



A Solid Foundation to Reach the World

| Calculating RORO Rates and Giving Customers Online Tools

Cybamar Swiss makes freight forwarding look easy. They like having everything running like clockwork, from the phones to the trucks to their software. They chose the Magaya Cargo System to be a part of their smoothly running operations.

“ I’m a big believer in software. Without good software, your growth will be limited. Having it is the base, like good soil for a plant. ”

Fadi Salhab, President, Cybamar Swiss



At a Glance

Cybamar Swiss, LLC
www.cybamar.com
Industry
 NVOCC, Logistics Provider
Solution
 Magaya Cargo System,
 Magaya VIN Decoder,
 Pay Cargo

Freight forwarder Cybamar Swiss is based in Redford, Michigan, with branches in Bayonne, NJ, and Orlando, FL, and agents in 14 offices worldwide. Affiliated with the Cybamar organization of Switzerland, Cybamar in Michigan is family owned and operated and ships freight of all kinds, including vehicles.

Challenges

When the president of Cybamar, Mr. Fadi Salhab, was planning to open his freight forwarding business in 2007, he evaluated and selected the location, equipment, and technology he would need for his operations. When deciding on software, he wanted a complete solution and found it in Magaya software.

Cybamar started in Redford, Michigan, near Detroit. They have a 30,000 square-foot warehouse, an office of 7,000 square feet, and a six-acre paved lot for storing vehicles, tractors, cranes, and heavy equipment used by construction companies. Since opening the headquarters in Redford, they expanded to Orlando, Florida, and in Bayonne, New Jersey, based on demand from clients.

By researching logistics software online and downloading demos, Mr. Salhab found Magaya software and tested it to see how it would work for his business. "I choose Magaya software because it is a complete software. Many of the others were missing something. The fact that accounting is included in the software was very important to me."

Another key deciding factor in selecting the Magaya Cargo System is the way accounting functions are integrated into all the operations functions. Since getting started, he and his staff have been using all aspects of the Magaya Cargo System to run their freight forwarding business. Additional services they use include Magaya VIN Decoder and PayCargo, the online payments service.

Solution

Cybamar Swiss ships freight of all kinds such as clothes, electronics, foods, and export used vehicles from the US to the Middle East and Africa. They also have an operation that ships from Europe to countries in Africa such as Benin, Togo, and Nigeria, and from Europe to countries in the Middle East such as Lebanon and Iraq. They ship from all over the US and can arrange shipping from any location via FCL, LCL, LTL and other methods. They have some of their own trucks and they lease as needed to transport. Approximately 80% of their business is ocean shipping, 20% air, and about 10% is LTL ground shipping domestic and to Canada.

Many of their customers who ship vehicles are dealerships or other individuals. To ship vehicles, Cybamar uses the Magaya VIN Decoder plug-in to scan Vehicle Identification Number (VIN) bar codes. By entering the VIN with the Magaya VIN Decoder, the Magaya system fills in and saves information such as the model, make, dimensions, and year.

After the vehicles are scanned, they are transported to the port and loaded onto RORO vessels (Roll On, Roll Off). These vessels are designed to allow vehicles to be driven on and off the vessel. These vessels vary in size and can carry approximately 5,000 vehicles or more. When vehicles are shipped, they are measured in cubic meters or cubic feet. Magaya Corporation added a new rates function to the software that makes charging rates for vehicles easier. Mr. Salhab was one of the first customers to discuss the development of this enhancement and start using it.

Prior to the enhancement, Cybamar used a script to calculate the RORO rates, but now they can manage the rates and contracts. Now there is a Contracts folder under Accounting to add RORO rates that apply by volume for cubic foot for RORO. The system enables you to add rates per range of cubic foot such as 1 to 30 cubic feet. Then the next range can be 31 to 50 cubic feet, etc. The rates can be queried in your Magaya system, and you can create a Quotation from the Query Rate screen.

"The rates that we have entered in our Magaya system automatically appear on the Bill of Lading," Mr. Salhab said. "It has cut down processing time and increased our productivity."

Detroit, Michigan



Integrated Accounting

By using the rates and contracts features, the staff at Cybamar can utilize the integrated accounting functions for all their shipments and related transactions. To streamline processes, they have automated charges on documents such as Warehouse Receipts and Dock Receipts. They also calculate the sales people's commissions in their Magaya software. Cybamar has customized some documents such as invoices. They added a field for credit line limits for some clients, their company logo, and other changes. All this accounting and operations data is brought together using the many reporting features in the software. Some of the reports Mr. Salhab uses include reports of sales, inventory and Profit & Loss reports.

"I like the fact that I can run a sales report based on many factors such as by carrier, location, product, or other criteria. I can answer questions such as 'What are my sales per carrier?' and 'How many cars am I shipping every month?' I run the reports regularly to keep in touch with trends, to adjust and study budgets and make future plans. We can see if there is a slow month and plan for it."

The reports also helped them determine which markets to expand into such as Orlando and Bayonne. "These are good markets to be

in," he said. Bayonne is near the Port Newark and Port Elizabeth marine terminal, which handles over 2.5 million containers per year. An interstate highway connects Orlando's international airport to the deepwater port of Port Canaveral about 50 miles away.

Another enhancement to the software that Mr. Salhab is taking advantage of is the online payments feature, PayCargo. With this feature, Cybamar's customers can log in, view the invoice, and make a payment all online. The invoices are sent from the Magaya system straight to the PayCargo system.

In addition to viewing their invoices online, Cybamar's customers can log into the online tracking tool, Magaya LiveTrack. Customers view their shipments online, Warehouse Receipts, their invoices, and other documents or attached photographs. In the future, Cybamar plans to offer their customers the ability to book online. "We look forward to the new features in the software and seeing how they can help us," Mr. Salhab said.

"I'm a big believer in software," Mr. Salhab said. "Without good software, your growth will be limited. Having great software is the base, like good soil for a plant."

Roll on Roll off Cargo Vessel

