



**LOGISTICS SOLUTION GUIDE:**

# How to Find the Right Air and Ocean Shipping Partner

**In today's connected world, businesses regularly forge international partnerships that require effective shipping strategies — but where do you start when evaluating logistics solutions? A reliable freight-forwarding partner makes the difference between successful strategies and those that come up short.**

There isn't one correct or all-encompassing shipping solution. Your logistics plan should reflect the needs of your company and products. Even within the same industry, differing business models may dictate a company's decision to rely on air or ocean transit. As you launch or expand your freight importing and exporting programs, review these key considerations before moving ahead with a logistics solution.

## What to look for in ocean logistics providers

If you've incorporated ocean transport into your shipping plan, logistics providers make up a key part of your success. As you evaluate companies for this important partnership, look for these qualities:



### 01 | Adaptable offerings

Your ocean shipping needs can change, and your freight forwarder should change with them. Whether you're importing or exporting, sending FCL or LCL shipments, or have unique product needs, **find a shipper that works to understand your challenges — and presents**

### 02 | Additional services

Logistics providers that go beyond simply moving freight can add immense value to your company, from time savings to a reduced workload. Look for companies that provide a full range of logistics services like **end-to-end visibility, purchase order management, and customs clearance** to streamline your shipments and centralize



### 03 | Strategic network

Seek out a partner with a widespread, nimble and unified global network that enables **optimized transportation, creative solutions and enhanced efficiency**. Additionally, strategic carrier partnerships are important for securing optimal pricing and reliable shipping performance. Those companies with a short list of core partners and diverse product leaders are likely to offer better rates and creative,



## What to look for in air freight logistics providers

The simplicity and speed of air transportation makes it an ideal choice for products on tight timelines. While it is generally a more costly option, the right logistics provider can match you to solutions that help you save money — and faster transportation means you can turn inventory more quickly. As you select a freight forwarder, keep these considerations in mind:

### Network leverage

As with ocean freight, an agile worldwide network contributes to the success of air shipments. Select a shipping partner that increases your speed to market through strategic gateways and flexible truck network hubs. Additionally, an expansive cartage footprint enables efficient ground transport, and established capacity with airline partners paves the way for expedited — and better priced — air services.

### Adaptable solutions

Choose a logistics provider that employs custom solutions rather than one-size-fits-all processes. While air may come with higher costs, an experienced, well-connected partner can match you with lower-cost options that better suit your products. Additional services such as end-to-end visibility and customs clearance also add to the value of your logistics provider.

### Service flexibility

As you expand or alter your air freight strategies, you need a logistics provider that can accommodate these evolutions, including sudden shipments with short turnarounds. Your partner should have a full range of domestic and international air shipping options, with tiers of service that provide flexibility for emergency or last-minute shipments.



### Air Freight Options

Whether your freight is moving to domestic or international destinations, AIT's solutions make sure it arrives on time and in great condition.

#### Domestic

- ✓ Same day/next flight out
- ✓ Next day
- ✓ Second day
- ✓ Time-definite delivery
- ✓ Charter services

#### International

- ✓ Elite: 24–48 hours airport-to-airport
- ✓ Premier: 48–72 hours airport-to-airport
- ✓ Economy: 5–7 days

## Selecting a shipping option: ocean vs. air

When companies grow internationally or adjust business models, identifying the correct ocean or air shipping method can be challenging. To determine the best mode of transportation for your goods, here are two important considerations:

### Your budget

Financial constraints constantly occupy the mind of business decision-makers, but it's worth noting that traditional guidelines about ocean and air transit costs may not always apply. While ocean shipping is generally less expensive than air freight, the slower timing of ocean freight may cause missed revenue opportunities — and freight forwarders often reduce pricing for certain trade lanes to attract more business. However, ocean carriers also offer varying transit speeds to better accommodate differing financial and timing needs. Budget should be a factor in your decision, but so should customer expectations and your bottom line.

### Business timelines

Transit time should also be considered in selecting your shipping needs. Though typically more expensive, air transit can arrive in days, whereas ocean cargo can take weeks depending on routing to the USEC or USWC. However, ocean trips between some locations (such as Asia to the United States' West Coast) are quicker than others. Air shipping's pinpointed, airport-to-airport delivery eliminates the need for additional ground transport, allowing you to preserve and capitalize on time-sensitive or fast-moving products.



### Common Ocean Commodities

Ocean transit excels in transporting a wide variety of items — especially those without tight delivery timelines. These commodities are a few commonly shipped via ocean vessels.

-  Freight all kinds (FAK)
-  General department store merchandise (GDSM)
-  Auto parts
-  Plastics
-  Hardware
-  Hazardous materials and dangerous products

With 40 years of logistics experience, AIT creates air and ocean freight solutions that conform to your business' evolving needs. We support shipments across verticals and commodities, with transportation plans crafted to accommodate your products. Our established relationships with ocean carriers and airlines grant us access to steady rates and capacity, which translate to savings and faster transportation for our clients' freight.

**Partner with AIT to expand and enhance both your air and ocean transportation needs. AIT can provide the world class support of a reliable, solutions-oriented logistics partner.**