ☑ Delayed switching for 6+ months

⚠ **Note:**

If you checked off multiple items above, you're already paying the cost of waiting.

02

Why Veeqo is
worth the switch

Software that scales with your business

Sellers moving from 1,000 to 3,000 orders per month often hit a wall. Per-order fees and per-user charges drain revenue, manual workarounds add 2-5 minutes per order in labor costs.

Meanwhile, competitors who've modernized are pulling ahead.

Rate shopping

amazon shipping	**Amazon Shipping** ✅ Protected	$6.49
UPS	**UPS Ground** ✅ Protected	$6.73
USPS	**USPS Priority Mail** ✅ Protected	$6.99

Sellers who switch to solutions like Veeqo eliminate traditional switching barriers:

- ✅ No subscription fees.
- ✅ Lower shipping costs.
- ✅ Reduced order processing time.

There's no cost to sign up:

Plus, you can keep your old software running alongside Veeqo until you're ready to make the full switch.

FREE SOFTWARE CLUB • FREE SOFTWARE CLUB • $

Connected carriers

amazon shipping · UPS · USPS · FedEx · +

Most sellers start shipping the same day they sign up:

- ✅ No monthly subscription costs that increase as you grow.
- ✅ Zero downtime.

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Making switching less painful

You know your current software is holding you back, but switching feels daunting. Migration becomes simple when the solution is built to prevent disruption and give you full control of the pace.

Let's talk about the concerns that usually make switching feel risky, what they mean for your business, and how Veeqo removes the friction.

1. Migration disrupts operations

Most software force a sudden cutover that interrupts fulfillment and risks late shipments. It can feel like flipping a switch and hoping everything works.

ⓘ What this means:

- Operational downtime creates pressure during busy hours and can ripple through customer satisfaction and channel performance. Growing sellers with anywhere from a few hundred to several thousand orders each month often need a gradual rollout that migrates in stages.

- Start with shipping, then add <u>inventory management</u> once comfortable, then explore Profit Analyzer. There's no need to learn everything at once.

- Larger ecommerce stores can consider <u>migrating one warehouse</u> as a pilot program, refining workflows, then rolling out to other locations once proven.

✪ How Veeqo solves this:

- Sellers can start shipping **within minutes.**

- All the while, your existing software **continues working.** Run both systems in parallel for as long as you need without a forced timeline and financial pressure to rush.

⚜ Seller Spotlight

"My favorite thing about Veeqo is that I can train absolutely anyone to use it. Easy to use, super easy to use."

Grey Palmer, Eleeo Brands

2. Multichannel complexity gets worse

Different channels behave differently in your current setup. Some sync smoothly, while others require constant attention.

ⓘ What this means:

- Whether you're managing 2-5 sales channels or scaling across 5+ global marketplaces, you spend a lot of time updating stock, fixing mismatches, and switching between systems. Some sales channels require manual updates, which steal time from strategizing.

- High-volume sellers who operate across global marketplaces face deeper consistency issues, since each channel may have different currencies, fees, and rules.

✅ How Veeqo solves this:

- **Smart automation:** Set rules once to apply them across all channels automatically.

- **Real-time sync:** Sell on one channel, and Veeqo <u>manages multichannel inventory</u> by updating everywhere instantly. No more overselling or manually updating stock levels.

- **Native channel integrations:** Unified, automated workflows in Amazon (<u>FBA</u> and <u>MFN</u>), eBay, Etsy, Shopify, Walmart, and more.

- **Unified order view:** See all orders from all channels in one queue. Sort and filter however you need.

Amazon sellers specifically benefit from:

- **Log in to Veeqo using your Amazon account** to automatically sync your Amazon store.

- **Account health protections:** Safeguard critical metrics such as OTDR, VTR, and ODR through OTDR Protected and 'Claims Protected' shipping labels.

- **Amazon Buy Shipping integration:** Access the same shipping rates and carrier options available in Seller Central, with automatic service suggestions based on delivery promises, carrier preferences, and lowest cost.

3. Multi-warehouse operations are manual

Coordinating between your warehouse, 3PL partners, and FBA often requires manual routing decisions and actions to be made order by order.

ⓘ What this means:

- Manual decisions raise shipping costs and increase the chance of fulfillment errors. Sellers who split inventory between their own locations and FBA often juggle multiple systems just to see what is available.

- Larger teams with several domestic or international locations need clear rules that show what each site is responsible for and how inventory should be positioned.

✸ How Veeqo solves this:

- **Instant visibility:** Every warehouse sees only its relevant orders.

- **Smart routing:** Orders automatically route to the warehouse closest to the customer with available inventory.

- **Allocation management:** See which warehouse fulfills each order, and track what's been picked, packed, and shipped at each location.

⚖ Seller Spotlight

'Our employees don't have to use their brainpower deciding which carriers or packaging to use, because everything's automated for them. And I don't have to worry about higher costs with shipping, knowing that my employees are making the right decisions because everything's automated with Veeqo.'

Amaan Judah, Lightpak

4. Warehouse operations don't scale

Your current workflows barely keep up during normal periods, and during peak season, everything breaks.

ⓘ What this means:

- Your team is running around the warehouse with printouts in hand, seasonal workers take days to train, and everyone has their own way of doing things because the system doesn't enforce standardization.

- You want to onboard seasonal workers in hours instead of days, using standardized processes so anyone can step in and maintain quality.

✦ How Veeqo solves this:

- **Hardware compatibility:** Works with most existing scanners and printers.

- **Barcode automation:** Scan to select orders, print labels, and update inventory.

- **Bulk shipping:** Print up to 100 shipping labels in one go, and automatically trigger dispatch confirmation emails to customers with tracking links, inventory level updates across all connected sales channels, and marking orders marked as shipped.

- **Mobile app:** Make inventory adjustments from the warehouse floor in real time and see them reflected instantly across all channels.

- **Standardized workflows:** Training is faster, and errors are rare when everyone follows the same process.

5. Costs keep increasing as you grow

Adding extra channels or new users can incur extra costs.

ⓘ What this means:

- Monthly subscriptions keep increasing, and you're also paying fees for every order processed, every new user, and every new integration.

🏅 How Veeqo solves this:

- **Veeqo's shipping software is completely free:** Pay $0 in monthly fees regardless of order volume, number of users, or channels connected.

- **Bring your own rates:** Connect your existing carrier accounts at no extra cost.

- **Shipping credits:** Get up to 5% back in Veeqo Credits on shipping label purchases.

- **Pre-negotiated rates*:** Access the lowest available commercial rates from UPS, USPS, FedEx, and DHL.

*Ship with the lowest commercially available rates, based on our pre-negotiated pricing from UPS, USPS, FedEx, and DHL and up to 5% back with Veeqo Credits.

6. You're making decisions blind

Revenue is easy to see, but true profitability is hidden behind spreadsheets, mixed fee structures, and delayed insights.

ⓘ What this means:

- You're selling across multiple channels, each with its own fee structure. At the same time, you're shipping from multiple locations with different costs and running ads on various channels. By the time you consolidate this data in spreadsheets, it's weeks old and probably inaccurate.

- Sellers who manage a few channels need clarity on which ones are worth their effort. Large operations with many marketplaces and multiple warehouses rely on full visibility into product performance across locations to make purchasing decisions that drive actual profit.

✦ How Veeqo solves this:

- **Automated reporting:** No more Excel exports and manual analysis.

- **Historical data import:** Bring in past sales data via CSV to establish baseline trends.

- **Live profitability:** See which products, channels, and warehouses make money.

- **Demand forecasting:** Predict when you'll run out of bestsellers based on sales velocity.

- **Profit Analyzer:** Automatically consolidate sales, marketplace fees, shipping costs, COGS, and ad spend from every channel.

7. Support doesn't help when you need it

Slow replies and canned responses create stress during peak hours when you need actionable help.

ⓘ What this means:

- Critical issues take days to resolve, leaving you stuck troubleshooting alone during your busiest periods. Sellers with steady volume need dependable guidance to keep fulfillment moving. High-volume operators need even faster response times and access to account specialists who understand complex setups.

✅ How Veeqo solves this:

- **Help Center:** Find answers in the searchable, step-by-step, self-service guides.

- **24/7 AI support:** Our AI agent, Vera, is available around the clock for immediate help.

- **Fast response times:** Questions are answered almost instantly (based on G2 reviews).

- **Priority support:** Dedicated account managers are available to high-volume businesses.

- **Human experts:** We're available to help you 17 hours on weekdays, 15 hours on weekends, at no cost.

Seller Spotlight

'The customer service is so nice... I don't think anyone's responded to me in more than 15 minutes, so it's wonderful.'

Grey Palmer, Eleeo Brands

The bottom line: Veeqo makes switching less scary

Traditional shipping software migrations fail because they force high-risk cutovers on specific dates. They're also expensive, creating pressure to rush, and they disrupt operations during the learning period.

ⓘ Veeqo eliminates all of these barriers:

- Free software removes the financial pressure to rush.

- Migrate gradually at your own pace without a forced timeline.

- An intuitive interface means your team is productive within days.

- Run it in parallel with existing systems and avoid operational disruption.

🏅 Most sellers report:

- **Same-day** shipping after signup.

- **Reduction is shipping costs with Veeqo Credits** and access to the lowest rates across major US carriers.*

- **Significantly faster** order processing within 30 days.

- **Thousands of dollars in annual savings** from eliminating subscription fees.

*Ship with the lowest commercially available rates, based on our pre-negotiated pricing from UPS, USPS, FedEx, and DHL and up to 5% back with Veeqo Credits.

❓ The real question is:

How much longer can you afford to wait?

03

What does life look like with Veeqo?

What's it like switching to Veeqo?

You've prepared your team to start the migration. What actually changes in daily operations? Here is a realistic timeline of what to expect when switching to Veeqo.

💡 Day 1: Setup and connection

1. Create your Veeqo account.

2. Connect your first sales channel (e.g., Amazon, Shopify).

3. Automatically import existing inventory and orders.

4. Set up your first warehouse location.

🔍 What you'll notice:

✅ It's so quick.

✅ Orders start flowing into Veeqo automatically.

✅ You can print your first shipping label within seconds.

✅ Your existing software continues working, nothing is disrupted.

💡 Week 1: Parallel operations

1. Run Veeqo alongside your existing software.

2. Process a few test orders through Veeqo.

3. Compare shipping rates across carriers.

4. Team explores the interface during low-pressure moments.

🔍 What you'll notice:

✓ Your inventory syncs across channels in real time (no more manual updates).

✓ You're seeing automatic order imports from all connected stores.

✓ Side-by-side comparison shows time and cost savings.

❓ Common questions this week:

"Can I still use my old system?"   **Yes, absolutely.**

"What if something goes wrong?"   **Your old system is still running.**

"Do I have to commit fully?"   **No, take your time.**

Weeks 2-4: Gradual adoption

1. You start using Veeqo for more daily orders.

2. Your team gets comfortable with core shipping workflows.

3. Your warehouse staff practices bulk picking and label printing.

4. You begin to trust Veeqo's shipping capabilities and accuracy.

What you'll notice:

- Order workflow takes fewer steps than before.

- Bulk operations save time during busy periods.

- You trust the data you're seeing.

- You have more freedom to choose carriers strategically.

Flexibility in action:

We suggest starting with Veeqo's shipping features first, before moving onto inventory management and other features.

Month 2: Confidence building

1. You've successfully processed hundreds or thousands of orders.

2. You start using advanced shipping features such as smart routing, <u>forecasting</u>.

3. Your team primarily uses Veeqo for daily tasks, and backs up with the old software.

4. You're ready to explore beyond shipping.

What you'll notice:

- It's faster from start to finish to process orders.

- You have better visibility into what's shipping and when.

- There are fewer "where's my order?" customer support tickets.

- Your team asks fewer questions because they're self-sufficient.

Flexibility in action:

Many sellers fully discontinue their old shipping software around this time, once they're confident that Veeqo handles everything they need for shipping.

💡 Month 3 and beyond: Operating at full capacity

1. You've optimized your shipping workflows.

2. You explore Profit Analyzer to understand real profitability across all sales channels.

3. You implement advanced inventory management to gain full operational control.

🔍 What you'll notice:

- ✓ **Centralized multichannel inventory tracking** across all warehouses, stores, and fulfillment locations.

- ✓ **Stock transfers and tracking** between warehouses to optimize inventory placement and availability.

- ✓ **Inventory automation** that updates stock levels everywhere your products sell.

- ✓ **Demand forecasting** and reporting tools to help plan stock needs and prevent stockouts.

- ✓ **Veeqo is now your primary** operational software solution.

- ✓ **You use data-driven insights** to make smarter inventory, pricing, and fulfillment decisions as you scale.

📣 Here's the difference:

ou're tweaking a system that fundamentally works, not constantly fixing one that's broken.

04

How to migrate
to Veeqo

Ready to get started?

The technical migration is simpler than you might expect. Because Veeqo has no order or user limits, you can take a gradual approach.

Start with shipping, then add inventory management and Profit Analyzer as you're ready.

How to migrate to Veeqo

Here's the complete step-by-step process:

1. Create your Veeqo account

- Visit the **Veeqo signup page.**

- **Register** using your email address or connect via Amazon.

- **Fill in required business details** (store name, monthly order volume, address, marketplace country).

- **Enter referral code,** if you have one, for extended Veeqo credits.

> ### 🎓 Amazon integration:
>
> Connect your Amazon store in just a few clicks. Just choose "Continue with Amazon" if you already have an account in Amazon Seller Central. As part of Amazon, Veeqo provides <u>trusted data security</u> and <u>Amazon account protection</u> from late deliveries and negative feedback when you ship on time.

2. Connect your sales channels

- **Click to connect** your sales channels (Shopify, Amazon, Walmart, eBay, Etsy, etc.).

- **For Amazon:** Use "Continue with Amazon" for automatic one-click connection.

- **For other sales channels:** Enter your credentials and store URLs when prompted.

- **Veeqo automatically** begins importing your orders, listings, and inventory.

> 🎓 **Amazon Shipping:**
>
> Now available in Amazon for your orders both on and off Amazon. Rate shop or buy Amazon Shipping labels, no separate connection required.

3. Set up your warehouses

- Add each physical location as a separate warehouse. You can also set up your physical stores as locations.

- Select which warehouse fulfills orders from each channel.

- Configure routing preferences for multiple locations.

> 🎓 **Smart order routing:**
>
> Orders automatically route to your closest warehouse with available inventory, reducing shipping costs and delivery times.

4. Import your store's listings and inventory

- Select which ecommerce channels you're connecting to.

- Veeqo automatically imports listings and stock levels from your connected channels.

- Link products sold across multiple sales channels by SKU (recommended) or by title. Learn about <u>listings management.</u>

- Review imported data for accuracy.

🎓 Real-time inventory sync:

Inventory updates happen instantly across all channels. Transfer stock between locations and see the changes reflected everywhere in real time

5. Set account synchronization preferences

- **<u>Inventory control:</u>** Decide whether Veeqo or your store should be the master of stock (who controls inventory levels).

- **<u>Pricing control preferences:</u>** Choose if Veeqo should be the master of price (controls pricing across channels).

🎓 Cross-channel price and stock updates:

Update product stock and prices across every marketplace and store you connect to Veeqo, saving you hours of manual admin time. Set it once, and Veeqo will keep everything synchronized automatically.

6. Connect your shipping carriers

- **Option A:** Connect your existing carrier accounts (UPS, Amazon Shipping, FedEx) to use your negotiated rates.

- **Option B:** Use Veeqo's pre-negotiated shipping rates (no carrier account needed).

- **Test your connection** by generating a sample label.

> 🎓 **Shipping rate benefits:**
>
> Get instant access to the lowest commercially available rates through our pre-negotiated pricing with UPS, USPS, FedEx, and DHL, and receive up to 5% back with Veeqo Credits. You can also connect your own carrier accounts and use your negotiated rates at no extra cost.

7. Set up package presets

- Veeqo will automatically remember package dimensions for individual SKUs, so you don't have to choose them every time. Create presets for your commonly used box types and sizes.

- Or use Veeqo's pre-loaded package options.

- Include dimensions and weights for accurate rate calculation.

> 🎓 **Simplified shipping:**
>
> We recommend limiting yourself to 3-5 box sizes to reduce dimensional weight fees and simplify operations.

8. Register your payment and billing info

- Add a credit card in the billing section to purchase shipping labels.

- Or choose to pay directly from your Amazon Seller Central balance (Amazon sellers).

- **Note:** You'll be charged per transaction initially. After a couple of weeks, you may receive a credit limit for batch processing.

> 🎓 **Veeqo Credits:**
>
> Use Veeqo Credits you've earned to pay for your shipping labels. Amazon sellers can also pay directly from their Seller Central balance.

9. Activate your store connections

- **Review** all channel and inventory settings one final time.

- **Activate** your stores to begin live synchronization.

- **Veeqo starts syncing orders,** products, stock, and prices according to your preferences.

> ℹ️ **Important:**
>
> Orders continue flowing. There's no service interruption during activation.

10. Review and finalize

- Navigate to the listings section to review all imported listings.

- Update product statuses as needed (active, inactive, archived).

- Verify inventory levels match your physical stock for top-selling items.

- Ensure everything appears correct after migration.

✅ Welcome to Veeqo!

The process is straightforward, and you can access support when you need it, free of charge. Vera, our AI support agent, is available 24/7. Our team of human experts is available 17 hours on weekdays and 15 hours on weekends. You'll also find step-by-step guides in our online Help Center.

Efficient order processing:

Maximize efficiency with barcode shortcuts and scanner integration: Print barcode commands for actions like "select order" or "buy and print label," then simply scan to execute. Process orders without clicking—just scan the packing slip to pull up the order, then scan to print the label.

Smart rate selection: Veeqo automatically selects the cheapest shipping rate that meets your delivery promise, and you can bulk-process up to 100 orders simultaneously.

OTDR Protection: Safeguard your Amazon metrics with on-time delivery rate protection for Seller Fulfilled Prime and Premium Shipping orders.

Unified Analytics: Veeqo Profit Analyzer syncs immediately after you connect to your store, allowing you to view all your sales and apply filters. This unifies your sales, revenue, fees, COGS, and ad spend data into a single tool. Analyze profits from Amazon FBA, Amazon FBM, eBay, Etsy, Shopify, and more in one dashboard.

Welcome to Veeqo!

The process is straightforward, and you can access support when you need it, free of charge.

Ready to get started?

✦ Find step-by-step guides in our online <u>Help Center.</u>

👥 A team of human experts available weekdays and weekends.

🎧 Vera, our AI support agent is available 24/7.

Sign up for FREE   **Book a demo**