

Visit our New Booth



Note from the Editor

Would you like to send a tracking link to some customers but not all? Customize how and when your Magaya system sends email Transaction Tracking messages. Choices include setting up system-wide defaults, customizing per customer, automating the process, and more. See the how-to this month for the options that best suit your company.

Our case study this month showcases Neutralogistics of Miami. Started in 2007 amid the global recession, the company survived its first years by building a solid network with reputable agents worldwide, delivering cost savings for customers, and making use Magaya software to keep an eye on it all. ■

Topics

Transaction Tracking per Customer



The Transaction Tracking feature in Magaya software lets you send your customers an email message with a link that gives them up-to-the-minute status (...)

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Neutralogistics



Neutralogistics is a fourth-party logistics (4PL) provider with headquarters in Miami, FL, that offers shipping via ocean, air, and truck, warehousing, and brokerage services. They are also a Container Freight Station (CFS) and Indirect Air Carrier (IAC). With long-term bonded warehouse space and IBEC bonded space for trans-shipments.

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In the Works

Join us at the Air Cargo Americas and Sea Cargo Americas Show Doubletree Miami Mart Hotel November 2 – 4, 2011

We invite you to visit us at the Air Cargo Americas and Sea Cargo Americas International Congress and Exhibition to say hello, enter our raffle, have some wine and cheese, and see what's new at Magaya.

Find our booth right near the West Hall entrance (spaces 605-607 and 704-706), adjacent to the booth for the Miami International Airport, in the West Hall of the Doubletree Miami Mart Hotel and Airport Convention Center.

Our Logistics Management Advisors will be there, ready to hear the latest from you and share the new features in our software so you can see how they benefit your business.

The event will feature speakers from the Port of Miami and Miami-Dade County's Department of Aviation, and panel discussions on issues affecting growth of air and sea cargo,

improving efficiencies in the supply chain, the impact of the Olympics and World Cup in Brazil, and Panama Canal expansion for everyone, and more.



The exhibit hall hours are Wednesday November 2 from 12 noon to 7 pm, Thursday 9 am to 4 pm, and Friday 9 am to 12 noon.

We look forward to seeing you there! ■

New Customers in September 2011

Magaya Corporation welcomes 25 new customers who joined the Magaya Network Community

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Transaction Tracking per Customer

This how-to explains how to set up the Magaya Transaction Tracking feature for all your customers and how to customize it for specific customers.

What is Transaction Tracking?

The Transaction Tracking feature in Magaya software lets you send your customers an email message with a link that gives them up-to-the-minute status of their shipments, inventory, invoices, and more. Just like tracking a package that your ordered online and are waiting for its delivery, the Magaya Transaction Tracking feature is an easy way for customers to be updated about the transactions that you want them to see.

The feature gives you three options:

- **Automatic:** You can configure your Magaya software to send an email to a customer automatically whenever a transaction is generated.
- **Manual:** Set up your software to send an email message only when you want it sent.
- **Customized:** You can also customize which transactions each customer receives or turn off receipt of tracking email messages for specific customers

How to Set it Up

Activate Transaction Tracking for your Magaya system:

The Transaction Tracking feature is off by default, so you will need to contact Magaya to turn it on.

After it is activated, configure it to your needs:

- 1) Go to Maintenance > Configuration > Transaction Tracking
- 2) Click in the box next to "Allow by Transaction Tracking" at the top of the screen to add a check to the box. All the options are grayed out until you check this box and enable all the other checkboxes in this screen.
- 3) Check the boxes to choose which transactions you want to activate.

There are many other options in this screen such as selecting the language, the text of the email message, and more.

Transaction Tracking Email

☒ Don't send tracking email to clients

☐ Ask before sending tracking email to clients

☐ Automatically send email to clients when a transaction is finished

☐ Use Magaya Email Client to send tracking messages [Configure...](#)

- **Automate:** You can configure the system to automate the process. Click the option "Automatically send email to clients when a transaction is finished." This means that each time a checkmarked transaction is created, the system will automatically send out a Transaction Tracking email message to the customer in that transaction.

If you also check the option to use the Magaya Email Client to send tracking messages, the system will send the email messages in the background. In contrast using Outlook for email will show a notification as each message is sent.

- **Manual:** If you click the option "Ask before sending tracking email to clients", the system will create the email and display it on the screen. For example, you create a Cargo Release for a customer and click OK in the dialog box. An email message will pop up when you finish creating the release. The link and details will automatically be in the message. Review it, edit it if you want to and send the email message or cancel it. With this option, you choose how and when to send links. If the Customer profile has more than one contact name and email address, the system will include all the contacts in the email:

Send

To... [Jeff Ranier; Amber Jones](#)

Cc...

Subject: Transaction Tracking - Cargo Release: 37

Dear Valued Customer,
The following transaction is being processed in
Please use the link below to keep track of the s

Transaction Type: Cargo Release
Number: 37
Date: Wednesday, October 12, 2011

<http://track.magaya.net/TransTracking/TransTrack>

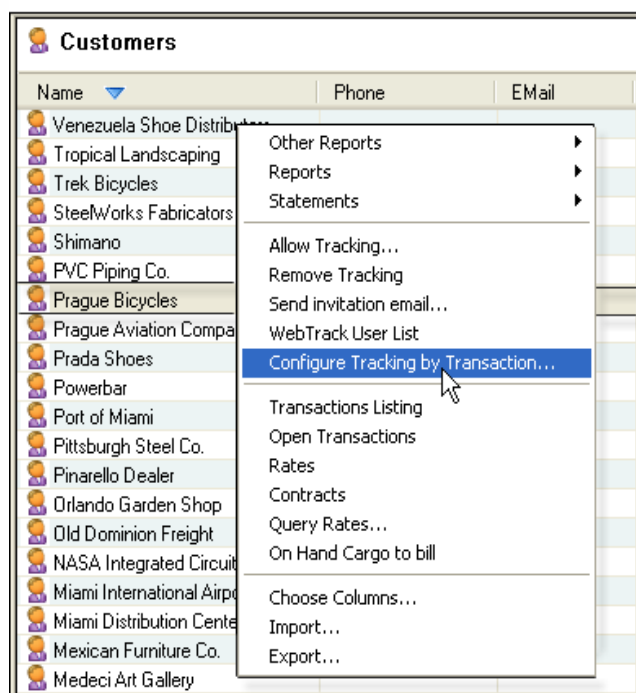
- **Customize:** To customize the process per customer, see the next section.

For details on the other options in the Configuration screen, see the chapter "Transaction Tracking" in the *Magaya Software Communications Manual* available on Magaya.com's Training page.

Customize Transaction Tracking Per Customer

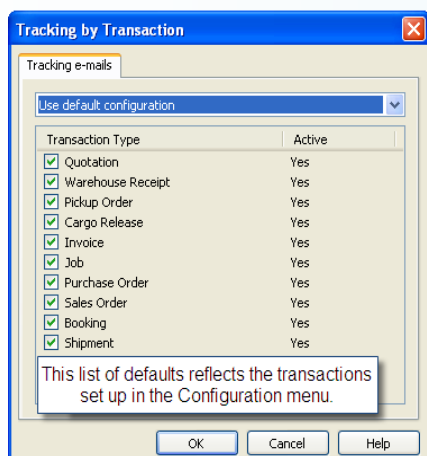
To customize how you send Transaction Tracking email messages to specific customers, vendors, or freight forwarders, set the tracking options by following these steps in this example:

- 1) Right-click on the customer name in the Maintenance > Customers list. Select "Configure Tracking by Transaction" from the pop-up menu:



This menu can also be accessed by selecting the customer name and clicking the Actions button.

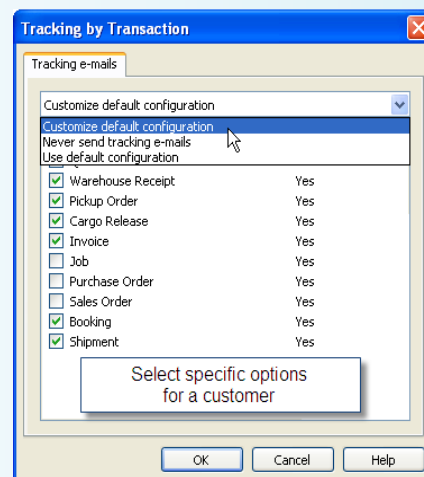
- 2) The dialog box that opens displays the default configuration. This example shows all the transactions are set as defaults for the customer:



This default list is the same as the list of transactions that you set up in the Maintenance > Configuration menu discussed at the beginning of this how-to tip.

When you are viewing the default list, you cannot click on any of the checkboxes to make changes. To activate the list and make changes, click on the dropdown menu to make one of the selections listed below:

- **Customize default configuration:** This enables you to select the specific transactions that you want to send to this customer. Uncheck any transactions you do not want sent. This will override the selections made in the Maintenance > Configuration settings for Transaction Tracking just for this customer.



- **Never send tracking emails:** This will turn off all the transactions for this customer, and the system will not send any Transaction Tracking emails to this customer. When you select this option, all the checkboxes will uncheck; you do not have to uncheck them one by one.
- **Use default configuration:** If some time later you want this customer to have the same settings that you set in the Maintenance > Configuration menu for everyone, select this default option from this dialog box.

- 3) Click OK to save the configuration.

Conclusion

Transaction Tracking works with any Magaya software. Contact Magaya Corporation to activate this feature and begin customizing how you send tracking links to your customers.

New Customers in September

Magaya Corporation welcomes the following 25 new customers who joined the Magaya Network Community

In the United States and Canada:

In Florida



- Arising Courier Services of Ft. Lauderdale, Ft. Lauderdale
- Asencoex, Miami
- BM Envios, Doral
- Carrier Group Klein Corp., Medley
- Inlands Solutions, Davie
- OHL Global Freight Management and Logistics, Doral
- Sentry Cargo International, Miami
- United Trade and Transport of The Americas Corp., Miami

In Texas



- Africa 2000, Inc., Houston
- Galaxy Freight, Houston
- The Shipping Consultants, Lancaster

In New York



- Continental Shipping Corp., New York

In California



- Atlas Exports and Logistics, Wilmington
- CycleLution Inc., Diamond Bar

In Pennsylvania



- Optimize Courier, Long Pond

In Ontario



- IKL International Shipping, Milton

In Europe and the United Kingdom:



- Arieas Logistics Ltd. London, U.K.
- LeaderShip Freight España SL, Valencia, Spain



In the Caribbean, and South America:



- Arising Courier Services, Freeport, Grand Bahama, The Bahamas
- IDEA El Salvador, Ciudad Arce, El Salvador



- Jupiter Global de Colombia, Medellin, Colombia
- MIQ Colombia, Medellín, Colombia
- Packaging Center Colombia, Bogota, Colombia



- Leadership Freight Transp. Log Ltda, Guarulhos, Brazil
- Green Cargo international, Montevideo, Uruguay



Committed to Constant Improvement and Innovation

Finding Opportunity amidst the Recession

Navigating a rough economy put Neutralogistics co-founders Alex Tellez and German Serrano to the test and they came out successful. Their Miami company not only survived the recession but grew by streamlining logistics for their customers so they can focus on growing their business.



We are selling a premium service, so we depend on high quality from our people.

Alex Tellez, President and CEO of Neutralogistics



At a Glance


Neutralogistics
www.neutralogistics.com
Industry

Logistics Provider and Integrator

Solution

Magaya Cargo System, online payments, cargo insurance

Neutralogistics is a fourth-party logistics (4PL) provider with headquarters in Miami, FL, that offers shipping via ocean, air, and truck, warehousing, and brokerage services. They are also a Container Freight Station (CFS) and Indirect Air Carrier (IAC). With long-term bonded warehouse space and IBEC bonded space for trans-shipments.

Challenges

"2007 – what a time to start a business – right in the middle of the global economic downturn," said Alex Tellez, co-owner of the Miami-based logistics provider, Neutralogistics.

But things aren't looking too bad. His meeting room is decorated with model boats, symbols of a favorite hobby. In the center of the large conference table is a small wooden model boat harkening back to the era of the classic Chris Craft runabouts. The boats, wine rack, granite countertop, and posters of tropical destinations all create the atmosphere of a stylish, successful business.

Shipping Coffee


The offices and warehouse are located just a few miles from the Miami International Airport in a corporate park that used to be rural farmland. Twenty years ago his partner, German Serrano, started in the industry by sorting packages and making deliveries for a European courier company one block away while he went to college at Miami Dade Community College (MDCC).

How times have changed, for them and the area. Now he and Mr. Tellez own and operate a profitable and fast growing logistics company. These two businessmen have turned the challenges of the financial crisis into opportunities, a hallmark of their personalities and entire careers.

Alex Tellez graduated magna cum laude from Massachusetts Institute of Technology (MIT) with a degree in aeronautical engineering. He developed communications software for call centers and raised investment funding to start and run a software company. After that,

he took some time off to consider his next venture. Then his friend Mr. Serrano called with an idea.

"I wanted to learn something new after working in software for years," Mr. Tellez said. "When German called me, I liked the idea of starting a logistics business."

Mr. Serrano has 20 years of experience in the logistics industry. Prior to starting Neutralogistics, Mr. Serrano directed highly successful divisions for two well-known ocean consolidators with emphasis on the Caribbean and Latin America from Europe and Asia.

Mr. Tellez brings his business acumen, technology experience and entrepreneurial spirit to the company.

Today Neutralogistics manages shipments all over the world. The ocean consolidation division ships vehicles to Peru in addition to dry cargo to over 100 markets worldwide. Flatbed trucks outside the warehouse are loaded with pipes and fittings being transported to construction projects in Central America. The bonded area contains items such as liquor and store displays that are on their way to duty-free shops and cruise ships around the world.

... and Espresso Machines


The company also has regional expertise in importing and exporting in Central and South America, and the Caribbean. Services they offer include deconsolidating containers that arrive and stuffing the cargo in outgoing containers to distribute the items to the required destinations. In addition to being a member of C-TPAT and maintaining licenses for their bonded warehousing, NVOCC, IAC, IBEC, and CFS, they are licensed Customs Brokers, offering all services in house to ensure total quality control.

When they started the company, Mr. Tellez and Mr. Serrano focused on building a strong network of agents in Central and South America and the Caribbean. "This network is very valuable," said Mr. Tellez. "A lot of the consolidation cargo is destination routed. It's very important to have a strong agent who can take care of the cargo once it arrives at its destination, someone who can help it clear Customs there easily, and collect payments. We're not limited to pre-paid cargo." Today the air and ocean consolidation business makes up less than 10% of their overall revenue. Adapting to changing times is one of their management team's key strengths.

Growing with Magaya

The owners of Neutralogistics selected Magaya software and began using it when they opened their business. "With my background in software engineering, I knew that we needed technology with a Web-based component," Mr. Tellez said. "Since we are a full-service provider, we need software that includes all the documentation such as Bills of Lading and Air Waybills."

"We needed software that was off-the-shelf because we hit the ground running when we started our business," said Mr. Serrano. "We did not have the time and nor did we want the expense associated with a custom software solution."

"We like the fact that we see a strong investment going into the development of the product. We've been using it over four years, and we've seen it grow as we have grown," Mr. Tellez said. "For example, when Hamburg-Süd required that we place all bookings through INTTRA, Magaya introduced its integration with INTTRA. We wanted a product and a company that is committed to constant improvement and innovation."

One of the software features Neutralogistics uses regularly is the interactive, online tracking tool Magaya LiveTrack. "We put all the cargo data into our Magaya system. We give our customers and agents access to view the information online. That visibility is a necessity in today's economy."

Transportation with Style



Handling Cargo with Care



Some of Neutralogistics' agents also use Magaya software. When Neutralogistics receives cargo for them, the Warehouse Receipts go straight into the software. Then the agents and customers can see the cargo status online.

"We are committed to getting all freight entered into the system within one hour of arrival at any Neutral receiving point worldwide," Mr. Tellez said. "This allows for almost real-time cargo tracking; in the freight business, the industry norm is a 3-4 hour window."

They analyze all their shipments by using the reporting features in the software. They verify vendors' bills and calculate commissions for the sales people. "In the past, calculating the profitability of every shipment was really painful," Mr. Tellez said. "Now all we have to do is click a button."

They ship all kinds of freight for a variety of customers, including other freight forwarders who co-load cargo with Neutralogistics. "We chose the name 'Neutralogistics' to show our commitment to remain neutral when co-loading freight with another freight forwarder who partners with us when a shipment needs to go out," Mr. Tellez explained. "That helped us grow in the early days because those customers felt comfortable giving us their cargo. We honor that relationship because that's our reputation."

From 2007 to today, the company has expanded its service offerings to include an in-house Customs brokerage in addition to other logistics services. "We like to call ourselves 'integrators' not just a 3PL because of the full service we provide," Mr. Tellez said. "Our largest area of growth has been to provide logistics outsourcing to mid-sized companies. We are like a logistics division of their company."

For example, one of their customers is a coffee producer. Neutralogistics imports the coffee from Central America, imports the espresso machines from Italy, and distributes the coffee throughout the United States and Canada. "Before working with us," Mr. Tellez explained, "They had about 17 different trucking vendors they dealt with. Now we have streamlined the process to reduce the number of vendors and save them money."

They don't have to meet with trucking companies anymore; we do it. We manage the rates, supply chain, cargo claims and everything that is logistics for them. This lets the company focus on their core business, coffee production and sales."

Another option in the software they use is the feature that saves lists. It helps them see information quickly. They filter a list and can save that view for future reference instead of having to re-create it each time. They can also publish the list view for others in the company to see.

The Profit & Loss by Operations Report tells them how they are doing. "We run shipment reports to see where money is being made and to see what is costing money. If a shipment is too profitable, we can verify if some expenses are missing," Mr. Tellez said. "Before, we checked shipment by shipment to close the month."

Mr. Tellez explained why they use the Rates feature in their Magaya system. They enter the ocean, air, and ground rates in the system and update them with the Contract Manager. "No matter if you keep rates in a spreadsheet or on a paper, you have to look them up somewhere. The advantage of having them in our Magaya system is how it helps us query the rates and create a quote more quickly. After the quote is accepted, it can be converted quickly into a shipment. Managing rates is never easy, but it's workable in the Magaya system. It's a huge mistake not to use the rates in Magaya. Otherwise how do you track what quotes are successful or what's lost?"

"Another thing we like about Magaya is how user friendly the software is, and their Technical Support always does a good job."

A Bright Future

While starting their business during an economic downturn might have sounded like a bad idea to some, it ended up being a great idea for Alex and German. As they began proposing their logistics services to companies, many of the companies needed to save money, and that made them open to hearing a proposition from a new company like Neutralogistics. "In hard times, people re-evaluate their costs and their supply chains, and we have the right solutions," Mr. Serrano said.

Each quarter, they have seen a good profit and a substantial increase in revenue. One of the major factors contributing to their current success and plans for future expansion hinges on the quality people who work at Neutralogistics. Mr. Serrano explained: "We spend a lot of time

recruiting new employees to find the right people."

Mr. Tellez said, "We have high expectations of our employees, and we offer a higher pay rate than the industry standard. It's penny wise and pound foolish to do otherwise when you consider the cost of an error such as the wrong cargo in the wrong container ending up in the wrong destination, or full containers from China missing Black Friday or similar sales promotions." They also added an extra shift that's available after hours because Neutralogistics handles so much cargo from China.

"We're selling a premium service, so we depend on high quality output from our people."



They also expect a lot from themselves. "We're working owners. We're here every day. We see growth every day and achievements every day. We have built the best management team in the industry," Mr. Serrano said. "We work long hours and are very hands on. This is our hobby, with occasional outings on the boat."