

“With Pandium, we use 70 percent less engineering resources and get integrations to market 6x faster.”

CASEY ARMSTRONG / CMO, ShipBob



THE RESULTS

REDUCED ENGINEERING TIME BY 70 PERCENT

Eliminated 70 percent engineering time while improving partner and customer UX

AVOIDED 200K IN INFRA BUILDING

Building even an MVP in-house would have cost a minimum of 200k

NEW INTEGRATIONS 6X FASTER

Shortened time to market for 1 new integration from 3 months to 2 weeks

4.5X MORE PARTNERS IN 6 MONTHS

Partners incentivized by new marketplace and streamlined process



ShipBob

- **INDUSTRY** / E-comm, 3PL
- **FUNDING** / \$62.5m
- **USE CASE** / Building an In-App Marketplace

How a New Marketplace Transformed ShipBob's ROI on Integrations

THE CHALLENGE

Due to their rapid growth, ShipBob was spending 80 percent of their integration engineers' time on maintenance and customer support. It was taking 3 months to get one new integration shipped.

Without an Integration Marketplace, it was difficult for customers to discover, install, and use all available integrations.

In order to see a better ROI, ShipBob needed to speed up the time to market, reduce engineering costs, and provide a better customer and partner experience.

THE SOLUTION

Using Pandium, ShipBob was able to quickly standardize their infrastructure and launch a white labeled in-app Integration Marketplace.

With Pandium handling authentication, hosting, and the infra around integration management, ShipBob was able to dramatically reduce their engineering and overhead costs while at the same time creating a new UX that their customers and partners love.



EXPLOSIVE GROWTH

ShipBob is an end-to-end fulfillment solution that provides e-comm merchants with an optimized experience, enabling them to delight their customers with quick delivery and exceptional service.

As a result of ShipBob's explosive growth over four years, their product integrations were built in an ad hoc manner and had disparate architectures.

In addition, due to ShipBob's popularity, many third party software companies built integrations into ShipBob. Without an in-app marketplace, ShipBob wasn't even aware of all the available integrations and had no visibility into their UX.

ENGINEERING CHALLENGES

ShipBob's integrations' disparate architectures and a lack of centralization resulted in their integration engineers spending 80 percent of their time on maintenance and customer support.

It was taking a team of senior engineers 3-4 months to roll out a new integration. And engineers were unhappy that they were having to spend so much time on maintenance and customer support.

BUSINESS CHALLENGES

With so much engineering time spent on maintenance, ShipBob's marketing and sales teams were frustrated that they were not getting the new integrations they needed.

It was also difficult for ShipBob's product team to give marketing and sales teams concrete timelines for new integrations, or to set expectations with partners.

And even integrations that were built were not delivering their full business value. Customers often had a difficult time discovering, installing, and using integrations.

"Our UX was clunky because we were not able to explain to merchants what they needed to do and why in the app. The merchants did not understand what the different integration options even meant," explained Manisha Taparia, Senior Product Manager, Integration Strategy.

And without a marketplace and standardized tech, partners had reduced incentive to build into ShipBob.

TURNING TO INTEGRATIONS FOR GROWTH

ShipBob realized they were missing a huge opportunity to drive revenue. They believed a robust, in-app marketplace could generate new leads, improve customer satisfaction, and close new deals.

They also knew they were spending a significant amount of engineering resources to build, maintain, and support integrations without reaping the value of this investment.

"Our lack of connectivity was a revenue blocker. We needed to find a way to give our customers connectivity. "

-Kevin Marvinac, Director of Product Management

ShipBob conducted a study and found that customers who were integrated with more than 2 systems had lower churn, were happier, and were higher revenue.

“Our lack of connectivity was a revenue blocker,” Director of Product Management Kevin Marvinac said. “We needed to find a way to decrease the burden on our customers and the obstacles to them experiencing connectivity.”

“We wanted them to be able to seamlessly connect their current systems, and explore new tools they might be able to use.”

CHOOSING PANDIUM

Kevin looked at different options for executing on their new integration strategy, and he conducted a thorough analysis of the costs and benefits of each.

He estimated that continuing their current setup but adding more engineers to build additional integrations would cost \$600k.

He also calculated that building even a minimum viable product for what Pandium does, without many of its features, would cost at least \$200k.

After evaluating another iPaaS and estimating the ROI on each of their options, ShipBob decided Pandium was the best choice for driving their integration strategy forward.

THE RESULTS

With Pandium, ShipBob was able to transform their integration infrastructure, eliminate overhead, and launch a white labeled in-app marketplace with an improved customer and partner UX.

REDUCED ENGINEERING COSTS, HAPPIER ENGINEERS

A standardized infrastructure with a management dashboard meant ShipBob could reduce engineering costs by 70 percent.

Instead of having senior engineering teams taking 3 months to roll out a new integration, on Pandium, one junior engineer can build a new integration in 2 weeks.

ShipBob likes the fact that, unlike traditional iPaaS tools, Pandium allows ShipBob engineers to write the configurations of the integration in their language of choice. Meanwhile, Pandium handles the authentication.

This gives ShipBob the control and flexibility over their configurations, while removing the heavy lift of authentication. And since engineers can push the configs to their own repo and have it run on Pandium, they do not need to learn a specialized system.

In addition, since Pandium handles hosting and provides an Admin Dashboard that shows logging and errors, ShipBob gained visibility into any issues, reduced their customer support time, and eliminated their operational overhead.

IMPROVED CUSTOMER UX

With the new in-app marketplace, ShipBob’s merchants were happier. Casey Armstrong, ShipBob’s CMO, explained, “Our existing customer base benefits from both utilizing our latest integrations and finding the best-in-class solutions for their ever evolving needs.”

Since a Pandium-powered marketplace has tiles for any integrations, whether they are running on Pandium or not, ShipBob is able to feature their legacy integrations as well as any partner-built integrations.

The white labeled UI makes it easier for customers to install and run their integrations.

Manisha, ShipBob's Senior PM for Integration Strategy, shared, "We surveyed some of our customers and every single person said it was a vast improvement over the prior experience, and rated it a 4 or 5 out of 5."

IMPROVED PARTNER RELATIONSHIPS

"We have seen great success driving third party partnerships since we partnered with Pandium," Kevin noted.

Within 6 months, ShipBob was able to onboard 4.5 times more tech partners.

The opportunity to be in ShipBob's marketplace motivates partners to invest in building an integration.

And because Pandium's dashboard tracks the analytics of marketplace visits, ShipBob can provide their potential partners with valuable stats about the number of merchants they can get in front of by joining the marketplace.

PANDIUM AS A PARTNER

Because of how crucial integrations and their infrastructure were to ShipBob's growth and business, they looked at Pandium as more than just a platform. Instead, they thought of it as embarking on a partnership.

Kevin shared, "Pandium is a great partner: we have weekly calls. We have an amazing account manager. We have lots of contact with the tech team. It is a really good relationship, and special to us."

One of the aspects ShipBob values most in their partnership with Pandium is how receptive Pandium is to building new product features.

"When something would be valuable to us and to other customers, Pandium is willing to build it. I can see our product feature requests put in action, and I've been truly impressed," Kevin explained.

"When it comes to the nuts and bolts of accomplishing our goals, Pandium has really enabled us. The responsiveness is really high, and we are super pleased."

"What I have appreciated is how quickly any challenges have been addressed," Manisha added. "Pandium is truly invested in our success."

"Pandium has completely changed how we approach our partner-driven and integration-driven go-to-market strategies."

-Casey Armstrong, CMO