

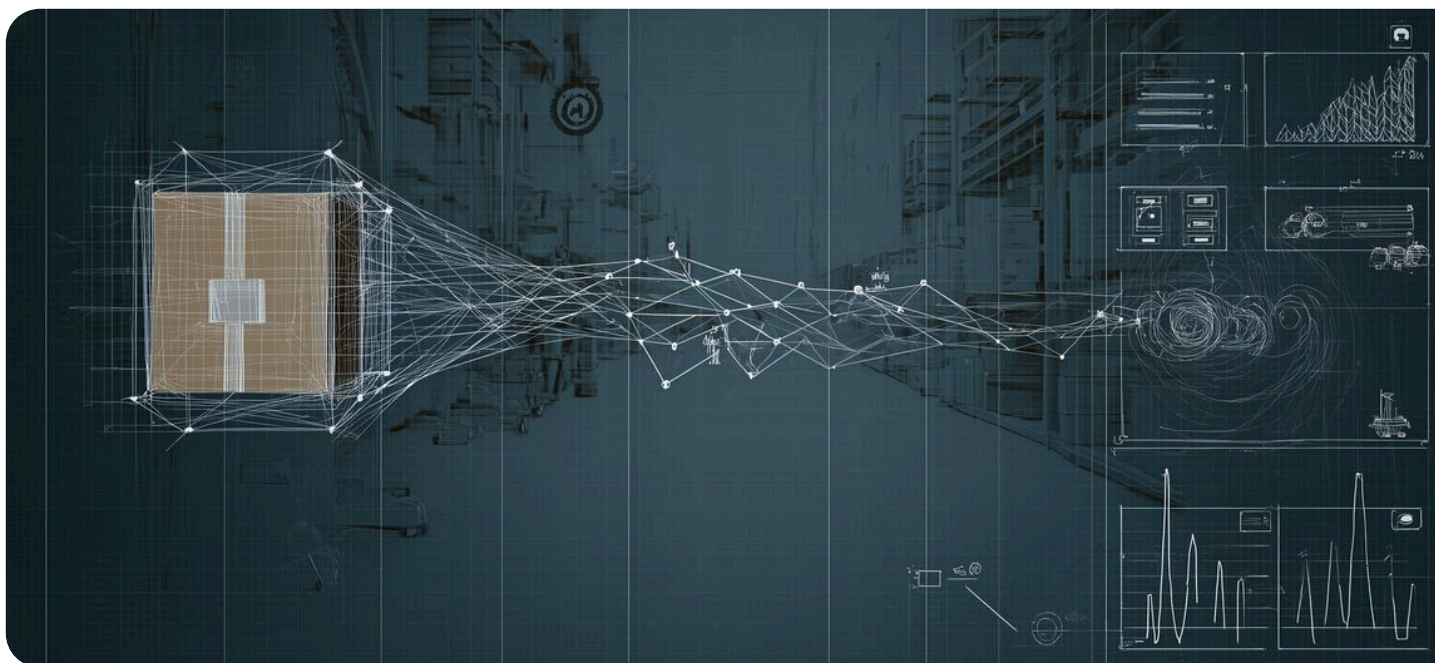
# Product Roadmap 2025



Connected simplicity.

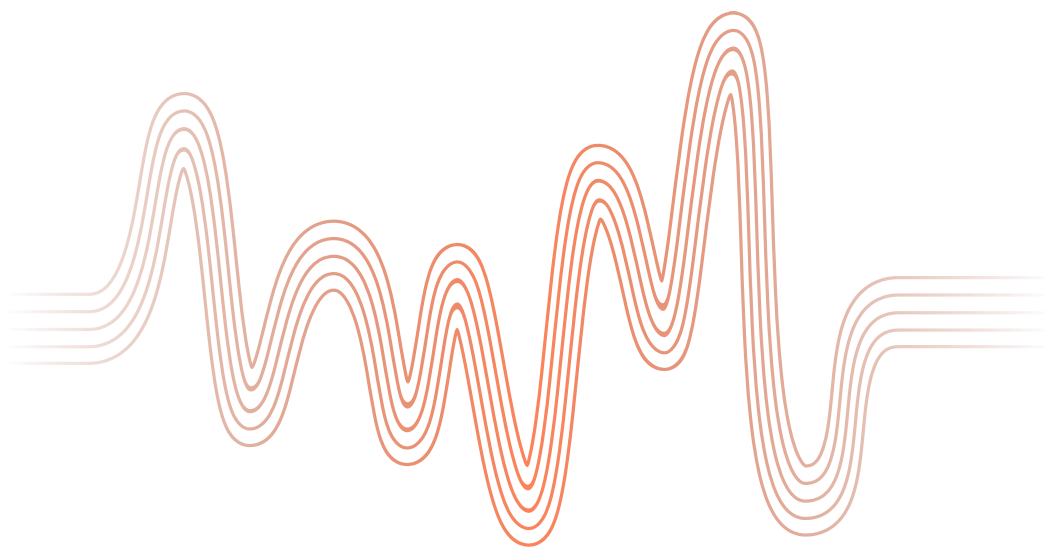
Version 1.2 – July 2025

Sorted 



At Sorted, we're building **a unified ecosystem for smarter delivery management**, where every product plays a role in streamlining logistics, empowering teams and elevating customer experiences.

Our focus is on connected simplicity, bringing together previously separate tools like Ship and Track into seamless, interoperable platforms through the submission of Shipping Data Units (SDUs). This consolidation eliminates silos, reduces friction and allows retailers and carriers to operate with greater agility and confidence.



## Across the board, we are ...

**Automating the complex:** From rate card reconciliation to carrier allocation, we're removing manual steps and replacing them with intelligent automation.

**Prioritising transparency:** With initiatives like ShipLedger and carrier health reporting, we're creating visibility and trust across every transaction and interaction.

**Standardising for scale:** OpenShip lays the foundation for industry-wide integration, helping our customers and partners scale effortlessly across borders and platforms.

**Driving performance with data:** Real-time insights, smart filters and proactive monitoring ensure our users stay in control and ahead of the curve.

**Pricing with purpose:** Our new Action Transaction Unit (ATU) framework creates transparent, usage-based pricing that reflects actual system use rather than arbitrary per-label charges. Like a smart energy meter for delivery management, ATUs ensure customers pay fairly for what they use while rewarding efficient usage patterns. This approach aligns our costs with customer value, creating sustainable growth for everyone.

Whether it's through smarter shipping tools, proactive tracking or powerful APIs, our product ecosystem is designed to help retailers move faster, operate smarter and deliver better –

**today and into the future.**

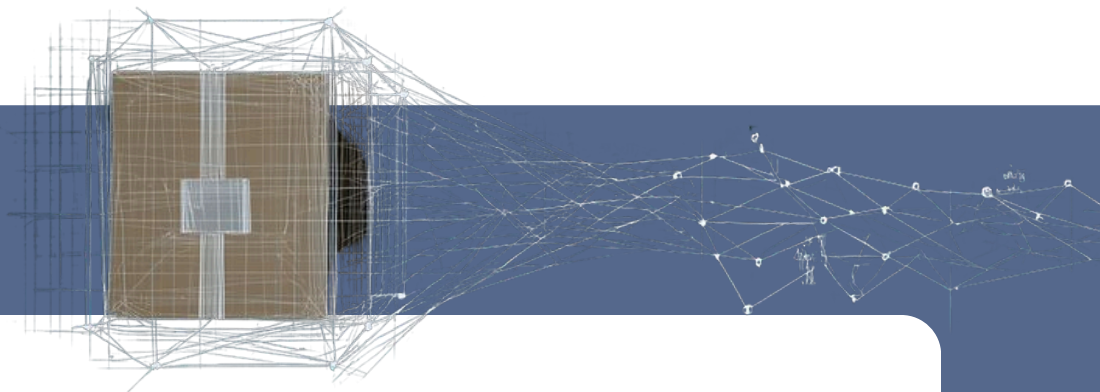


# Ship.

We're making enhancements to provide greater control and confidence in delivery decisions.

We'll introduce smarter, more intuitive tools for setting inclusion and exclusion conditions, ensuring quick identification of the best delivery options. We're exploring innovative controls that simplify complex decisions, helping manage deliveries more efficiently. With these improvements, our Rules service will become more powerful and user-friendly.

We're also making it easier to manage shipments with enhanced allocation rules. This streamlined, easy-to-use setup simplifies the process, boosting efficiency, accuracy and confidence in shipping decisions.



There's been some talk about Shipments and Consignments being two separate products, but that's not the case. We continue to unify Shipments and Consignments into one powerful system, with Ship at its core, centred around Shipping Data Units (SDUs). Think of an SDU as a box filled with data that includes things like shipping dates, addresses, weights and dimensions. The Ship product processes this data and adds more details, such as tracking information and audit history. **This simplifies operations with smarter automation, a seamless transition and easy migration.**

We're making Ship more intuitive and easier to manage by providing more control and feedback, offering configurable templates and seamless migration tools so you can save time, reduce manual work and focus on driving efficiency in your shipping operations.

# Track.

We're enhancing shipment notifications with a new feature called Custom Event Filters.

This provides more control over what gets sent and when, ensuring customers get the right updates at the right time. With the ability to manually trigger notifications, you can prevent duplicates and keep communication clear, creating a smoother delivery experience

We're upgrading our API file processors. This means accelerated handling, consistent data and more intuitive future updates, ensuring a smoother experience with fewer disruptions.

**Stay informed with precise tracking information.**

Wondering how to spot when a carrier goes dark? We have a solution. We will develop a robust **Carrier Connector Health Reporting system** that will empower businesses with a proactive, real-time system that seamlessly monitors carrier connections and tracking event volumes, ensuring optimised performance, swift issue resolution and uninterrupted operations.

We're enhancing our core functionality to allow the processing of **carrier tracking data via webhooks**, enabling us to receive real-time data pushed directly from carriers, rather than the usual approach of batched information at regular intervals.

This means instant, actionable insights. CitySprint will be the first carrier we will implement this feature for, with Evri expected to follow later this year.

# Insights.

We're revolutionising how customers access and utilise their logistics data with Sorted Insights.

This moves beyond static reporting to dynamic, actionable intelligence that drives business decisions. Built on the proven DIKW framework (Data, Information, Knowledge, Wisdom), Sorted Insights offers a structured progression from basic visibility to strategic decision-making capability. Our free Data tier provides essential performance metrics, while our Information and Knowledge tiers unlock advanced analytics, interactive filtering, and deep operational insights.



**Six unified reports** replace hundreds of individual files, with refresh times reduced from hours to minutes.



**Retail calendar standardisation** is an industry-leading approach to consistent period-over-period comparisons.



**Unified analytics** provides a single platform for both Ship and Track performance insights.



Scalable access in the form of free essential metrics to **comprehensive data extraction** capabilities.



# Insights.

What's next? We're enhancing Sorted Insights with advanced analytical features and flexible data delivery options that adapt to how customers work.



**Enhanced knowledge tier.** We'll introduce sophisticated analytical capabilities including peak performance analysis, carrier traffic insights, and standard deviation monitoring to identify operational anomalies before they impact customer experience.



**Wisdom data transfer.** Customers will receive their data exactly how they need it – via email, customer-hosted SFTP, or Sorted-hosted SFTP – with configurable frequency, custom field selection and flexible date ranges. This eliminates the manual overhead of report generation while enabling seamless integration with existing data warehouses and business intelligence platforms.



**Retail calendar expansion.** Building on our innovative retail calendar approach, we'll add flexible calendar options enabling customers to view performance through both retail and traditional calendar lenses, maximising analytical flexibility.

# Carriers.

**We're strengthening our foundation to make carrier integrations faster and more reliable.**

Our improved architecture uses modular components that work across different carriers. This reduces the time needed to bring new services online and makes maintaining existing connections simpler.

**This means faster onboarding, fewer disruptions, and smoother operations as your shipping options expand.**





## **We're adding DPD Lite to your carrier options.**

This streamlined service focuses on lightweight parcels that need reliable delivery without premium features. You'll have more cost-effective choices for everyday shipments, helping you match the right service level to each order while keeping expenses sensible.

**This integration expands your shipping flexibility without adding complexity to your operations.**



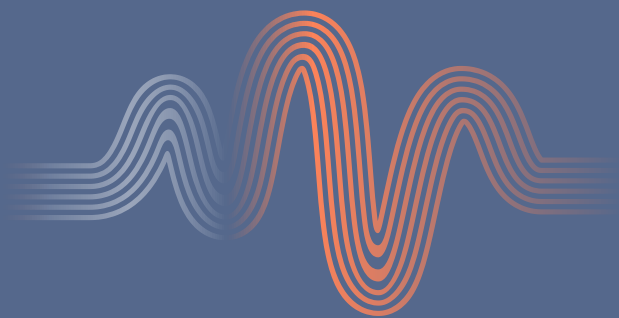
## **What's next? We're bringing Parcelforce under the Royal Mail umbrella within our platform.**

**This consolidation means you'll access both services through a single, streamlined connection instead of managing separate integrations.** You'll have Royal Mail's standard services alongside Parcelforce's specialist options – from next-day delivery to heavyweight parcels and out-of-home delivery points – all managed through one interface.



**We're rebuilding our FedEx connection for better reliability and faster processing.** The new REST-based integration uses modern security standards, making connections more secure and onboarding simpler. You'll have access to FedEx's full range of domestic and international services, including the popular International Connect Plus offering.

# ATUs: Fair, transparent pricing.



**Traditional logistics pricing doesn't reflect reality.** Two customers generating vastly different system loads pay identical per-label rates, creating unfair scenarios where efficient users subsidise inefficient ones.

**Our Action Transaction Unit (ATU) framework changes this.**

**ATUs measure actual system usage** – API calls, webhooks, processing tasks – ensuring transparent correlation between utilisation and cost. You purchase ATUs at a fixed exchange rate, with each action consuming a predetermined amount based on computational cost.

**Monthly usage statements** break down your ATU consumption by action type, showing exactly where your costs come from. Track patterns, spot inefficiencies and optimise your integration accordingly.



**Transparency:** Clear connection between usage and cost with detailed consumption tracking.



**Control:** Optimise your integration patterns to reduce ATU consumption.



**Fairness:** Pricing reflects actual system utilisation, not arbitrary metrics.



**Sustainability:** Revenue model aligned with operational costs, ensuring platform longevity.

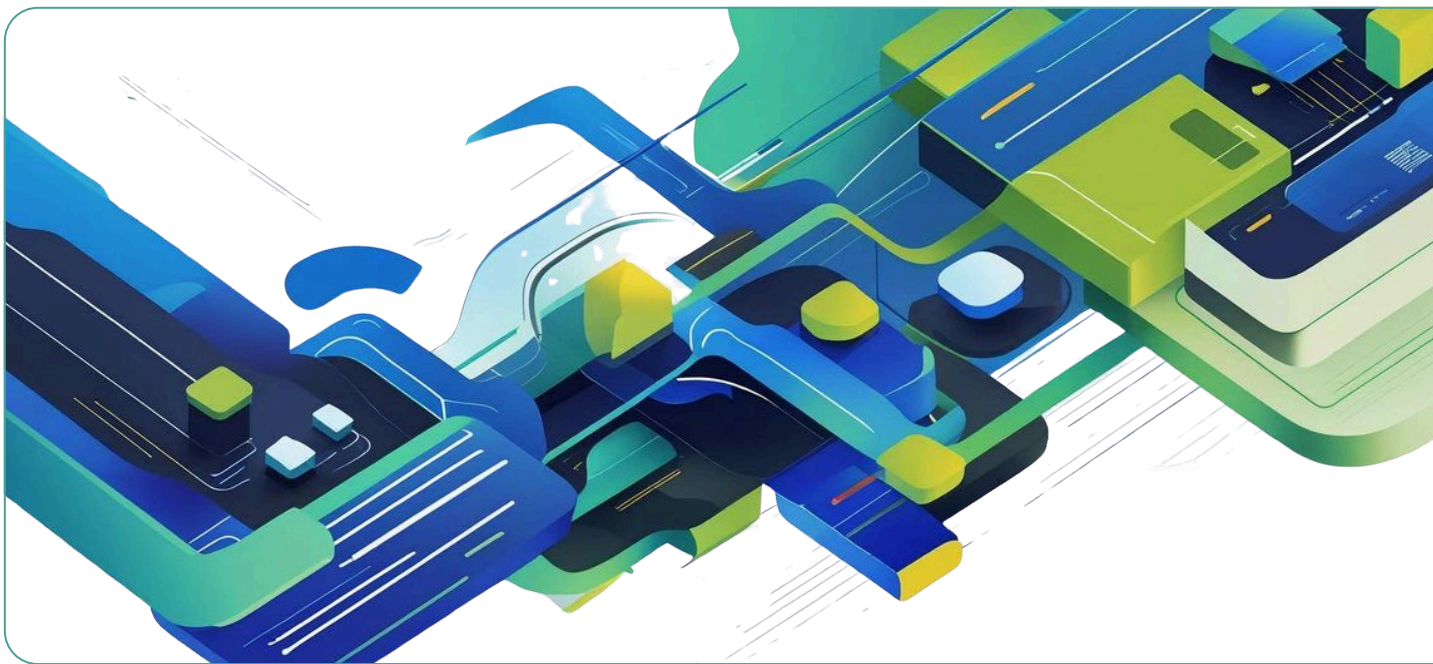
ATUs mean **fair charging** with unprecedented visibility and control over your logistics technology costs.



# Product Roadmap ... the future.







## Ship and Track.

Say goodbye to the hassle of logging into two separate products. Our unified platform seamlessly integrates Ship and Track into a single, powerful solution. One product, zero friction. The smarter way to manage your shipping operations.



**One platform, total control.** Manage shipping and tracking effortlessly from a single interface, reducing complexity and saving valuable time.



**Streamlined operations.** Monitor and control all shipments and tracking data with just a few clicks, improving efficiency and boosting productivity.



**Frictionless experience.** No more switching between systems – just one product designed to simplify your logistics.

## ShipLedger ... bringing transparency, trust and automation to shipping costs.

ShipLedger is the next evolution of shipping cost visibility and automated reconciliation, designed to align retailers, carriers and Sorted in a seamless, trusted ecosystem.



**End-to-end visibility.** Gain real-time, trace route-style tracking of Shipping Data Units (SDUs) through Sorted.Ship, ensuring full transparency into carrier allocations.



**Automated self-billing.** Eliminate invoice matching, disputes and payment delays. ShipLedger automatically reconciles SDU allocations, rate cards and supplementary charges, ensuring retailers pay correctly and carriers get paid faster.



**Build on trust and accuracy.** Say goodbye to overcharges, double billing and opaque processes. With automated validation and a structured audit trail, ShipLedger ensures fair, frictionless transactions for all stakeholders.

With ShipLedger, retailers gain confidence in their shipping costs, carriers receive accurate and timely payments, and Sorted solidifies its role as the trusted orchestrator of the delivery experience.

**Ship smarter. Pay faster. Trust completely.**



## OpenShip ... the global standard for smarter, greener shipping.

OpenShip is the first open, universal standard for parcel shipping, designed to streamline data exchange, enhance interoperability and eliminate inefficiencies across retailers, carriers and logistics platforms – while reducing environmental impact.



**One language for shipping.** OpenShip defines a common API specification for Shipping Data Units (SDUs), enabling seamless integration across all carriers, retailers and logistics platforms.



**Global interoperability.** OpenShip ensures cross-border compatibility, making international shipping easier and more efficient than ever.



**Load balancing and sustainability.** By enabling cross-carrier optimisation, OpenShip helps carriers avoid running half-empty vehicles past each other, reducing wasted capacity, improving fill rates and cutting unnecessary emissions.



**Future ISO standard.** OpenShip is built for industry-wide adoption with the goal of becoming an ISO-backed framework that sets the foundation for transparent, efficient and scalable logistics.



**Optimised for efficiency.** Reduce costs, eliminate data mismatches and drive smarter routing, pre-labelling and carrier selection using OpenShip's standardised approach.



**A greener supply chain.** By minimising duplicate routes and empty miles, OpenShip helps the industry lower its carbon footprint while improving profitability.

**Open. Standardised. Sustainable.**

## AutoShip AI ... the future of hands-free shipping optimisation.

AutoShip AI is your always-on, intelligent autopilot for shipping operations, designed to eliminate manual admin, prevent costly mistakes, and optimise performance in real-time.



**AI-driven configuration.** Tell AutoShip AI what you want in plain language and it automatically adjusts settings, rules and rate cards without you lifting a finger.



**Anomaly detection and prevention.** AutoShip AI constantly monitors shipping data, detects errors and prevents overcharges or inefficiencies, ensuring smooth operations and protecting your bottom line.



**Autonomous decision-making.** Built on ShipLedger and SDU tracking capabilities, AutoShip AI learns from patterns and proactively optimises carrier allocations, costs and payments before issues arise.



**Effortless optimisation.** No more manual intervention, late-night admin or config headaches – AutoShip AI keeps your shipping engine running at peak efficiency, 24/7, without fatigue.

**AI-powered. Always learning. Never tired.**

**Connected. Intelligent. Fair.**

**This roadmap is our blueprint for transforming how logistics works.** Every enhancement, from real-time carrier health monitoring to predictive analytics, serves one goal: making delivery management simpler, smarter and more transparent.



We're building towards a future where shipping operations run themselves, where pricing reflects actual value, and where every stakeholder – retailers, carriers and customers – benefits from seamless, intelligent logistics.

**The journey continues, and it's  
just getting started.**

**Sorted**

Sorted Group Holdings Plc

5th Floor Chancery Place  
50 Brown Street  
Manchester M2 2JG  
United Kingdom

LSE:SORT

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