

CASE STUDY:

Hansa Logistica Global

NVOCC / FREIGHT FORWARDING

US + BRAZIL



We Take your Business Around the World.

MAGAYA IMPLEMENTS

NEED FOR STREAMLINED PRODUCTIVITY

Magaya Ocean Carriers Interface with INTTRA

Hansa Logistica Global, a long time customer of Magaya, looked to their software provider for ways to streamline their Ocean Export business. With the implementation of the Magaya Ocean Carriers Interface with INTTRA, Hansa streamlined their Export business with drastic improvements in employee productivity, and an even higher standard for customer service.

“We have definitely increased the number of files being handled by each employee with the INTTRA-Magaya connection; where before, on average, we used to handle 60 - 70 files per person each week, we are now handling over 100 per person without having to work any overtime”

Marcus Kadur, Vice President of Sales and Marketing

Magaya
Logistics Software Solutions



AT A GLANCE

HANSA LOGISTICA GLOBAL

www.hansa.com.br

INDUSTRY

NVOCC / Freight Forwarder

SOLUTION

Magaya Ocean Carrier Interface
with INTTRA

Hansa Logistica is a global transportation company that's primary specialty is exporting and importing full container loads worldwide. They were founded in 1973 as freight forwarders but soon grew to be a complete logistics provider. With office locations in Brazil and the US, they provide a logistics infrastructure that focuses on efficiency, customer service, and timeliness.

CHALLENGE

The Need to Co-Exist with your Partners in Logistics

When it comes to logistics, your company's edge will most definitely rely on how well you can manage and relay information. As a logistics provider, sometimes all of the information you need to relay and manage is out of your control. A perfect example is how a logistics provider interacts with their ocean carrier, and vice versa. Hansa, an international NVOCC based in Brazil, found the need to improve these communications and using the Magaya Ocean Carriers Interface with INTTRA has drastically changed their operations. Now everything is done seamlessly through this revolutionary Interface eliminating the need for long phone calls to your ocean carrier's office. With a few clicks everything from a booking request, to the very important shipping instructions is sent electronically to the carrier.

SOLUTION

Why Implement Magaya?

Hansa has been using Magaya Software almost since it's beginning, having purchased the software in the year 2001. Hansa decided to look into the system after hearing about it from a logistics partner. After the initial research, and product demonstration the relationship between Magaya and Hansa began. Hansa implemented Magaya Cargo System thanks in part to its affordable maintenance costs. However, they believed that the system truly came complete with the tools they needed to run their business. Everything from instant customizable reports, to the very advanced look-up feature attracted Hansa to Magaya. A friendly support line to assist them with any critical obstacles they encountered was all that Hansa needed to fully implement Magaya Cargo System for their company.

RESULTS

Implementing Magaya's Cargo System

Defining the Role of the Middle Man

Hansa, being an NVOCC and Freight Forwarder, acts as a "Middle Man" for the core of their business. This means that they work intimately with partners, such as warehouse providers and truckers, to ensure that the operation runs smoothly. This "Middle Man" position makes the implementation of the Ocean Carriers Interface with INTTRA all the more necessary. The core of Hansa's business revolves around what is referred to as "back to back" shipments in logistics. This cargo will more than likely never touch Hansa's warehouse facilities, and normally is dispatched directly to the ocean carrier's hands. The tedious phase of this job is the collection of the appropriate documentation for that cargo, and ensuring that it meets all customs regulations. The actual carriage of the cargo is managed by the ocean carrier, leaving Hansa at the will of very strict cut-offs. Due to this dependency between Hansa and its ocean carriers the "Magaya Ocean Carriers Interface with INTTRA" has dramatically improved efficiency, and completely changed the work flow of Hansa's employees.

Customer Service department

The workflow at Hansa begins with a booking request that is sent by the customer to a customer service representative. The information sent on this booking request is entered into a corresponding "Ocean Trip Export" within Magaya Cargo System. From this trip, Hansa files a booking request with the designated ocean carrier. Before implementing the Magaya Ocean Carrier's Interface with INTTRA, this process would have consisted of re-entering all of the information on INTTRA's website which leaves plenty of room for human error and is of course very time consuming.

Today however, Hansa transmits a booking request to INTTRA from within their Magaya Cargo System with just a few clicks. Within a few moments the booking request is confirmed by INTTRA and any relevant information regarding the sailing of the requested booking is "synced" with the information in Hansa's database. This ensures that the information Hansa has in their database is the same as the carrier, which avoids unnecessary complications at the time of shipping. At this point the customer service representative then sends a booking confirmation along to the customer for his reference, and generates a Magaya Ocean Consolidation directly from the aforementioned trip.



RESULTS (cont.)

Implementing Magaya's Cargo System

At this moment Hansa begins the documentation process. Normally handled by a customer service representative, this very crucial process involves collecting the appropriate documentation that is required before the ocean carrier's cut off. Hansa uses the "Attachments" tab of shipments very thoroughly, and as they receive the documentation electronically from their customers they add them to the pertinent shipments under the attachments tab. This ensures one central location that all of Hansa's employees and customers alike can go to and verify what shipments are missing documents before the cut off becomes an issue.

Traffic Department

Once the customer has received his booking confirmation, he emails Hansa what is referred to as the "Shipping Instructions". This is an email detailing the specific instructions on how the carriage of the goods should be managed. These shipping instructions must be sent to the ocean carrier before the cut off via INTTRA. In standard procedures this is a process that would have been managed from INTTRA's website in much the same way as the booking request. Again very time consuming, leaving plenty of room for human error, Hansa would have had to re-enter these instructions and all relevant shipment information once again. Using the INTTRA plug-in however this is a relatively hassle free process that within moments transmits the full shipping instructions to the ocean carrier. Within a few more moments a reply is sent back to acknowledge the shipping instructions.

The shipping instructions must be sent to the ocean carrier before their cut off, however all relevant documentation would have to be collected to be able to clear customs first. In real world scenarios however, this has always posed a crucial necessity for logistics providers like Hansa. Too often documentation is sent late leaving very little room for these logistics providers to meet the cut-offs. "It's exactly when you're pressed for time that this INTTRA Integration deal is making the most difference for us right now" says Marcus Kadur, Vice President of Sales & Marketing. With normally only a few hours left before the cut off, late documentation is no longer a problem for Hansa. This is when the INTTRA

Interface shines its brightest. Once those documents are collected and processed, it only takes a few clicks to transmit the shipping instructions.

Once the shipping instructions have been transmitted and acknowledged, the export process for Hansa is almost complete. At this point they liquidate the entire shipment to generate all necessary accounting transactions. This is a process that does an in-depth analysis of all charges found on that ocean shipment. In addition to generating accounting transactions it also analyses commission splits with all relevant parties. With the liquidation done, the shipping instructions transmitted, and the shipment now set to "In Transit", Hansa goes about preparing a "Pre-Alert" for their agent.

A lot more than just a "notification" for the agent, the Pre-Alert that Hansa prepares for destination provides elaborate details on the entire export shipment. Using the "Email" functionality of Magaya Products, Hansa emails all documentation regarding a shipment to their agent automatically. They attach such things as liquidation reports, shipper documentation (for example packing list, commercial invoice, IMO...etc), and any and all information the agent will need to process the logistics at destination.

IN CLOSING

Conclusion

Processing Ocean shipments with Magaya's Ocean Carriers Interface with INTTRA has already improved Hansa's overall productivity and efficiency. By training each employee for just 2 – 3 minutes, Hansa was able to implement this Interface relatively hassle free. Hansa has experienced an approximate 60% increase in productivity in the post-implementation stage. This has come with many additional benefits, including a significant decrease in overtime labor and significant decrease in redundant data-entry.

Magaya's LiveTrack, Hansa's favorite feature, has been taken to a new level with the INTTRA Interface. Thanks to this collaboration Hansa's customers can continue to track their cargo after it leaves port and is in the carrier's hands. A truly complete tracking solution, Hansa can proudly offer this service to their customers without any additional work on their part.