



Note from the Editor

Welcome to the May 2011 Magaya Insider. This month we bring you another advanced view of one of the new features in version 8.0 of Magaya software. See how to use the new Profit Reports and see how much each one of your customers is contributing to the overall profit of your company. You can also see how much each salesperson brings in and how much each agent generates.

Like many freight forwarders, JG International has a small staff and a busy schedule. They use the Magaya Cargo System to help them manage their exports from Los Angeles to the Philippines and other locations. See this month's case study. ■

Topics

[Profit Reports: See Profits by Customer or other Entity](#)



This how-to shows you one of our new features - Profit Reports. This is one of the most requested features from our customers, and we are excited to bring it to you in our newest software release.

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[JG International](#)



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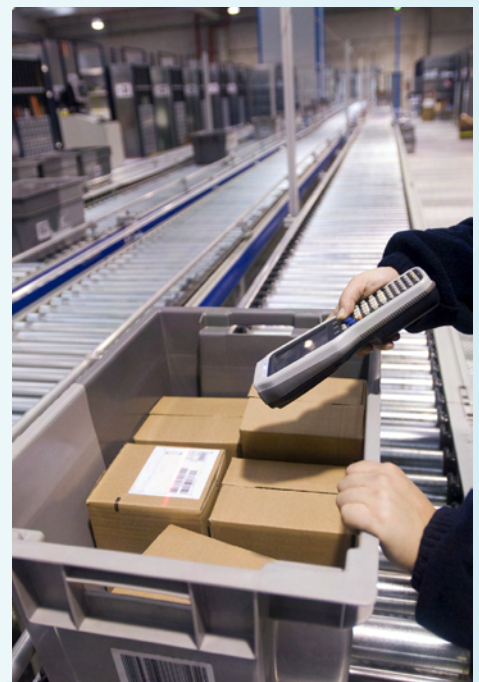
In the Works

Magaya WMS Mobile Enhancements in Version 8.0

The next release of Magaya WMS Mobile is optimized to allow handling large volumes of scanned items. This is especially useful when handling serial numbers. This optimization includes changes in the communication infrastructure and in the user interface. Here are some of the changes to the interface that users will see:

- To speed up viewing and selecting Tasks, the system now shows you Task summaries while you browse Tasks. Full Task details are transmitted when the Task is selected.
- Similar items or items with the same part number are now grouped and displayed together in the list to make it easier to find similar items.
- The Move screen has new columns and more options for selecting items such as selecting by tracking number, part number, or description and the option to sort by these fields.
- Totals displayed at the bottom of the screen indicate the quantity of items scanned and items pending.

- When receiving items manually, you can scan labels that the customer printed and placed on their boxes, and the system will link their Pickup Order with the Warehouse Receipt you are making as you receive the items. ■

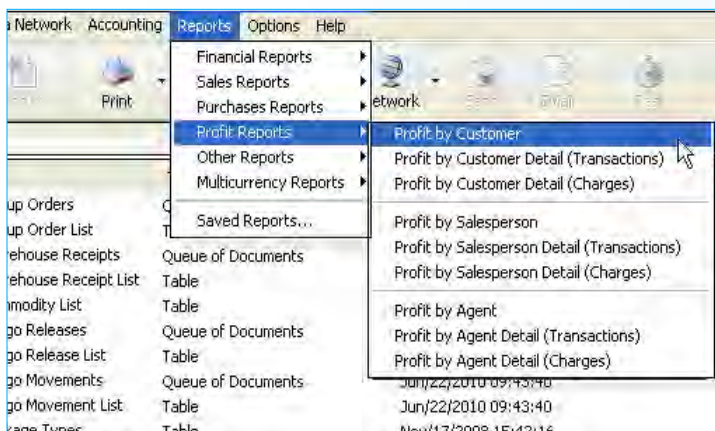


Profit Reports: See Profits by Customer or other Entity

This how-to shows you one of our new features - Profit Reports. This is one of the most requested features from our customers, and we are excited to bring it to you in our newest software release.

With the new Profit Reports, you can find out how much each one of your customers is contributing to the overall profit of your company and more. Let's get started:

To create a report, click on the Reports menu and select Profit Reports:



On the sub-menu, select the type of profit report you want: Profit Report by Customer, by Salesperson, or by Agent. The first selection is a summary report. The other options include a detailed report of the transactions or a detailed report of the charges.

Customize the Reports

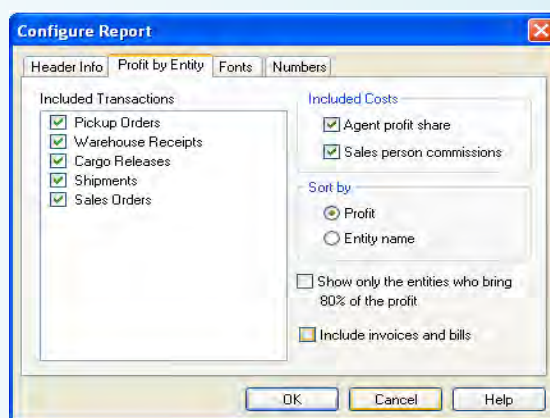
These new reports are designed to show you how much profit each customer or salesperson brings in and how much each agent generates.

To make the reports even more helpful, there are many configuration options to choose from:

- Customize the report title, subtitle, font size and color
- Include or exclude certain types of operations (for example, see your profits from storage by selecting to include only Warehouse Receipts)

- To consider (or not) agent profit sharing or salesperson commissions as expenses
- Run the report at the customer level, operations or charges level

Click the "Configure" button in the bottom toolbar to open the following dialog box:



- On the **Header Info** tab, edit the report title, subtitle, or dates as needed.
- On the **Profit by Entity** tab, select which transactions to include. They are all on by default. The Charges from the checked transactions are gathered together for the report.

Other options: Select which costs to include (agent profit share, sales persons commissions) or exclude. If the agent is part of your company but in another division, you can exclude their costs and see the profit. Uncheck the boxes to see the profit before these costs are taken out of the profit.

The report can sort by profit or by entity name. If your database is larger, you can set up the report to show only the entities that bring in 80% of the profit, the most active companies that bring in the larger percent of your profits.

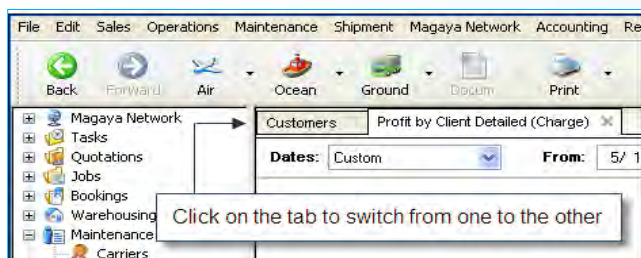
To include invoices and bills in the report, check the box. If not, the report will gather profits from operations transactions only. No invoices created manually will be included. Check the box to include invoices and bills.

- On the **Fonts** tab, select font type and properties.
- On the **Numbers** tab, select options to display numbers.

As for all reports, you can save them, filter them, choose the columns, or show different currencies.

Viewing Reports

When you generate a report, it opens in a tab in your Magaya Explorer. You may notice another tab that opens automatically behind the report. Let's look at a quick example to see what's happening: When you generate a Customer report, two tabs open - the profit report and the Customer List.



The same function has been built in for the other Profit Reports: When you generate a report about the Agents, the list of Forwarding Agents appears in another tab. When you create a Salesperson profit report, the Salespersons List opens for you.

You can view the report and list by clicking on each tab so you can easily access related information.

Customer Profit Reports

The Customer Profit Report allows you to know the margins that each customer is contributing to the overall profit of the company.

The report displayed here sorts the customers (also called Clients) according to profit amount. The customer who contributes the higher profits appears at the top of the list:

Customer	Expense	Income	Profit	Profit %	Cummulative %
Jamaica Distribution Center	13,387.30	15,563.34	2,176.04	41.54%	41.54%
Miami Distribution Center	3,127.01	5,122.32	1,995.31	38.09%	79.64%
Art Basel Gallery	0.00	675.00	675.00	12.89%	92.52%
Tropical Landscaping	371.25	1,003.93	632.68	12.08%	104.60%
Ed's Crane Service	102.00	160.00	58.00	1.11%	105.71%
Caribbean Airlines	0.00	25.00	25.00	0.48%	106.19%
Mexican Furniture Co.	0.00	0.00	0.00	0.00%	106.19%
Atlantic Surplus	230.50	214.50	-16.00	-0.31%	105.88%
Bogota Bike Shop	308.00	0.00	-308.00	-5.88%	100.00%
Total	17,526.06	22,764.09	5,238.03		

You can customize the sort order with the Configuration button.

Double-click on a Customer name, and the dialog box for their profile opens. Double-click on any number in the list to see the details; they will open in a new tab, preserving your first report and the list so you can see them all.

Salesperson Profit Report

This report allows you to know the margins that each salesperson is contributing to the overall profit of the company. This screenshot shows the detailed view of the transactions for the salespeople. The other tabs here are the salesperson list and the summary profit report for the sales people.

Trans #	Sale Comm.	Other Exp.	Income	Profit
Shipment HBOL113	1.52	925.94	1,168.00	240.74
Shipment 4545	0.00	1,200.00	6,275.00	5,075.00
Shipment HBOL116	11.10	1,000.00	2,200.00	1,194.04
Shipment	21.16	0.00	2,206.44	2,185.28
Shipment	31.16	0.00	2,206.44	2,165.28
Shipment	31.74	0.00	3,264.22	3,232.48
Shipment	11.16	1,000.00	2,206.44	1,195.28
Shipment	11.16	1,000.00	2,206.44	1,195.28
Shipment	11.16	1,000.00	2,206.00	1,194.84
Shipment HAWB126	0.00	1,968.29	2,359.85	391.56
Shipment HAWB127	0.00	1,968.29	2,359.85	391.56
Shipment HAWB128	0.00	1,968.29	2,359.85	391.56
Shipment HAWB125	0.00	3,936.58	4,747.85	811.27
Shipment HAWB122	-1,105.44	12,188.72	545.00	-10,588.27
Shipment HAWB123	-58.82	0.00	22,885.84	22,827.02
Shipment HAWB124	0.00	0.00	120.00	120.00
Shipment HAWB130	-0.00	2,478.00	-3,204.00	-726.00
Shipment HAWB131	0.00	1,298.99	1,624.76	325.77
Shipment 232223	0.00	100.00	305.00	205.00
Shipment HBOL115	11.16	1,000.00	2,206.44	1,195.28
Shipment HBOL117	11.16	1,000.00	2,206.44	1,195.28
Total	53.93	54,279.454	153,266.58	148,027.41
Total	53.93	331,797.81	406,366.23	168,598.49

Agent Profit Report

The Agent Profit Report allows shows the margins that each forwarding agent is contributing to the overall profit of the company. We can see a summary, the details of the transactions, or the charges.

Charge	Agent profit	Other Expenses	Income	Profit
Sam Houston				
Shipment 12-5647388				
Air Waybill fee			25.00	25.00
Air Freight Service			9,876.20	9,876.20
Agent profit share			0.00	-65.00
Total			9,901.20	9,836.20
Shipment HAWB122				

We hope you get great benefits from this new feature! Magaya software version 8.0 is coming soon.

New Customers in April 2011

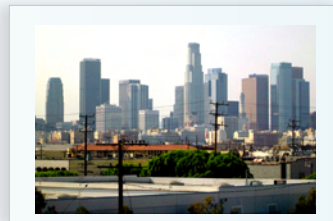
Magaya Corporation welcomes the following 17 new companies to the Magaya Community:

In Florida



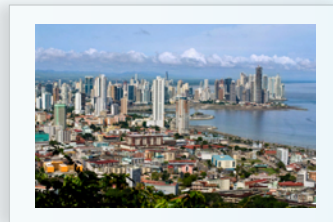
- AmeriPack Services, Inc., Miami
- Expert Log, LLC, Miami
- Ground Cargo Transportation, Coral Springs
- Gulf Atlantic Warehouse Inc., Miami
- Icon North America, Miami
- Interworld Freight Republica Dominicana SRL, Miami
- Modal Trade Miami, Miami
- NR Cargo & Logistics, Miami
- Raising Logistics, LLC, Miami
- World Wide Express, Miami

In California



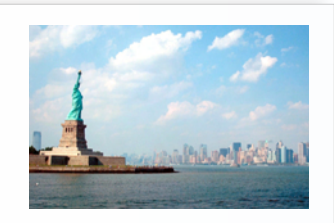
- Behind The Scenes World-wide Logistics, Calabasas
- Global Trade & Customs, Long Beach
- JC Logistics (USA) Inc., Pleasanton

In Panama



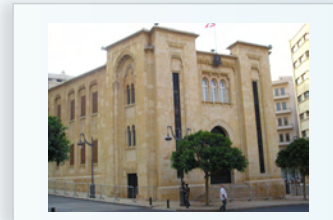
- Capital Transportes de Panama, S.A., Panama

In New York



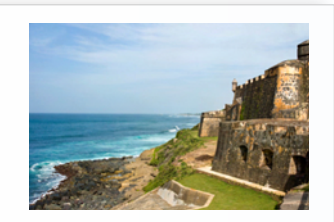
- Balkans Air Corp., Brooklyn

In Lebanon



- Freight Express, Beirut

In Puerto Rico



- Air America Inc., Carolina, Puerto Rico



Confident and Quick

| Ensuring TSA Compliance for Customers

Like many freight forwarders, JG International has a small staff and a busy schedule. They use the Magaya Cargo System to help them manage their exports from Los Angeles to the Philippines and other locations.

We like to stay ahead of the game by being proactive, not reactive.

Jon Galvez, Operations Manager for JG International



At a Glance

JG International Freight Corporation, Inc.

<http://www.jgintl.com>

Industry

Freight Forwarder

Solution

Magaya Cargo System

JGI is headquartered in Inglewood, CA, near the Los Angeles International Airport (LAX) and access to the ports of Long Beach and of Los Angeles. The company handles imports and exports of many kinds, with a specialty of shipping to the Philippines. JGI is licensed by the Federal Maritime Commission, is a member of IATA/CNS, and approved freight forwarder by the TSA. Services they offer include air, ocean, and ground freight shipments, Full Container Load (FCL), Less Container Load (LCL) consolidations, refrigerated containers (reefers), Roll On/Roll Off (RO/RO) and Special Projects.

Challenges

Many small- and medium-sized freight forwarders face the daily challenge of how to get everything done today that needs to get done – today.

Jon Galvez, Operations Manager for JG International Freight Corporation (JGI), knows this well. “As a small business owner, I wear many different hats.” One of the tools he uses to manage this challenge is the Magaya Cargo System. A typical day consists of preparing shipments to export from LA to the Philippines, auditing shipment charges, talking with customers in Southeast Asia who are about 17 hours ahead, working on his marketing strategy to reach more customers, and keeping up on the latest rulings from the TSA.

JG International is named for his father, Jaime Galvez, who started the company in 1989. Jon joined the company about five years ago. His mother works in accounting, his sister coordinates the ocean shipments, and his best friend is the air shipment coordinator.

The company has grown over the past two decades by adding new customers and by keeping costs down. Using Magaya software enables them to streamline accounting, process all the shipping documents needed to comply with TSA requirements, and embrace new technologies that help them stay competitive.

The Real Benefits of Integrated Accounting

What exactly does the phrase “integrated accounting” mean? Take a look at the operations at JGI to see this concept in action: The sales

representatives listen to customers to find out what they need to ship where and when. They create a quote in the Magaya system that includes charges from carriers and other fees. When the customer approves the quote, JGI creates the shipment transaction in their Magaya system, adds the freight charges, and sends out the cargo. When they liquidate the shipment, all the charges from the beginning of the process are included and automatically calculated. Invoices and bills are generated automatically.

When Mr. Galvez audits shipments, he can find and compare costs quickly in his Magaya database. “I used to go through a long list of charges on paper to find the quote price and compare it with the bill,” he said. “Now it takes me much less time because the price quoted is right in the system. I don’t have to go find the sales rep and use their time and mine to dig up the original email to verify a price or find a paper in a folder.”

“Paper is not reliable. You can lose paper,” he said. “Placing a paper invoice in a folder means that folder can get misplaced. Then that invoice does not get processed. But with Magaya, all the data is in the system. I can see immediately if something has not been invoiced. As an administrator, that’s a lot of worry taken off my mind.”

The software has simplified their accounting transactions. “It helps us track vendor costs. I have been able to save my company thousands of dollars because I can easily find any discrepancy in the accounting.”

The ease of using the accounting features was one of the reasons JGI bought Magaya software. “We’re not accountants,” Mr. Galvez said. “And we’re not a large corporation with a training department. The software had to be easy to learn and use. Anyone who is familiar with using a computer will be able to use Magaya because it is similar to Windows Explorer.”

Staying Competitive

Mr. Galvez explained how the process of creating shipments in their Magaya software provides him with additional business benefits. “We can create shipments much faster,” he said. He and his staff used to spend an hour just on the air waybill. “Now we prepare shipments, add all the documents, and liquidate it in about 10 to 15 minutes. All the charges are there; all you have to do is click a button to liquidate.”

Corporate Helicopter



Other ways JGI stays competitive is by doing Internet marketing on Facebook and with Twitter. The Internet can work both ways – to help you gain business or to lose it. A customer can easily get a handful of freight and shipping quotes from other companies online. Mr. Galvez can be competitive on pricing for services such as air freight because he keeps his costs down by quickly processing air shipments in Magaya.

“People pay for air because it is a priority,” he said. “Since air is faster than ocean, you have to go faster. If you can’t get it done fast, you’re not going to be the one to ship that freight.”

JGI also uses Magaya LiveTrack to give their customers access to their shipment information online 24 hours a day. This helps him maintain customer service levels with his customers, many who are across the globe.

Mr. Galvez and his family are of Filipino descent, and their company has made a niche market by providing shipping to and from the Philippines and other countries in Southeast Asia, including Brunei, Singapore, and Hong Kong.

Industries in the Philippines include mining, manufacturing of automotive parts, food processing, textiles and garments, and electronics assembly. Many of the commodities they ship are for these industries. Examples of items include helicopters, equipment for mining, drilling, construction equipment, trucks, and other vehicles. They also export food ingredients and food flavorings from the U.S. to the Philippines to be used to manufacture processed food. Lobster and other seafood from the U.S. are popular in China and other countries. One of their special projects was handling shipping of all the parts for an IMAX theater that was being built in the Philippines, including the large movie screen.

They use Magaya software for all steps in the process – from receiving cargo at their LA warehouse and creating a warehouse receipt with the commodity details and photos, to creating cargo release documents for local transfer to the airport, sea ports, and around L.A. and neighboring counties. Just five people handle this and the exports at JGI.

The Importance of TSA Compliance

Since exporting is an important part of their business, they stay in touch with Customs regulations. For the export shipments, they include all the required Customs documents in the shipment transaction created in their Magaya system.

“We ensure our shipments are in full compliance,” he said. “This avoids penalties that the customer would have to pay if their shipment does not meet regulations. We make sure the export declarations are done correctly and determine if any licenses are needed.”

“That’s part of our customer service,” he said. “We like to stay ahead of the game by being proactive, not reactive.”

As a member of the regulatory committee for the Airforwarders Association (AfA), Mr. Galvez stays on top of new regulations as they are introduced because the committee is in touch with the main office in Washington D.C. Mr. Galvez also serves on the Board of Directors of the Los Angeles Air Cargo Association (LAACA).

When he wanted to customize TSA required documents, he used the built-in Magaya Document Designer. “I created my own TSA certification letters and known shipper documents,” Mr. Galvez said. “I save the custom documents on my Magaya system and have set them up to load automatically when a shipment is created in the system. The automation ensures the right documents are completed.”

In Conclusion

“I am a full adopter of Magaya,” Mr. Galvez said. “I recommend it to others because I believe in it. In the beginning, I stuck to my own way of doing things, and then I gradually saw it works better to do it the Magaya way. I used to use log books and spreadsheets, but the Shipment List in Magaya trumps a log book any day. You can see every shipment and run reports by many options. One list does it all.”

“To do everything each day and get it done in a day is a challenge,” he said. “Magaya helps me get everything done. There’s no turning back.”

