



# More Than Shipping: Plus Logistics Brings Something Extra to Every Transaction

Customs Brokerage and Other Services Increase Revenues

Since Plus Logistics first opened its doors in 2005, they knew they needed the right people and technology to compete and thrive. They implemented the Magaya Cargo System and continue to grow.

*Each customer needs a different solution that is specific to their criteria. We listen to their needs and advise them as to the best solution.*

Eduardo Gutierrez, Owner of Plus Logistics

## At a Glance



### Plus Logistics

www.ioplus.net

### Industry

Logistics Provider

### Solution

Magaya Cargo System,  
Magaya-SmartBorder ABI, Magaya ISF

Plus Logistics of Miami provides a variety of logistics services such as air, ocean, and ground shipments, warehousing, and more. They handle electronics, automotive parts, aviation equipment and other types of cargo. In addition to logistics services, they also offer cargo insurance and customs brokerage. Their offices and warehouses are located in Panama, Paraguay, Venezuela, and China.

## Challenges

How do you differentiate your business in one of the oldest industries in the world? When Eduardo Gutierrez started his logistics company in 2005, he was aware of the competitive nature of the business, and he knew that he would need to bring more to the table than his competitors to gain customers. So he built that philosophy into every choice when he created his business – from selecting people, software, and even the company name: Plus Logistics.

“The ‘Plus’ in the company name means more, extra,” Mr. Gutierrez said. “Logistics is a very old trade, and to compete, you must have ‘plus’ – something extra. What is the ‘plus’ that we have? The people, the technology, and the network of partners we work with.”

Mr. Gutierrez evaluated about five software programs in his search for logistics software. “I selected the software because it is very user friendly and because of the price. To get started with Magaya costs less when compared to other software companies.”

That was six years ago. He started the company with five employees. Today there are 45 people working at the Plus Logistics office in Miami and more at other locations in Panama, Paraguay, Venezuela, and China.

“Magaya has helped me grow faster,” he said. “It is easy for my employees to learn and use.”

Plus Logistics Team in Miami, FL



## Processing Imports Faster with Magaya SmartBorder ABI

Plus Logistics uses the Magaya Cargo System. In Miami, the warehouse is 53,600 square feet with ten doors for receiving and ten for loading and shipping. They ship about 60% ocean and about 40% air, but not all the imports cross the warehouse; many go directly from origin to destination due to the large network that has grown over time.

In addition to warehousing and shipping, other services they provide include customs brokerage and cargo insurance.

They offer their customers cargo insurance by using a link in the Magaya Explorer interface that connects to an insurance portal. The cargo insurance is provided by Gil Garden Avetrani Insurance Group (GGAIG) Cargo Insurance. In the partnership between GGAIG and Magaya Corporation, GGAIG handles the claims and insurance policies, and Magaya provides the software connection. All the commodity data is transferred from the Magaya shipment transaction to the insurance portal, saving time when applying for special projects or other types of cargo insurance.

Another plug-in that Plus Logistics is gaining business advantages from is the Magaya SmartBorder Automated Broker Interface (ABI).

SmartBorder is a software application that enables Customs-compliant importation of goods into the United States. All the data about imported items is transferred directly from the import transaction, saving re-entry of the information. Then Plus Logistics files US Customs documents such as Entry/Immediate Delivery Form 3461, the Entry Summary Form 7501, and others directly from their Magaya system.

Customs updates are sent directly back to their system. Plus Logistics can send the updates to customers via Magaya Transaction Tracking, or customers can log into the interactive online tracking tool, Magaya LiveTrack, to see their shipment status.

The Customs duties, taxes, and charges are posted with the Shipment charges in their Magaya system and are available for liquidation. Jesus China, Import Manager, commented on using the ABI. “It’s been great since implementing SmartBorder. I’m saving a lot of time.

Before I had to do two files, but now just one. I don't have to enter the information twice."

Searching for import transactions is also easier, Mr. China explained. "When I send the information to SmartBorder, I receive an entry number. That is my reference number, so I can search for that number easily in my Magaya system when a customer calls me."

## Getting an Edge with Reports

Carlos Perez, one of the owners and General Manager, uses reports in the system such as Sales Reports by vendor and by customer. "I need to see how many pounds I ship with each air and ocean carrier. I use that data to negotiate prices with them. In the reports per customer, I can see how much business we are doing with each of the freight forwarders that rent space from us."

Mr. Gutierrez studies the accounting reports that are created in the software such as the profit and loss reports, balance sheets, and sales reports per customer.

Many of their customers are other freight forwarders. Five companies rent office and warehouse space from Plus Logistics. Many of those freight forwarders also use Magaya software. When commodities are received in the warehouse, the Plus Logistics staff creates the warehouse receipt. Then they transfer it from their Magaya system to the Magaya system of the freight forwarder. The transaction, data, and documents are in the same format, saving time and data entry. Mr. Perez said he recommends the software to all the freight forwarders who work with them. "It's like being on the same page."

The other Central and South American locations of Plus Logistics also use the software. In Panama, they have two locations, one in Panama

City and one in the Free Trade Zone in Colon. The business in Panama is mostly warehousing and importing and exporting. They also ship items via air, ocean, or ground depending on the destination and customer needs.

Commodities that Plus Logistics handles include electronics, computers and computer parts, printing press equipment, office printers, gaming machines for casinos, air conditioning units, and other items.

## Future Plans

Plus Logistics plans to upgrade to the Magaya Supply Chain Solution and add wireless handheld scanners so they can scan cargo barcodes and location barcodes. Mr. Perez said this upgrade will speed up the receipt of commodities.

They also plan to incorporate the CubiScan automated weighing and measuring system that connects to Magaya software. With this integrated plug-in of the scale, the staff can scan incoming items by placing the boxes on the CubiScan table. The weight and dimensions are sent directly to the Magaya database and populates the fields in the Warehouse Receipt.

They are beginning a new project to create franchises and expand in Central and South America.

Mr. Gutierrez was educated and trained as a physician in Venezuela. "Logistics is simpler than medicine. But there is also a lot of responsibility in this industry."

When talking about what makes his company different from others, Mr. Gutierrez said it is a matter of looking for solutions. "Each customer needs a different solution that is specific to their needs and criteria. We customize our logistics solution to their problem. One size does not fit all. We listen to their needs and advise them as to the best solution."



Plus Logistics Team in Venezuela