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Note from the Editor

Welcome to the Magaya Insider. Would instant alerts help your company process customer requests faster? The built-in "System Alerts" feature in all Magaya software can notify you or any employee when a customer places an online order or other LiveTrack transaction. See this month's how-to tip to learn more.

Patrick Oliva, founder of Simple Freight Solutions, started from a home office, but now is doubling his warehouse space to handle the increased volume that each year has brought his New York logistics company. Read more about it in this month's case study. Join us in welcoming our newest members of the Magaya Network Community. See our New Customer page to see who is in your destinations.
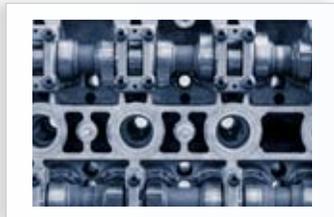
Topics

How To Set Up and Use System Alerts

This tech tip explains how to set up and receive alerts in your Magaya system whenever your customers place requests online. Options include receiving alerts via email or as a Task sent to yourself or any employee in your Magaya system.

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Simple Freight Solutions

Simple Freight Solutions, Inc. is a licensed and certified NVOCC, OTI, and IAC for domestic and international shipping. Based in Bohemia, New York, Simple Freight handles all modes of international transportation and transports dangerous goods (...)

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In the Works

New Magaya LiveTrack Enhancements: Supported on Multiple Browsers and Platforms

In response to customer requests, we have made Magaya LiveTrack available on more browsers that just Microsoft's Internet Explorer web browser and on more platforms than Windows.

We've created a totally new Rich Internet Application that looks and feels like an actual desktop application. We've completed developing almost all the features except for few more plug-ins that we'll add over the next months. New features include:

- The ability for tracking users to create and save their own views which include the selection of columns and filters
- A dashboard showing the most recent transactions in each category
- Performance optimizations that only download a transaction until the moment the user wants to see it
- Multi-language support - now in English, Spanish and Portuguese

The application will be released in Beta status while we get feedback from users.

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How To

Set Up and Use System Alerts

This tech tip explains how to set up and receive alerts in your Magaya system whenever your customers place requests online. Options include receiving alerts via email or as a Task sent to yourself or any employee in your Magaya system.

How are alerts useful? Let's look at an example:

When a customer makes a payment online, the System Alert feature automatically notifies you. This ensures the customer's transaction gets immediate attention. No more delays from manually checking lists.

This alert feature is included in all Magaya software. In a few steps, you can set it up and use it right away.

1. Set Up System Alerts

To set up an alert, follow these steps:
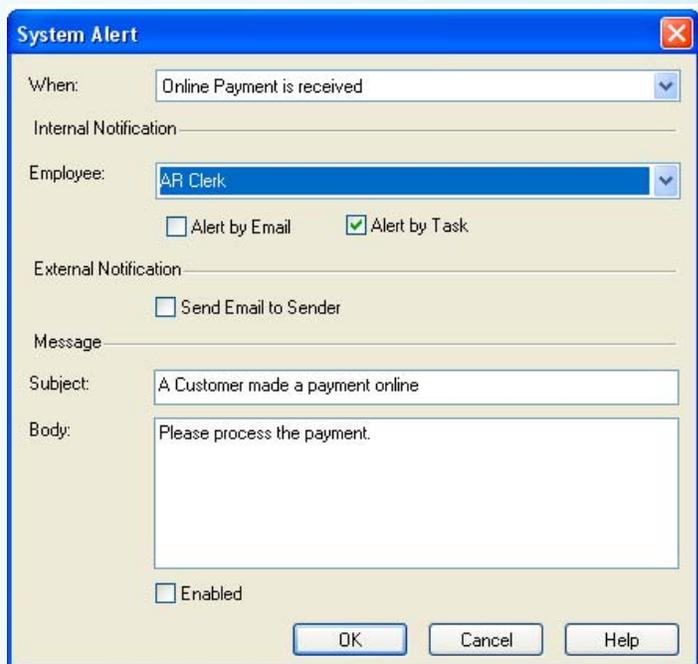
1) Go to Maintenance > Configuration > System Alerts
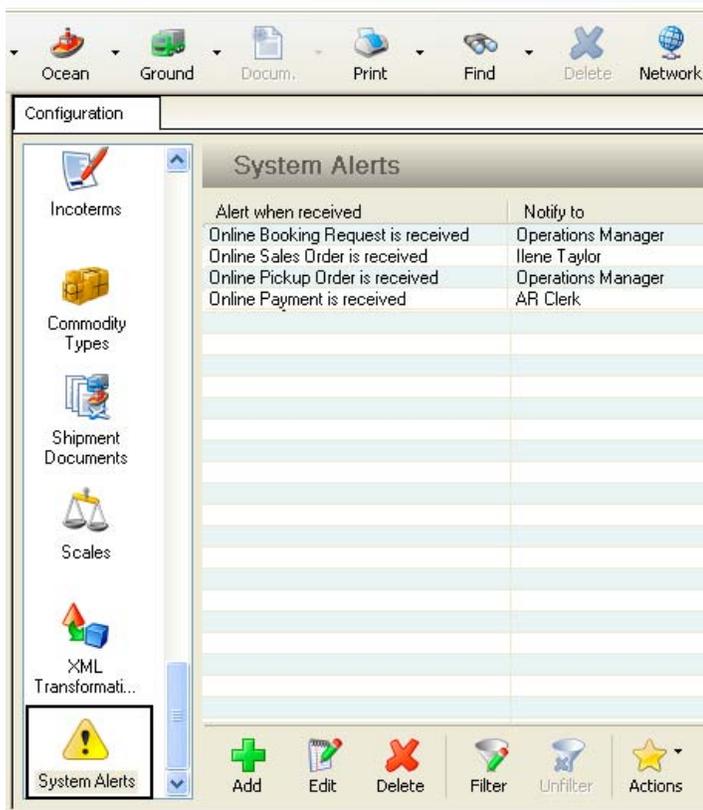
2) Click the "Add" button to open a new dialog box to set up the alert.

3) In the System Alert dialog box, select the options you want:

- The "When" field contains many options. This example shows "Online Payment is received" was selected. Other

options in the dropdown menu include notices when a customer makes other online transactions such as place a booking request, sends you shipping instructions, requests a pickup or cargo release, or places a sales order online. Other options notify you if a recurrent transaction was automatically generated, or if a shipping order or warehouse receipt arrived via the Magaya Network.

- Employee: Select the employee to notify. Alerts can be sent to the employee via email or as a Magaya Task. If the employee does not have an email address in their profile, the email option will be grayed out. The Email option is useful to ensure you receive a notification even if you are away from your Magaya system, especially if you receive email messages on your mobile phone.

- The External Notification will send email notice to the sender, i.e., the person who placed the order online or who created the transaction.

- Type in a Subject line and the body of the message to say what you want to be done with the alert. This is the message the employee will see.

- Check the "Enabled" box. This will activate the alerts for this employee.

- Click OK to save.

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How To

2. Using the Alerts

The system will automatically send an alert when the selected transaction type is created.

After the notice is received for the online payment example (at the beginning of this tech tip), complete the alert, and deposit the funds in your account as you normally would when processing a check mailed to you.

For all alerts that are sent as a Task, the employee receives a pop-up notification in their Magaya Explorer. When the Task is completed, it appears in the "History Tasks" list under the Tasks folder. ■

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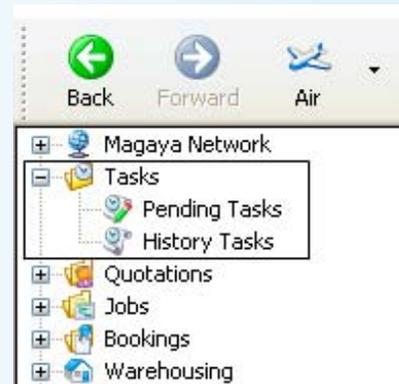
New Customers

New Customers in March
Magaya Corporation welcomes the following 25 new customers who joined the Magaya Network Community

In Florida:

- AB Group Shipping, Corp., Miami
- Alfa Logistics Corp., Doral
- Franco Shipping Group, Medley
- COR Corporation, Miami
- FastPack Miami, Miami
- Global Zoom Logistics, Miami
- Super Trading USA, Doral

In New York:

- Argos Group Inc. (NY), Jamaica
- Grandbelle International, Valley Stream
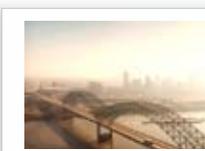- Schaefer Trans Inc., East Rockaway

In Texas:

- Blue Label Products GP, LLC, Houston
- Global Transit Shipping Co., Inc., Houston
- Hont Global Services, Stafford

In California:

- MG Logistics, Carson

In Tennessee:

- OHL, Brentwood

In the Caribbean:

- AMC Cargo Services, Inc. Willemstad, Netherlands Antilles
- Freeport Ship Services, Freeport, The Bahamas

In South America and Central America:

- CCS Global Logistics S.A., San Jose, Costa Rica
- Colon Cargo Center, Panama City, Panama
- Contopsa, San Antonio, Chile
- Full Line Agenciamento de Cargas Ltda., São Paulo, Brazil
- Global Zoom Venezuela, Caracas, Venezuela
- Top Marine Logística, São Paulo, Brazil

In In Asia:

- AB Forwarding Beijing Office, Beijing, China
- Argos Group Inc. (HKG/SHA), China

We welcome our new members and look forward to working with each company. See the profiles of the new customers in the Magaya Network Communication Center in your Magaya Explorer interface to find and connect with new partners in our unique network.

Be sure to join us on our LinkedIn Group: The Magaya Network Community!
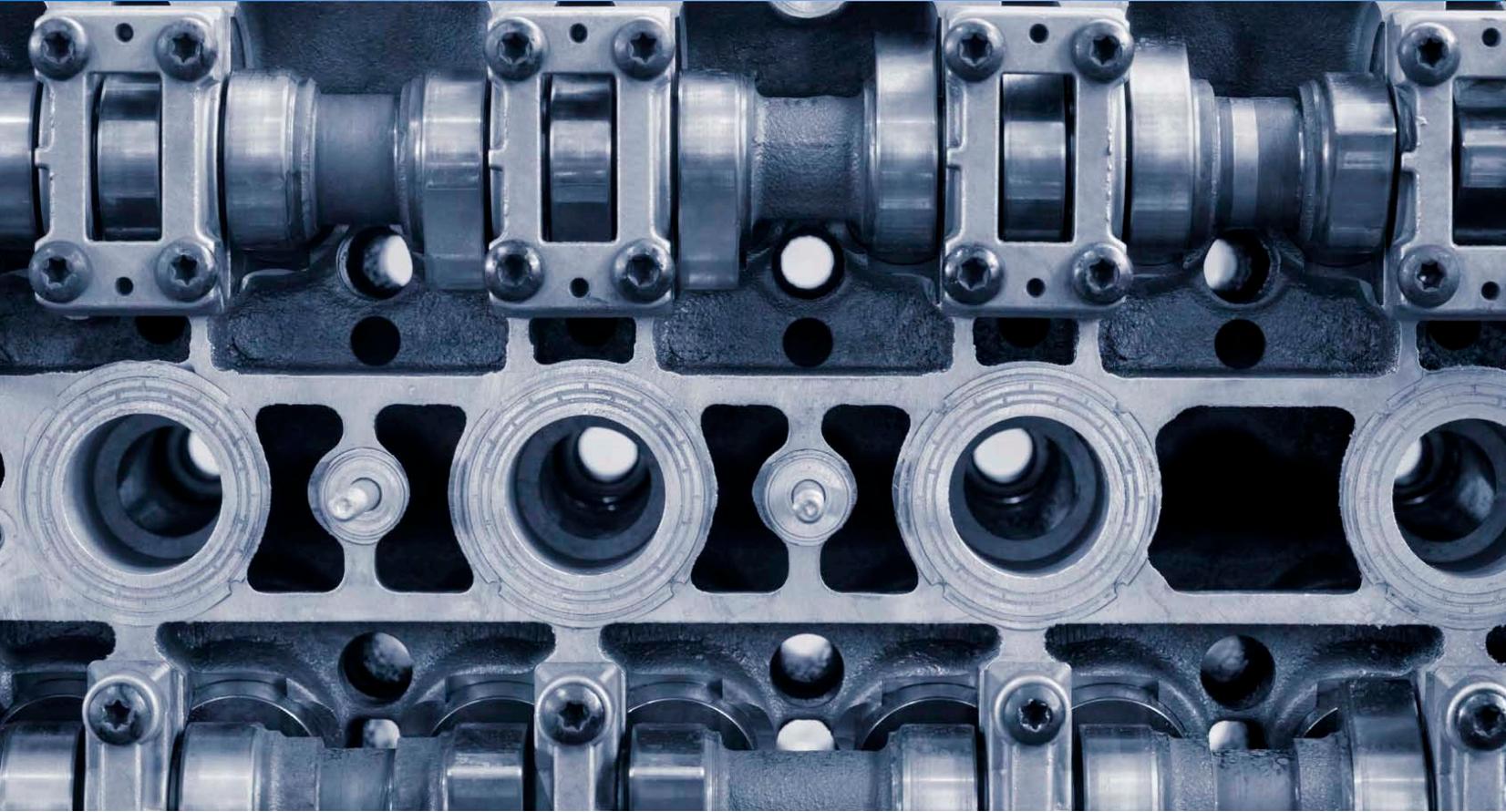
Handling Fragile Medical Devices, Diesel Pumps, and More

Accurate Weights and Measurements Save Money and Speed Up Shipping

Surrounding his company with a quality network of reliable partners has made business success for freight forwarder owner and operator Patrick Oliva.

> *I believe very strongly that personal service is the key to success.*
>
> Patrick Oliva, Owner, Simple Freight Solutions

Magaya ®
Logistics Software Solutions

At a Glance

Simple Freight Solutions
www.simplefreightsolutions.com

Industry
Freight Forwarder

Solution
Magaya Cargo System

Simple Freight Solutions, Inc. is a licensed and certified NVOCC, OTI, and IAC for domestic and international shipping. Based in Bohemia, New York, Simple Freight handles all modes of international transportation and transports dangerous goods, project cargo, perishables, food products, medical equipment and other cargo. They are also a member of the WCA Family, the World Cargo Alliance.

Challenges

When Patrick Oliva started his freight forwarding business out of his home office in 2008, he did not imagine his company would grow so much that he'd move four times in four years and be doubling his warehouse space by the summer of 2012. The company, Simple Freight Solutions, went from Mr. Oliva's hometown of Bohemia, New York, on Long Island, to renting space at the John F. Kennedy International Airport and back to Bohemia.

He chose to return to his neighborhood of Bohemia when he purchased trucks and courier vans for his business and he calculated the cost of the commute to realize he could save 70% in overhead compared to renting space and commuting to JFK.

Saving money is a key component of managing a small business well, as is having the right partners and technology. Mr. Oliva was using a different logistics software but soon switched to the Magaya Cargo System when a friend showed it to him. "When I evaluated the system, I fell in love with it. It's colorful and easy to use. Not just that, but all the capabilities and the help from my salesperson and the Tech Support team – they really make you feel like Magaya's got your back."

Shipping All Kinds of Freight

Approximately 70% of the business at Simple Freight Solutions is imports sent from Asia to the West Coast of the U.S. The other 30% is exports. Commodities they ship and store raw materials for foods; and medical devices. One of their customers from Holland imports pump assemblies to the U.S. to be used to deliver DEF (Diesel Exhaust Fluid)

solution to a vehicles holding tank. This is now required for old and new diesel vehicles to help reduce harmful emissions and meet the Environmental Protection Agency's (EPA) regulations.
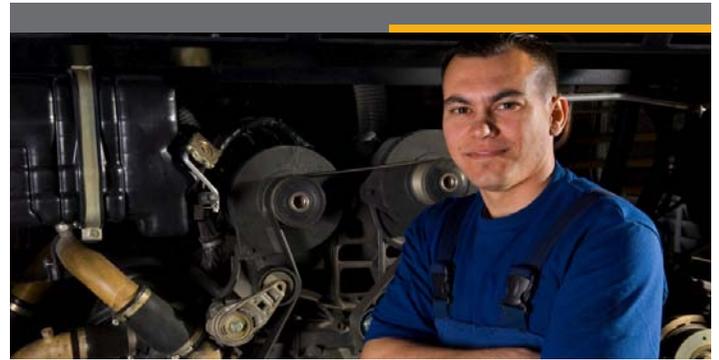
Simple Freight works with FedEx and LTL or FCL carriers (Less Than and Full Container Loads) to provide domestic and international shipments, in addition to using their own trucks for deliveries.

Simple Freight Solutions also offers custom crating and packing. For customers who need help with the U.S. Customs Trade Partnership Against Terrorism (C-TPAT) certifications or classifying commodities, Simple Freight Solutions offers customers a specialist who ensures the correct HTS codes (Harmonized Tariff System) are used for duty rates and that filing of entries with Customs is done correctly.

They also provide warehousing services to their customers. "We can give our customers the visibility and inventory control and show them the documents they need to see for their business," Mr. Oliva said. Simple Freight Solutions also uses the online tracking called Magaya LiveTrack, which is included with all the software. "With the tracking, we can offer our customers one-stop shopping: They can see what's been received, what's in transit, what's delivered. All they need is a user name and password."

Using Features as They Grow

"When I started my business, I didn't use the inventory item definitions," Mr. Oliva said. "But as the company grew, we started to use them," Mr. Oliva said.

The software enables the user to define and save an Inventory Item Definition that includes details about cargo items received regularly such as part numbers, the manufacturer, dimensions and more. When a bar code for a defined item is scanned, the details populate in the software, speeding up cargo receipt, movements, packs and loads, and shipments and reducing errors.

Mr. Oliva explained that the variety of software features helps his business as it grows. "Some features we don't use right now, but we know they are there when we need them. We won't have to buy a new program in the future."

One of the software features they are taking advantage of now is the Custom Fields feature. An example of how they use this feature is how they handle shipments and returns for their Dutch customer that ships diesel pump assemblies. All the parts have serial numbers. These numbers must be tracked in the system in case of a return. If a pump or accessory malfunctions, it must be returned and replaced. The return and replacement parts must be tracked by Simple Freight and made available to the customer to see online. All this data is managed in the Magaya Cargo System and can be included in reports.

The reports that Mr. Oliva creates from the inventory data and accounting data include a P&L report (profit and loss) and reports that show how many shipments they are processing for a specific client. "The report can be as specific as we like," he said. "Whatever the needs are, the capabilities are there. And it only takes a couple of clicks."

A Simple Solution

Despite the economic downturn of the past few years, Simple Freight Solutions has grown. When asked about his success, Mr. Oliva attributes it to "good old fashioned hard work and customer service. It's that simple."

"We also surround ourselves with partners in the industry that meet or exceed our standards of service," he said. "I believe very strongly that personal service is the key to success. No matter if a customer brings in a small amount of revenue or a large amount, they still get the same quality service."

"Magaya is a partner that helps us get everything done," he said.

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