



Note from the Editor

Welcome to the *Magaya Insider* for November 2011.

If your logistics business is growing, and you are offering more services to your customers – or looking to attract new customers – then consider the benefits of using the Magaya Supply Chain Solution. This month’s how-to article gives you a brief overview of the benefits and steps needed to upgrade from the Magaya Cargo System.

This month’s case study features Americar Global Logistics of Miami. AGL has over 20 years of experience and specializes in shipping to countries in the Caribbean and Central America such as Jamaica, Barbados, Trinidad and Panama. ■

Topics

[How to Upgrade to the Magaya Supply Chain Solution](#)



If your logistics business is growing, and you are offering more services to your customers - or looking to attract new customers - then consider the benefits of using the Magaya Supply Chain Solution. When you upgrade from the Magaya Cargo System to the Magaya Supply Chain Solution (...)

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[Americar](#)



Americar Global Logistics of Miami, FL, has over 20 years of experience shipping by ocean, air and ground. Their services include online pickup requests and shipment tracking, warehousing and consolidation. (...)

[Read More +](#)

In the Works

Spanish Language Version of Magaya.com Coming Soon

As part of our commitment to provide the best service to our current and prospective customers, we will soon be launching a Spanish language version of our corporate website.

Just as our logistics software makes global trade easier and faster, our bilingual website is designed to make it easy to find information about our products and company quickly.

Magaya Corporation serves a worldwide community of users in over 55 countries. The headquarters of Magaya is in Miami, the gateway to Latin America, and many of our Miami-based customers serve clients in the Caribbean and in Central and South America. The Spanish language version of the website will better serve our customers, agents, and others in these regions and around the world.

Our software is currently available in English, Spanish, and Portuguese. As we continue our

commitment to innovate not only our software and the Magaya Network that our software is built on, we also bring our creative energy and drive to provide the best software services and to reach more people in more places. Moving toward that goal, the Spanish language version of Magaya.com is just part of a larger translation project started in 2011. As Magaya Corporation expands to a more global market, future plans include translating all our user manuals into Spanish. We will also provide materials in Portuguese to reach our growing client base in Brazil and other countries.

The Spanish language version of the website will be accessible by clicking the flag of Spain that will be on the top of every page. Keep an eye on the website for the upcoming launch! ■

[Artículo en Español en la página 3](#) ▶

New Customers in October 2011

Magaya Corporation welcomes 19 new customers who joined the Magaya Network Community

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Upgrade to the Magaya Supply Chain Solution

Chart 1

If your logistics business is growing, and you are offering more services to your customers - or looking to attract new customers - then consider the benefits of using the Magaya Supply Chain Solution. When you upgrade from the Magaya Cargo System to the Magaya Supply Chain Solution, you get benefits and additional functionality such as:

- Create Quotations and convert them into Sales Orders
- You can process Sales Orders in your Magaya system, or your customers can send them to you online by logging into Magaya LiveTrack to place orders in your online store
- Create a Cargo Release or Shipment transaction from a Sales Order
- You can process Purchase Orders (PO's) in your Magaya system, or your customers can send them to you online via LiveTrack or by connecting with the XML API for EDI
- Convert PO's into Pickup Orders or Warehouse Receipts
- Create a Bill from a PO
- Use the Jobs feature for project management
- Add the Magaya WMS Mobile application to your Magaya Supply Chain Solution and speed up receipt of cargo, movements of items, tasks such as Picks and Loads, and shipping tasks

A typical wholesale process is illustrated in [chart 1](#)

The Magaya Supply Chain Solution is designed for wholesalers who own and resell inventory, and for distributors and logistics providers who do not own inventory but provide other logistics services. The software uses Inventory Item Definitions for items you receive regularly. The item definition contains details such as item dimensions, the part number of SKU, the manufacturer, the expense and income accounts that are assigned to that item, and other details specific to your business. You can also set up a low-inventory alert notice. As a result of the item definition, the item data does not have to be entered manually each time it is received.

For distributors and logistics providers, you can use the Magaya Supply Chain Solution to manage the entire process of handling cargo and inventory items for your customers. The software has features for each step in the process, including cargo reports and financial reports, as [chart 2](#) illustrates.

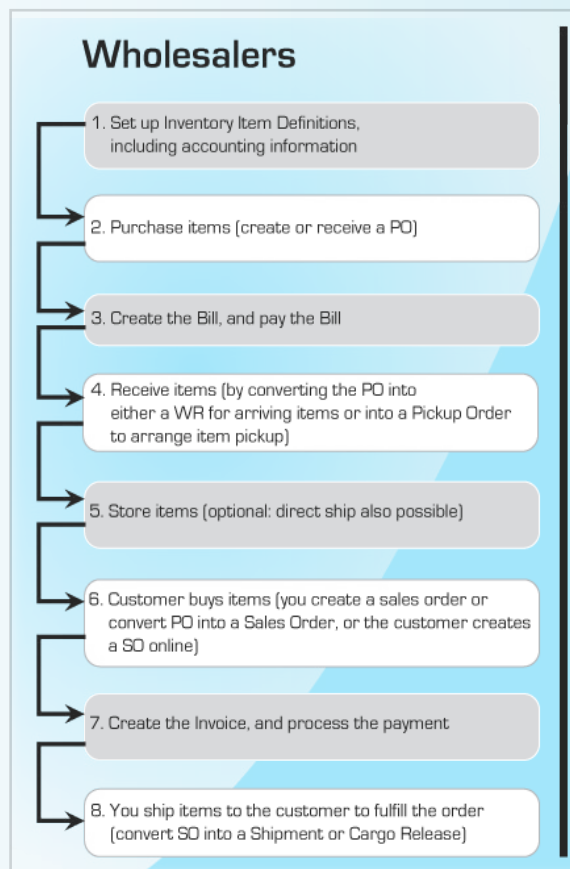
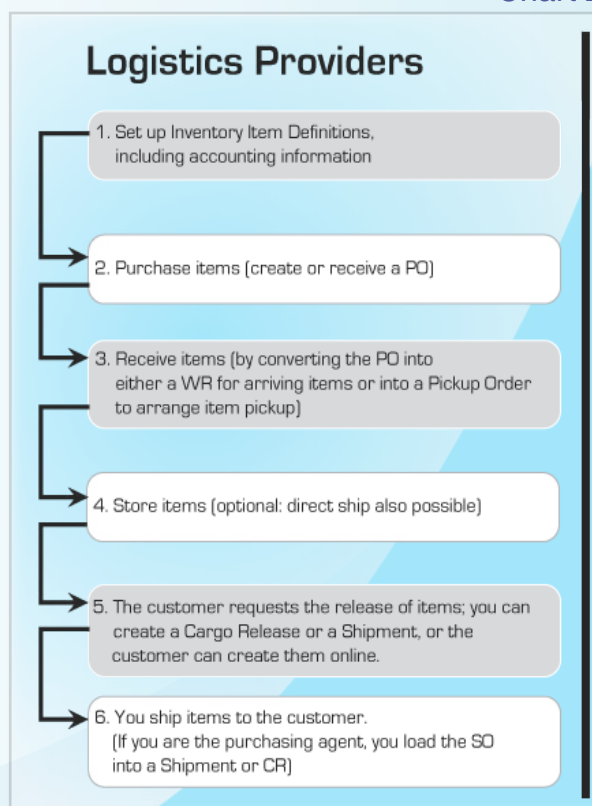


Chart 2

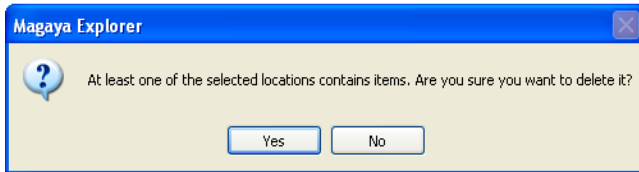


Tips for Migrating your Data from the Magaya Cargo System to the Magaya Supply Chain Solution:

Before you begin to migrate data, you may need to delete some locations from your Magaya Cargo System if you will not use those locations in the new software program.

All items that are in a location that you delete will then be available to move to new locations. Follow these steps in your Magaya Explorer to delete locations:

- 1) Go to Warehousing > Locations.
- 2) Select a location (or multiple locations) and click the Delete button. If items are in any of the locations, a notice will appear.



Click “Yes” to continue, or click “No” to return to the Locations list. If you click “Yes”, the location will be deleted from the Magaya system, and the item(s) will not be listed in the Warehouse Inspector. The item can be found in the Commodity List, but it will not have a location assigned to it. The status of these items will be “Pending”.

If you need to create new locations and zones in your Magaya Explorer, you can import locations or create new ones. You can also import existing inventory data, import part numbers, or create new inventory item definitions. Steps are outlined in the Magaya Supply Chain Solution Operations Manual, Chapter 7.

Set up WMS Mobile for Initial Inventory:

If you are adding inventory into your system for the first time, you can do this by enabling the Initial Inventory function and complete the process using a Magaya WMS Mobile handheld device. This will assign location to every item by scanning the barcodes for items and their locations.

Tip: If you have many items to enter, begin entering the most important items first or the items that will remain in the warehouse for the longest time, and then enter the remaining items progressively.

Then you can turn off this function for the handhelds.

Conclusion

As your business grows and you expand your service offerings, evaluate the Magaya Supply Chain Solution to see how it can help you process more inventory faster. ■

In The Works *continued*

Pronto nuestra página web magaya.com estará en Español

Magaya Corporation provee sus servicios a una comunidad global con usuarios en más de cincuenta y cinco países. Sus oficinas principales están situadas en Miami cerca de muchos de sus clientes. Gran parte de estos operan en el Caribe, Centro y Suramérica; una comunidad mayormente de habla hispana para los cuales pronto lanzaremos nuestra página web en su idioma.

Proveerles mejor servicio a sus clientes siempre ha sido una prioridad para Magaya. El portal forma parte de varios proyectos que empezaron a principios de este año; la traducción al español de los folletos de información es uno de ellos. Estos folletos ya se encuentran impresos y disponibles; además, toda esta información estará accesible en www.magaya.com siguiendo los enlaces de cada producto. También se proyecta la traducción de los manuales de usuario, no sólo al español, sino también al portugués; que son los otros idiomas en los que Magaya brinda sus productos.

Magaya continúa innovando, no sólo sus productos sino también enfocando su creatividad en proveer el mejor servicio posible para ayudar a más personas, cada vez en más partes del mundo. Al igual que nuestro software de logística facilita el comercio global, nuestra página web está diseñada para facilitar la navegación y búsqueda de información acerca de nuestra compañía y sus productos con rapidez.

Pronto podrán acceder al portal en español haciendo clic en la bandera de España que aparecerá en la sección superior de cada página del sitio. Esperamos su visita a www.magaya.com en español. ■



New Customers in October

Magaya Corporation welcomes the following 19 new customers who joined the Magaya Network Community

In the United States:

In Florida



- 3JM Export, Miami
- Ace Cargo, Inc., Miami
- Advanced Home Theater, Miami
- Caribbean Shipping Solution, Miami
- Keo Logistics, Miami

In Texas



- EASYKEM, Houston
- Posey International, Houston
- Transcribe Transport, Houston

In New York



- Glonex USA Ltd., Jamaica, New York
- Sintra USA LLC, Springfield, NJ

In California



- Apex Logistics, Compton
- Just In Time Steel, Los Angeles
- NDA Worldwide Logistics Corp., Los Angeles

In Ohio



- United World Line, Cleveland, Ohio

In South America:



- Food Forward Uruguay S.A, Montevideo, Uruguay
- Logitrade (Vectio SA), Buenos Aires, Argentina



- MIQ Logistics SRL, Buenos Aires, Argentina
- Salco Brasil Logistica LTDA, Fortaleza, Brazil



In Africa:



- Racing Link Express, Osu in Accra, Ghana





How a Small Business Provides Services of a Large Company

Americar Global Logistics Ships Quickly to Jamaica and Around the Caribbean

Creating and maintaining a successful business requires keeping customers informed and satisfied. Michael Archer and his staff at Americar Global Logistics of Miami apply these principles daily so their customers feel respected and the company has a professional image.

We're geared to offer tailor-made services for smaller and more frequent shipments, thus allowing for Just in Time inventory for our customers.

Michael Archer, President, Americar Global Logistics



At a Glance

Americar Global Logistics

www.goamericar.com

Industry

Freight Forwarder and Logistics Provider

Solution

Magaya Cargo System, AES, LiveTrack

Americar Global Logistics of Miami, FL, has over 20 years of experience shipping by ocean, air and ground. Their services include online pickup requests and shipment tracking, warehousing and consolidation. They specialize in shipping to countries in the Caribbean and Central America such as Jamaica, Barbados, Trinidad and Panama.

Challenges

Americar Global Logistics (AGL) is an example of a smaller logistics company that can offer many services that a larger firm offers because they are flexible and use technology to their advantage. They network with partners and have implemented the features in Magaya software that they need when they need them.

AGL president Michael Archer founded his logistics company in Miami after working for over ten years with various cargo liner services in South Florida. In 2004 he started AGL. "I started with a desk, a chair, a computer, a phone and a fax machine," he said. "Our cargo was loaded by a third party warehouse." AGL then moved into its own facility in 2005. The software has enabled him to grow and still maintain that personal touch with the customers, which is a key component of successful smaller companies.

Shipping to the Caribbean and Beyond

AGL now has eight employees and a 16,000 square-foot warehouse a few minutes from the Miami International Airport. The majority of their business is consolidated ocean shipments to and from Jamaica. Mr. Archer is of Jamaican descent and maintains his connections there.

AGL ships all kinds of freight, including vehicles, heavy equipment and specialized cargo such as bulk shipments. AGL offers a full door to destination port service on vehicles, heavy and out of gauge

equipment, from points within the USA. His vice president, Richard Haynes, brings experience with shipping equipment and large vehicles. The vehicles are sent to Panama, Guatemala, Jamaica, and other locations. AGL works with its destination agents in Jamaica, Barbados and Panama. AGL arranges the transportation of the oversized construction equipment and sends it straight to the port for export. The heavy equipment shipments constitute approximately 20% of AGL's business. AGL also arranges air shipments as needed to many locations.

One of their projects involved moving 300 school buses to Angola. All documentation and logistics were done via the Magaya software. Another service AGL offers is a pickup service in the tri-county area of Miami-Dade, Broward, and Palm Beach counties. They use the Pickup Orders feature in the software to arrange the pickups. For items coming to their warehouse, the Pickup Order can be converted into a Warehouse Receipt with all the information about the customer, items, and charges. Customers can also see the real-time updates online about the pickup and delivery.

The company also handles many small packages. Many of AGL's customers buy items on eBay or Amazon.com and send them to AGL's warehouse. The receiving staff at the AGL warehouse attaches all the relevant documents to the Warehouse Receipt and then consolidates the items into one shipment.

"We also do traditional freight forwarding such as arranging spotting of containers at the supplier's location, and we arrange the pickup and transport to its destination," Mr. Archer said. All the related transactions are done in their Magaya software.

Another way that AGL has been able to extend its service throughout the region is by having co-load agreements with other NVOCC's into markets where they don't have significant and frequent volumes.

Keeping Customers Informed

"We use the tracking a lot to keep our customers informed," Mr. Archer said about the Magaya Transaction Tracking feature. This software

Port of Miami



feature generates a link and an email message to notify customers of their shipment status in real time. "I found it to be a great selling tool. People get the updates via email or online, which they really like, and it has made life much easier for both the customer and ourselves," he said.

It's important to Mr. Archer to ensure his customers have all the information they need and that they are treated respectfully by everyone at his company. "No matter if a customer is shipping three containers with cargo valued over a million dollars, or a small box valued at \$500 or less, we treat all our customers with respect," he said.

Another way they keep their customers informed is by including the custom Magaya LiveTrack feature on the AGL website. Customers can log in at any time of the day or night from any time zone or country to see information about their shipments and the related documents such as the Bill of Lading and CARICOM documents (the Caribbean Community and Common Market). These documents are included in all Magaya software.

Another communication tool in the software that AGL uses is the Magaya Communication Center. The Miami office can communicate with their destination agent Jamaica who also has Magaya software. "For example, when a shipment is ready to leave the U.S., we send the files about the containers through the Magaya system. In Jamaica, they print the Bills of Lading and process the receipt of the shipment in the software. I get an update back here in Miami as it is happening there."

Creating a Professional Image

Mr. Archer and his staff have learned how to use features in the software as his company needed them. They have been creating Warehouse Receipts in the software, but to speed up the process, they plan to add the scanner to read barcode labels. The Magaya system allows for the company logo to be attached to Bills of Lading, Warehouse Receipts, Pickup Orders, and other documents, thus giving an image to the public similar to larger companies.

Mr. Archer plans on increasing shipments of perishables and frozen foods. AGL currently ships food items such as frozen juice concentrate to Jamaica. Many food ingredients are exported from the U.S. to Jamaica where food manufacturers create products for local distribution. Food products include baked goods, chips, and drinks.

"The economy has affected the volume of exports from the U.S. East Coast to the Caribbean," Mr. Archer said. "As a general rule, when the economy slows down, the volume of LCL shipments increases as importers are forced to buy smaller quantities. As a small freight forwarder, we're geared to offer tailor-made services for these smaller and more frequent shipments, thus allowing for Just in Time inventory for our customers."

"The next challenge is to grow the business but still keep the personal connection with our customers," he said. "We get to know their business intimately. I don't want to become a big system that loses touch with the relationships I've built over the years. This is the reason I stay with Magaya: My customers get as much information as if they were dealing with a larger logistics company. We can maintain a personal level of connection while offering a professional looking product."

"I think Magaya is well suited for the small- to medium-sized NVOCC business," he said. "Everyone in my office is very comfortable with it."

