

CASE STUDY:

MARLINS CONSOLIDATORS, INC.

CONSOLIDATORS/NVOCC'S

CENTRAL AMERICA



MAGAYA IMPLEMENTS

NEED FOR IMPROVING COMMUNICATIONS

Magaya Agent-to-Agent Communications Solution

Marlins Consolidators is a logistics provider who for years has provided a complete platform to process logistics. They found themselves with the need to optimize their communication with their partners concerning mission-critical information. The Magaya Cargo System provided an out-of-the-box solution that dramatically improved their overall external communications.



AT A GLANCE

Marlin Consolidators, Inc.

INDUSTRY

Logistics
Consolidators/NVOCC's

SOLUTION

Agent-to-Agent
Communications

Marlins Consolidators is an international logistics provider specializing in exports and imports to the main ports in Central America. Be it Air or Ocean, Marlins offers second-to-none customized transportation solutions from origin to destination.

CHALLENGE

Improving Communication Needs

In logistics, a lot of information has to be relayed back and forth between the many entities involved in any single shipment; be it a consolidation with multiple houses, or a straight shipment for a full container load, and whether it's going air, ocean or ground. Everyone from the customers, to the agents and partners you work with for any shipment, will need to have information relayed to them. Marlins Consolidators found themselves face-to-face with this situation, and found very little flexibility within their system to confront it. Their agents at destination need to be "in" on the logistics process from beginning to end. This means that from the very beginning of any logistics move, a continuous back and forth cycle of mission-critical information will be necessary.

SOLUTION

Why Magaya?

Marlins originally used a DOS based system to manage their logistics. However, it was no secret to Marlins' management that the nature of the business was changing, and they needed a system that would overcome the demands in the information technology era. Marlins needed a system that didn't require any extra steps on the user's part to inform the parties involved of critical information. That's when Marlins heard about Magaya, and after a demonstration of the product, they realized that it was truly the solution they were looking for.

The Magaya Cargo System came with an out-of-the-box Internet tracking component, and an agent-to-agent communication that enables them to send their agents everything electronically. These two functions answered the need for Marlins to improve communications.

RESULTS

Implementing Magaya Cargo System

Warehousing

Marlins now has a computer in the warehouse through which they handle the data entry of all warehouse receipts. However, the receiving process at Marlins can now start before the cargo even arrives at the warehouse. Part of the cargo that Marlins moves will be coordinated by someone in customer service who generates a Pickup Order to dispatch a trucker to pick that cargo up. When that cargo arrives at the warehouse door, the data entry is seamless, since the warehouse employees can now convert the pickup order directly into a warehouse receipt. As they are receiving the cargo, they print their labels and put the cargo in their appropriate warehouse locations.

In the meantime...

As the Marlins warehouse employees are receiving the cargo and processing them as warehouse receipts, that information is being fed into Magaya LiveTrack immediately. The agents and customers can access their tracking page with their own login and password. Using Magaya LiveTrack anyone can view all the transactions made out to him or her as they are being processed. This grants visibility of their operations to those entities that need it in real time. Magaya LiveTrack can be customized per entity, which allows them to provide ONLY the information needed.

Export department, the heart of logistics.

For Marlins, the export process normally starts at destination where the agent receiving the cargo will check online with Magaya LiveTrack what has arrived at the Marlins warehouse in Miami. The agent will then send the export manager a listing of what cargo to consolidate. Using Magaya's consolidation wizards, and the agent's listing of warehouse receipts authorized for loading, the consolidation is built in a matter of minutes.

RESULTS (cont.)

It is at this point that the export manager will then generate a "Loading Guide" from the master level of the consolidation. This is turned over to the warehouse for the loading process. Once the container has been loaded, and it leaves the warehouse on its way to the port; the only thing the export manager will have to do is set the status of the shipment to "In Transit". This will reflect immediately in Magaya LiveTrack, thus informing all entities of the current status of the shipment.

Marlins utilizes the full capabilities of the Magaya Network and the agent-to-agent communications. At this point, they transmit the full consolidation to their agent electronically. This consolidation is an exact duplicate of the Marlins consolidation on their database, and it includes all pertinent documents such as bills of lading, cargo manifests, and all shipper/consignee related information. This means that the agent will not be able to modify Marlins shipment on their database, but instead keep a copy of their own to process at destination.

The next step for Marlins will be to educate the agents at destination to fully utilize the Magaya Cargo System at their destination agent's offices. Once fully implemented, Marlins agents will be able to enjoy zero data entry in the processing of their import shipments. As they are processing the shipment at destination into warehouse receipts, the Magaya Network will update Marlins copy of the shipment at origin and change the status to "Received". This way the customers on Marlins side will also be notified of the status at destination without any additional work from Marlins employees. As the agents at destination release the cargo on to their final consignee, that status will also reflect at origin as "Delivered".

IN CLOSING

Conclusion

Using Magaya's out-of-the-box components, Marlins has dramatically improved their internal and external communications. With truly "visible" information available in real time for anyone with Internet access; phone calls and emails are rarely even necessary. Marlins' customers are now aware what's going on with their cargo as it is happening. The agents can access their inventory at leisure so that they can pinpoint issues before they become problems. Marlins agents enjoyed Magaya's technical support service that assisted them in fully reaping the benefits that the Magaya Network has to offer.

