

3PL Comparison Guide

	 atomix	ShipBob	ShipMonk	ShipFusion	ShipCalm	ShipHero	RedStag	Stord	Deliverr / Flexport	Amazon MCF
Core Model	Dedicated pod based fulfillment model with assigned operators and structured execution.	Distributed network fulfillment platform with shared account structure.	Structured account model within shared warehouse operations.	DTC focused fulfillment provider with structured warehouse execution.	Traditional fulfillment provider with standardized operations.	Warehouse software provider with optional fulfillment services.	Specialty fulfillment provider focused on heavy, oversized, high value products.	Cloud based orchestration layer coordinating multiple fulfillment nodes.	Marketplace-first distributed fulfillment with integrated freight forwarding.	Amazon controlled fulfillment infrastructure.
Pricing Approach	Transparent line item pricing tailored to operational complexity.	Platform driven pricing with packaged service tiers.	Tiered pricing with structured service packages.	Custom pricing with standard DTC workflow assumptions.	Standard fulfillment pricing model.	Software subscription plus fulfillment fees.	Premium pricing aligned to handling complexity.	Custom enterprise pricing based on network design.	Network pricing tied to placement strategy.	Standardized Amazon pricing.
Pricing Predictability	High. Billing is structured and designed to remain stable as brands scale.	Moderate. Costs can shift as brands move across facilities or service tiers.	Moderate. Predictable within tiers but complexity can introduce cost shifts.	Medium to high depending on customization.	High for simple workflows.	Depends on whether fulfillment is internal or outsourced.	High within specialty scope.	Medium. Costs vary by node strategy and orchestration complexity.	Medium. Inventory placement influences cost.	High but rigid.
Workflow Flexibility	Highly flexible across DTC, B2B, kitting, retail compliance, and custom workflows.	Standardized workflows with some configuration options.	Custom workflows available with structured implementation.	Moderate flexibility with some custom workflow support.	Limited customization.	High flexibility when brands run their own operations.	Less focused on complex DTC workflow variation.	Flexible at network level but operational execution varies by node.	Platform controlled workflows.	Limited customization.
Order Complexity Support	Built for bundles, kits, multi channel operations, retail routing rules, and evolving SKU structures.	Moderate support for kitting and complexity but workflows may require adaptation.	Strong for DTC complexity but operational ownership remains shared.	Handles DTC complexity but less focused on highly custom operations.	Best suited for lower complexity operations.	Strong when brands manage workflows themselves.	Strong for handling complexity, less for workflow customization.	Strong for distributed fulfillment design, less consistent at execution level.	Less optimized for custom workflows.	Low for custom workflows.
Support Experience	Direct access to operators with proactive communication and fast issue resolution.	Account support varies depending on tier and account size.	Account management model with varying responsiveness.	Account management led support.	Traditional support structure.	Software support centric.	High touch support model.	Program management focused with strategic oversight.	Platform driven support.	Platform support model.
Partnership Level	High partnership. Dedicated team that operates as an extension of internal ops.	Moderate. Platform first with account management layered on.	Moderate partnership with structured account management.	Moderate partnership model.	Lower partnership depth.	Lower operational partnership.	Strong partnership for specialty logistics.	Strategic partnership model focused on orchestration.	Lower partnership depth.	Minimal partnership.
Operational Ownership	Clear operational ownership with defined accountability.	Shared ownership across network teams.	Shared operational model within facilities.	Defined account ownership but execution remains facility shared.	Facility driven ownership.	Brand retains operational ownership.	Clear ownership within facilities.	Distributed ownership across partner nodes.	Network driven.	Amazon controlled.
Visibility & Control	Real time operational visibility through the Atomix app and direct team access.	Strong platform dashboards across facilities.	Strong reporting and dashboards.	Reporting visibility dependent on configuration.	Standard order and inventory visibility.	Very strong WMS visibility.	Strong tracking and damage control reporting.	Network level visibility with reporting across facilities.	Strong placement visibility.	Strong inside Amazon ecosystem, limited outside.
Scalability Model	Scales through dedicated capacity and infrastructure designed for increasing complexity.	Scales through network expansion and facility distribution.	Scales through facility expansion and structured account tiers.	Scales within structured DTC fulfillment framework.	Scales for straightforward fulfillment needs.	Scales through internal operations.	Scales within specialty category focus.	Scales by adding nodes and optimizing network design.	Scales through network reach.	Highly scalable but standardized.
Best For	Growth stage brands prioritizing operational partnership, flexibility, and long term scalability.	Brands seeking fast network access and standardized fulfillment execution.	Brands scaling DTC with technology enabled support.	Brands needing straightforward DTC fulfillment with some customization.	Emerging brands with simpler operational requirements.	Brands wanting control over their own warehouse operations.	Brands shipping oversized, fragile, or high value items.	Brands optimizing multi node distribution strategy.	Brands prioritizing speed and marketplace performance.	Brands prioritizing Prime speed and marketplace fulfillment.