

Summer of Intelligence Lunch 'n Learn Series

Shipping A to Z

July 22nd, 2026

Ryan Cornwell, Worldwide Express

Quick recap

Ryan Cornell, a senior account executive at ShipStation Global (formerly Worldwide Express), presented a comprehensive overview of shipping solutions targeted at small to medium-sized businesses during a Lunch and Learn session. He discussed the challenges SMBs face in 2026, including rising fuel costs, fragmented shipping processes, and increased customer expectations following Amazon's delivery standards. Ryan explained the recent merger between Worldwide Express and ShipStation to create ShipStation Global, which now offers an all-in-one shipping solution through a single platform that connects with various e-commerce channels like Shopify and provides access to multiple transportation modes including UPS, LTL, and full truckload services. He detailed the company's partnership with UPS and highlighted features of their ShipStation platform, including automation rules, rate shopping capabilities, inventory management, returns processing, and analytics tools. The presentation covered how ShipStation Global can help businesses manage inbound shipments more efficiently and provide better tracking capabilities while extending payment terms to improve cash flow. Ryan encouraged attendees to contact him for further discussions about implementing these solutions to reduce shipping costs and streamline operations.

Summary

SMB Shipping Challenges Presentation

Ryan Cornell, a senior account executive at ShipStation Global, presented on shipping challenges for small to mid-sized businesses during a Lunch and Learn session. He outlined key SMB struggles including rising fuel costs in transportation, fragmented processes using multiple unconnected systems, and limited carrier support. Ryan explained that ShipStation Global, which recently merged with Worldwide Express to form ShipStation Global, focuses on providing comprehensive shipping solutions tailored for small to mid-sized businesses.

Shipping and Logistics Challenges

Ryan discussed challenges in shipping and logistics, highlighting the importance of support systems and the impact of Amazon's fast delivery expectations on consumer behavior. He noted that fuel costs have increased significantly, leading to higher investments in technology and ERP software, with businesses spending substantial time on shipping and transportation management. Ryan also compared UPS and FedEx's recent developments, mentioning UPS's investment in RFI scanners and FedEx's network restructuring, before introducing ShipStation Global as a solution for small to mid-sized businesses that provides comprehensive shipping options through carrier partnerships.

ShipStation Global Market Overview

Ryan provided an overview of ShipStation Global's evolution and current position in the shipping and logistics industry. He explained the company's history, including key acquisitions like Unishippers and JIRA Logistics, which expanded their capabilities into refrigerated freight. Ryan detailed their current market focus on small to mid-sized businesses spending \$50,000 to \$3 million annually, and highlighted their partnership with UPS as the number one reseller since 2008. He also described how UPS segments the market, with ShipStation serving businesses that don't require direct sales force attention but need more complex solutions than basic shipping services.

Worldwide Express Shipping Solutions Overview

Ryan explained how Worldwide Express and ShipStation Global work with UPS to handle negotiated rates and provide personalized support to businesses, offering tailored pricing templates and customizable invoicing for easier cost allocation. He discussed two approaches to LTL shipping: using a single carrier for simplicity and buying power, or multiple carriers for flexibility and protection against rate increases. Ryan highlighted that Worldwide Express offers a single TMS system working with 75+ carriers, providing consolidated invoicing and instant shipment tracking to simplify the process.

Worldwide Express Service Expansion Discussion

Ryan discussed Worldwide Express's expanded service offerings, including full truckload shipping with tracking capabilities and a strict carrier vetting process. He then focused on ShipStation as a solution for small to midsize businesses, highlighting its automation features and rate shopping capabilities across 200+ carriers. NC mentioned questions coming in about ShipStation versus Shopify rates, but no answers were provided in the transcript.

ShipStation vs Shopify Comparison

Ryan explained the differences between ShipStation and Shopify, noting that ShipStation offers more competitive rates and better access to net terms compared to Shopify's immediate payment model. He detailed ShipStation's additional features including inventory management, returns and exchanges system, and analytics capabilities that track carrier performance and profitability by SKU. Ryan emphasized that ShipStation's value comes from not just providing tools but also offering dedicated training support to help businesses utilize these features effectively.

Shipping Optimization Strategy Presentation

Ryan presented a shipping optimization strategy using Worldwide Express to help companies reduce transportation costs by taking control of shipping processes from vendors. He explained how the service provides negotiated rates, tracking portals, improved cash flow management, and access to logistics experts, while maintaining the same vendor submission process. Ryan offered to meet with interested parties to review their specific processes and costs, providing a free trial of ShipStation and his contact information for follow-up discussions.

Shipping Solutions and Integration Updates

Ryan discussed shipping solutions, addressing questions about creating shipping websites and integrating with existing ShipStation systems. He explained that while Shopify doesn't natively support LTL (Less Than Truckload) shipping, this feature will be available in ShipStation through Worldwide Express carriers, with a trial expected to go live mid-August. The session concluded with Ryan offering to provide more information about LTL options and invoice-related questions, and the meeting was recorded for future reference.