Dynamic Ship Battle Card

For Microsoft Partners who sell Insight Works apps

Dynamic Ship brings carrier integration, live rate shopping, packing, labels, and shipment tracking into Microsoft Dynamics 365 Business Central. It connects to hundreds of parcel and freight carriers through 26 carrier connectors and is licensed per shipping location, not per user.

WHO TO CALL ON

Companies on Business Central that ship parcel, less-than-truckload (LTL), or full truckload (FTL) freight from one or more shipping locations.

Users are the shipping team and packers at packing stations.

AT A GLANCE

Business Central	Online and on-premises
Licensing	Per shipping location, subscription
User license	Full user or device license, Essentials or Premium
Carriers	Parcel, LTL, and FTL through 26 carrier connectors
Availability	All countries where Business Central is available

What changes when you add Dynamic Ship to Business Central

	Business Central without Dynamic Ship	Business Central with Dynamic Ship
Rate shopping	Checking rates means logging into separate carrier websites and retyping addresses, weights, and dimensions. The lowest cost or fastest service is easy to miss.	Live rates, services, and delivery dates from configured carriers appear side by side on the order or warehouse shipment. Address validation catches a bad postal code first.
Packing accuracy	A mis-pick that reaches the customer costs a return shipment, a replacement shipment, and goodwill.	Packers scan each item into a package on the Package Worksheet. Business Central confirms the item and quantity before the box is closed.
Labels and paperwork	Labels, bills of lading, and customs forms come from different systems, so details get retyped and mismatched.	Labels print singly or in batches, with bills of lading, return labels, and commercial invoices. Customs data fills from item and customer records and goes to the carrier electronically.
Freight charges	Customers, carriers, and order sizes carry different freight terms. Applying markups and discounts by hand leads to undercharging or billing disputes.	Freight rules apply markups, discounts, and flat handling charges by customer, carrier, shipping agent, ship-to address, or order value.

Selling points

Live rate shopping.
Compare services, costs, and delivery dates from configured carriers side by side on the order.

Labels and paperwork in one place.
Print carrier labels, bills of lading, return labels, and commercial invoices from Business Central data.

Licensed per shipping location.
One license covers every user and packing station at a physical shipping location.

Scan-verified packing.
Business Central confirms each item and quantity on the Package Worksheet before the box is closed.

Freight charged as agreed.
Rules apply markups, discounts, and flat handling charges by customer, carrier, ship-to address, or order value.

No other app required.
Dynamic Ship runs on its own, online or on-premises, with license plate handling for packages built in.

Qualify the opportunity

1. Are you on Business Central today, or another ERP system?
2. How many physical shipping locations do you have?
3. Which carriers do you use, and do you ship parcel, LTL, or FTL?
4. How do you compare carrier rates today? Is it manual or automated?
5. How long does it take to produce labels, packing slips, and bills of lading?
6. How many people work in shipping, and in what roles?
7. How do you handle multiple packages per sales order today?
8. Do you ship internationally? How do you prepare customs documents today?
9. Do customers have different freight terms, markups, or handling charges?
10. Will you run Business Central online or on-premises?

Common questions

Does it run on Business Central online?
Yes. Dynamic Ship runs on Business Central online and on-premises.

What Business Central license is needed?
Each user needs a Business Central full user license or device license, on the Essentials or Premium tier.

Are carrier connector fees included?
No. Rate shopping and labels run through third-party carrier connector providers, which bill their own fees outside the Dynamic Ship subscription.

Does it handle international shipments?
Yes. Commercial invoices print from Business Central data, and customs data from item and customer records goes to the carrier electronically.

How is it licensed?
One license for each physical shipping location. Business Central locations at the same address share one license, covering every user and packing station there.

Which carriers does it connect to?
Hundreds of parcel, LTL, and FTL carriers, through 26 carrier connectors.

Does it need other Insight Works apps?
No. Dynamic Ship does not require any other Insight Works app, and license plate handling for packages is built in.

> **Customer only needs basic parcel shipping?** Position Order Ship Express, Insight Works' entry-level shipping app, for domestic parcel shipping with up to three carriers. This is a completely free app from Insight Works for Business Central. Dynamic Ship adds rate shopping, LTL and FTL freight, international shipping, and freight charge rules.

Resources

Sales kit: insight-works.com/partner-hub/dynamic-ship

App page and demo: insight-works.com/apps/dynamic-ship

Datasheet: Dynamic Ship datasheet (PDF)

Partner hub: insight-works.com/partner-hub

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For a pre-sales meeting, a demo, or implementation guidance, send a message at insight-works.com/partner-hub/contact.

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