



Smooth Sailing with Cruises Logistic USA

Delivering Concierge-Style Service

Cruise ships are huge, but the business community is small, and a good reputation is essential to success. Cruises Logistic USA provides personalized service that continues to earn them new logistics contracts across the globe.



AT A GLANCE

Cruises Logistic USA
www.itways.it
www.crulogusa.com
INDUSTRY
 Freight Forwarder, Cruise Lines
 Logistics Provider and
 Warehousing & Distribution
SOLUTION
 Magaya Cargo System

Picture yourself on a cruise ship, relaxing by the pool on a comfortable chaise lounge as a staff member brings you a delicious, cold drink. If you've been on a cruise in the past seven years and ever wondered where all these amenities came from, the chances are Cruises Logistic USA handled all the arrangements.

Cruises Logistic offers warehousing and logistics, specializing in cruise line spare parts, including engines, anchors, mooring ropes, carpet, awnings, life rafts, food, furniture, and more. The Magaya Cargo System helps them manage an average of 150,000 pieces of cargo and 1,000 containers they ship per year from their Miami warehouse.

"We are the exclusive logistic providers for the US, South America, Caribbean and Canada of the largest and most prestigious cruise lines such as Carnival Cruise Lines, Costa Crociere, The Yachts of Seabourne, Silversea Cruises, Disney Cruises, and others. We are also popular with the industry vendors, port agents, and ship management offices," said Ivonne Zani, Chief Operating Officer of Cruises Logistic USA.

"With such large customers it might seem better to ship as much as you can as cheaply as possible, but that's not always the best solution," she explained. Cruises Logistic evaluates each situation and each customer to determine the best and most cost-effective logistics answer to their needs.

For example, when an engine's computer card stopped working and a replacement was needed right away, Cruises Logistic made it happen. "The ship was in Mexico, but the part was in Helsinki. There were no scheduled flights available and there was not enough time to ship by regular air cargo, so we arranged a charter flight to deliver the item overnight and allow the cruise to continue its itinerary. We got the part to the customer, relieving them of a big problem."

CHALLENGE

Whether a ship is in dry dock for refurbishment or broken down mid-voyage, the parts needed for repairs must arrive exactly when expected. A stranded ship costs money, but stranded passengers cost even more money and the cruise line's reputation. Cruises Logistic rises to the challenge of getting needed parts to their locations when they are needed; their reputation relies on it.

This reputation for getting the job done right has earned Cruises Logistic many cruise line contracts at shipyards all over the world. They arrange the logistics for new builds and repairs done in dry dock,

Freight forwarder Cruises Logistic USA specializes in fulfilling the logistics needs of the cruise ship industry one fleet at a time. They store goods at their Miami warehouse and work with their owner Italian Seaways Group to provide equipment and supplies for new builds and repairs at shipyards across the globe.

sending materials to locations as near as Freeport in the Bahamas or as far as Trieste and Genova in Italy, Victoria Island in Canada, Saint-Nazaire in France, and others in Germany and Helsinki. A dedicated team also handles the on-board logistics during the project, acting a liaison between the yard, the vendors and the cruise line.

Their reputation and attention to detail has also earned them their newest contract, the Norwegian Epic. Cruises Logistic, with the support of its European partner Italian Seaways, will take care of the global logistics of any equipment needed during construction of the Epic in Saint-Nazaire. At 1,080 feet long and 153,000 tons, the ship will hold over 4,200 passengers and will be the largest cruise ship in the world. Features include an ice bar, an Aqua Park with water slides, and Blue Man Group performances. The Epic will be launched in May 2010 and will sail year-round to the Caribbean, making the Port of Miami its home.

Cruises Logistic USA and Italian Seaways top managers will travel to the French shipyard to discuss all aspects of the NCL Epic project - one of the most demanding new builds in the world - with the yard manager and customs broker. Seeing the yard and operations first hand is just one example of the personal attention that Cruises Logistic provides. "When we start on a project so important, we want to have a better understanding of the company, its culture, and the people so we can provide the best service."

"Cruise line people and vendors often think we belong to the cruise line as our relationship is like the one of colleagues working in the same company," Ms. Zani explained. "If a new customer is concerned that they are handing over control of their project to a third party, we tell them the opposite happens when they work with us. We watch out for them, analyze situations, and use our experience to make recommendations that help them gain better control over the project. We are embedded into our customer's organizations, serving them with personal and skilled dedication. You can ship with anyone, but we like to take on the whole project. That's what makes us different. That's our forte."

"The cruise industry is a small world. For example there are only a handful of companies that build the cabins and the balconies. You will work with the same vendors on many jobs with different cruise lines, and since they all talk to each other, having a good reputation with them is very important."



Meeting customer needs can take some creativity. Not all the items fit neatly into containers or boxes, and not all destinations have easy routes. For example, the shaft of a ship is too long for a container. Cruises logistic offers a concierge level of service because each cruise line is different and their requirements are different. No job or size is odd or awkward for them. They also offer logistics consultancy services, another unique successful part of their business.

SOLUTION

Cruises Logistic USA's dedication to quality began when they opened their doors seven years ago with the support and know-how from their main partner, Italian Seaways, which has been in the business of cruise lines logistics and international freight forwarding since 1983. Cruises Logistic started with five employees and now has 30.

They started using Magaya software when the business began. "We knew we needed specialty software and Magaya provides what we need. We made a few customizations to accommodate our operations with the cruise industry and have been very happy with the software. I really think it helped us greatly to develop our business in the early years."

They chose Miami because many of the largest cruise ship companies in the US have their headquarters in Miami, including Carnival, Royal Caribbean, and NCL. The Port of Miami is able to berth the largest passenger vessels in the world and handles over 4 million cruise passengers per year.

Cruises Logistic USA has a fleet of trucks for local deliveries in the Miami and Ft. Lauderdale area. They arrange with third-party vendors for out of state deliveries.

They have a 70,000 square-foot warehouse that gets full even in the cruise industry low season. The warehouse includes 10,000 square feet of bonded space. The warehouse is custom made for cruise lines traffic and cargo, and various innovative solutions are employed throughout the warehousing and receiving process. They have four types of bonds: Customs, Import, Warehousing and Trucking, and all employees are TSA certified and Haz-Mat material handling certified.

They have four computers in the warehouse receiving area and 20 more stations in the offices of the various departments, all running the Magaya Cargo System. They produced over 68,000 Warehouse Receipts in 2008.

What do they like about Magaya software that helps them manage all this volume? Ivonne Zani and New Project & Development Department Director, Edward Santa both agree on the benefits of the software. "We use the reports to get information for clients, streamline our operations and build statistics to keep track of our business. When a client wants to know what is in the house right now, we go into Magaya Explorer, enter the name of the ship and we get a report immediately. We send it to the customer, and they are happy. Without that, it would be crazy to fulfill their request. If a customer has an emergency on the weekend, we can log into our database using the Magaya OnTheGo remote access."

IN CLOSING

Future plans include installing Magaya software at their partner's new venture (Italian Seaways Asia) and more locations throughout the world to enjoy a more integrated way of handling accounts world wide. Italian Seaways CEO Mr. Maderna said, "I was so impressed with Magaya software performance in Cruises Logistic USA that we decided to start our new venture in Asia with a tool we know very well."

"Since installation of Magaya software can be done online, we do not have the expense of sending someone abroad to do it," Ms. Zani continued. "To learn that was refreshing – one less thing to worry about. We are just so busy with work that if we didn't have that tool we would be wasting precious time. It really contributes to creating worry-free and concierge style logistics - just the way we like it."

Cruises Logistic knows where everything is and what needs to happen. "Sometimes items arrive in the warehouse without any information; we segregate this mystery cargo in a special holding area and begin a private investigation. We take all the measures to find out all details to be able to process the order within 24 hours," Ms. Zani said.

While guests enjoy their balcony views and the kids zoom down the water slide of the Norwegian Epic next year, they will have no idea how the slide got built or how the cabin and balcony materials were delivered. But Cruises Logistic will know and be hard at work on the next project.

**Download a Free Trial
at
www.magaya.com**