3PL Fulfillment Model Guide

	atomix	Self Fulfillment	Mom & Pop 3PL	Traditional & VC Funded 3PLs	4PLs	Amazon Fulfillment	Hybrid Models	Tech Enabled 3PLs
Core Model	Tech-enabled 3PL with dedicated operational teams	Brand fulfills orders internally	Small warehouse partner	Large network fulfillment provider	Logistics orchestration layer	Amazon controlled fulfillment network	Multiple providers combined	Integrated tech + operations fulfillmentv
Technology & Systems	Integrated WMS, real-time dashboards, deep integrations	Basic tools and manual workflows	Light WMS and limited integrations	Structured systems with added software	Centralized logistics management platforms	Amazon proprietary systems	Mixed systems across partners	Native tech built into operations
Workflow Flexibility	Structured customization for DTC, B2B, and subscription workflows	Fully customizable but manual	Flexible but operationally limited	Standardized processes	Depends on partner network	Highly standardized	Channel specific workflows	Flexible within structured systems
Order Complexity Support	Built for bundles, kitting, retail routing, and multi-channel operations	Limited as volume grows	Moderate complexity support	Handles standard DTC complexity	Designed for large multi node supply chains	Optimized for marketplace orders	Channel dependent	Strong support for bundles, retail, and multi channel
Visibility & Reporting	Real-time operational visibility through the Atomix app	Manual inventory tracking	Basic reporting dashboards	Structured reporting and integrations	Network level reporting oversight	Strong Amazon platform visibility	Fragmented across providers	Real time operational visibility
Support Experience	Direct access to operators with proactive communication	Internal team manages operations	High touch relationship driven	Account management model	Strategic logistics oversight	Platform support driven	Multiple support teams	Direct operational team access
Operational Ownership	Clear accountability across inventory, accuracy, and SLAs	Fully internal ownership	Shared with facility operator	Shared between account and warehouse teams	Strategic oversight only	Amazon controlled	Split across partners	Clear operational accountability
Scalability Model	Dedicated capacity designed for SKU and volume growth	Limited by internal capacity	Constrained by facility size	Scales through warehouse networks	Scales through partner orchestration	Massive infrastructure scale	Scales through channel splitting	Scales through structured infrastructure
Best For	Growth-stage brands prioritizing control, partnership, and scale	Early stage brands validating demand	Brands moving beyond self fulfillment	Scaling brands needing stable infrastructure	Enterprise level logistics networks	Marketplace focused brands	Multi channel distribution strategies	Growth stage brands needing control + scale