



# Magaya Implements

## Old World Methods Meet New Technology

Davidson's Freight Forwarding navigates old roads and even older customs to ship goods within Romania and into Europe.

“We use the Magaya Cargo System to evaluate the profitability in operations - Magaya is a great tool.”

Davidson's General Manager Ofer Sokal

## AT A GLANCE



**Davidson Freight Forwarder**  
<http://www.davidsonint.com>  
**INDUSTRY**  
 International Freight Forwarder  
**SOLUTION**  
 Magaya Cargo System

### CHALLENGE

Romania is full of opportunities and challenges. As the country transitions from communism to capitalism, the transportation industry is one of many moving from old ways to new.

Romania joined the European Union in January 2007 and is working on bringing the country up to modern standards. There are road projects scheduled. The seaport of Constanza has undergone improvements to the infrastructure.

The freight forwarding business in Romania is mostly done by small and medium-sized businesses. One of them, Davidson's, opened near the capital city of Bucharest two years ago and has been growing by combining old methods with new technology.

The General Manager Ofer Sokal knew getting the right software would improve his operations and give Davidson's a competitive advantage in a country where many companies still do not use software programs for shipping procedures. After evaluating other programs, Mr. Sokal chose the Magaya Cargo System.

"It's very user friendly software," Mr. Sokal said. "It's very easy to understand."

Davidson's is headquartered in the southeastern part of Romania, in the town of Otopeni, near Bucharest. They have a custom brokerage house and a bonded warehouse inside the airport, another warehouse in Bucharest, and a free-zone warehouse at the seaport of Constanza. They ship many different items, including importing clothes from China into Romania and exporting to Europe. They process approximately 150 containers per month. 70% of their business is international trucking to European countries such as Poland, Germany, France, Turkey, and Scandinavian countries. "There are so many trucks at night, you could ride a motorcycle on the tops of the trucks for 1,000 kilometers," he joked. The other 30% of their business is air and ocean transport. Containers arrive at the Constanza seaport, are trucked to the Bucharest warehouse, and opened to process the items. Since they

*International freight forwarder Davidson's provides 24/7 LCL and FCL services by ocean and air from Romania to Western Europe and other locations.* They import and export, offer customs support services, and provide local and international trucking in and out of EEC (a European Union directive) bonded and non-bonded storage facilities. Davidson's is headquartered in Otopeni, near Bucharest, Romania.

ship to so many countries in Europe, they work in multiple currencies and need to calculate the exchange rate daily so the correct amount can be invoiced.

In addition to their core business of freight forwarding, Davidson's provides customs clearance, which is another challenge in Romania. "Customs clearance is the name of the game in Romania. The paperwork must be perfect before you can even begin to get your shipment processed. We have the experience because we have worked in Romania for years. I have a good staff who understand the both the old Eastern European way of doing business and the new, Western European attitude and technology."

### SOLUTION

Mr. Sokal explained what he liked about Magaya software: "I got very excited about Magaya from the beginning. It was easy to get started with and to train others to use," Mr. Sokal said. "Other companies make you meet with them or mail you a disk. The Magaya software was easy to download, and it is easy for me to explain to others how to use it. We did not need expensive seminars or training."

Mr. Sokal is from Tel Aviv, Israel, where there are many software companies. He spent six months evaluating different programs to choose the right one for Davidson's operations in Romania.

"I have seen many logistics software programs, and I chose Magaya because it meets our needs as a small- to medium-sized freight forwarder. It is very versatile. We are doing all kinds of shipping now; we ship cars, clothing, — you name it. We're doing air, ocean, and ground, import and export. And Magaya has it all. Other software programs were too specialized, and we needed more flexibility," Mr. Sokal said. "Magaya Cargo System is perfectly suited to us."

Mr. Sokal wanted a system that can store their data, provide quick and reliable information about what business they have done, and what they need to do.



## SOLUTION (cont.)

"We use it to evaluate the profitability in operations. Magaya is a great tool. When I used the financial reports for the first time, it was amazing. I could see what was coming in, what was due and in different currencies, and for the first time, it was clear to me."

"We also use the customization features in Magaya to customize our invoices," he said. "When I saw that, I couldn't believe it"

Davidson schedules pickup orders in the Magaya Cargo System and gives their customers a detailed quote of all the prices. Davidson has built a reputation on reliability. There are no surprise charges, he said. "We are very open. We do not hide anything from our customers. This is very new in Romania."

During the current economic downturn, Davidson has actually seen an increase in their business because small shipments have replaced large shipments. "We have built a reputation for reliable service, and people have come to count on us because of our experience, service, and availability."

## RESULTS

While Romania's past is rich, its future also holds promise for international business. "Romania is open to opportunities," Mr. Sokal said.

When Mr. Sokal and his partner Mr. Raphael Nachmany opened the office two years ago, they had three people. Now they have 18 people working in Bucharest, and they are opening another office in the city of Timișoara to service northern Romania. The need for the service is so great there that when Davidson placed a sign in front of the new building, they started receiving phone calls from customers before the business even opened.

Future plans for Davidson's include using Magaya software in their new office, implementing the warehousing and task features, and they are considering adding the Magaya WMS program to their current Magaya system.

## IN CLOSING

"We get calls from other software providers who offer their services, and we tell them we are happy with Magaya," he said. "Magaya is a complete package, ready to go, with a variety of services. It's great. Our investment in Information Technology (IT) is very low because we do not need to spend that much with Magaya."

"To be successful in Romania is to provide reliable service and accurate data to the customers," Mr. Sokal said. "Magaya helps us track shipments and to provide consistent service to customers. We are an expert in LCL shipments and groupage. Our service is quicker and less expensive than many competitors here."

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