



## Note from the Editor

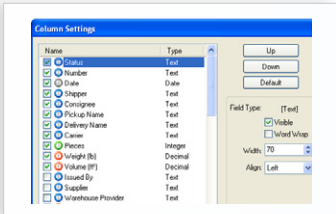
Welcome to the *Magaya Insider* and our new layout design.

This month we introduce you to one of the new features in the latest release of Magaya software – how to add columns using JavaScript. Now you can customize your lists even more by adding a script that calculates totals and displays the information you need to see.

Our case study features Seariders Brokerage Corporation, a freight forwarder based in South Florida who ships all kinds of freight to all parts of the world. Read about their adventures and how Magaya software gives them an advantage. ■

## Topics

### How to Use the Script Columns Feature



Scripts written in JavaScript can be used to calculate information and display it in lists or reports in your Magaya software.

The Script Columns feature can be found on any “Choose Columns” dialog box in your system, including lists in the Warehousing folder, the Accounting folder, Maintenance, and other lists.

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### Seariders Brokerage Corp.



Seariders Brokerage Corporation offers complete logistics services, including cargo pickup, Customs documents, warehousing, cargo insurance, letters of credit, and delivery via air, ocean, and ground transportation.

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## In the Works

### Enhancements to Reports

For the next release of Magaya software, the Magaya Development Team is working on the following improvements to reports:

**- Drill Down to Sub-reports:** Learn more about your numbers. In reports such as the Profit & Loss report, you will have the option to double-click on a number to see a sub-report that shows you where the numbers are coming from.

**- Customize Report Appearance:** Select different fonts, colors, and character size for the text in the report details and column headers. There will be options to format how numbers



display. For example you can add a comma to numbers in the thousands (2,533) or include a negative in parentheses (-15) or display the minus sign before or after the number (15-). ■



# Magaya

## Welcomes its newest customers

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## How to Use the Script Columns Feature

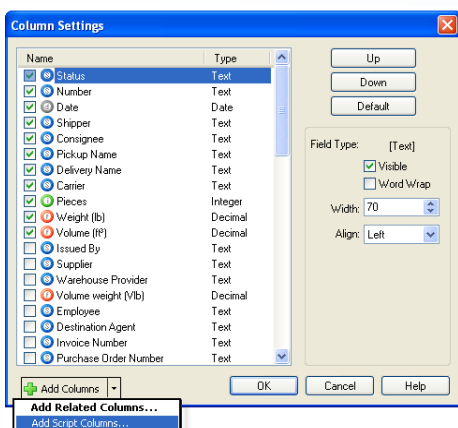
Scripts written in JavaScript can be used to calculate information and display it in lists or reports in your Magaya software.

The Script Columns feature can be found on any “Choose Columns” dialog box in your system, including lists in the Warehousing folder, the Accounting folder, Maintenance, and other lists.

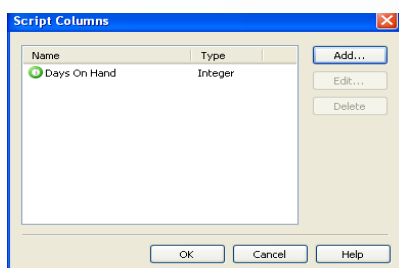
An example of a script column is if you need to know the number of days cargo has been on hand. The script will calculate the number of days based on the date the cargo arrived and today’s date.

Go to the Actions button in your list (or right-click an item) and select “Choose Columns”.

When the “Column Settings” dialog box opens, click the arrow on the side of the button “Add Columns” and select the “Add Script Columns” option from the dropdown:

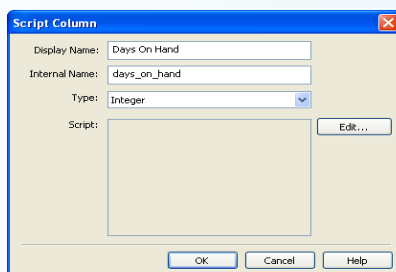


The Script Columns dialog box opens:



When you add scripts for columns to your Magaya system for this transaction (such as the Warehouse Receipt list), they will appear in this dialog box. This shows “Days On Hand” as an example script.

Click the “Add” button to create a new script column. In the dialog box that opens, you will enter your script:



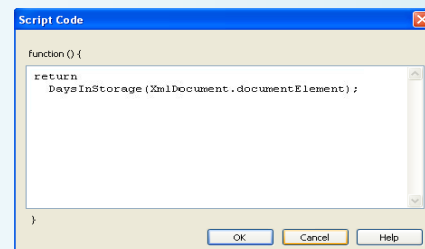
1) Enter a name for the column in the “Display Name” field. Since this is the name that all users of the system will see in the list, choose a name that describes the function of the script.

For the example that calculates the number of days cargo is on hand, we entered the Display Name: Days On Hand. The Internal Name field fills in automatically as you type, using lower case letters and substituting an underscore line for any spaces. The Internal Name is used by the Magaya system.

2) The Type field is used to determine the format of the output (what will display in the list). The system will use this information to format the data that will display in the list. The field has a dropdown menu with the following options:

- Text
- Integer (this displays a number)
- Date
- Yes/No

3) Click the “Edit” button to open a window for writing the code:



The function brackets are already included. Enter the code in this screen. You can also use (refer to) JavaScript functions that you already entered in the JavaScript library that is located in the Maintenance > Configuration > JavaScript.

This example uses a function created in the JavaScript library called DaysInStorage that calculates the days an item has been on hand.

When you complete the script code, click OK to save it and return to the Script Column dialog box.

4) Click OK to close that box and return to the Script Columns box. The script code you entered will be displayed in the list.

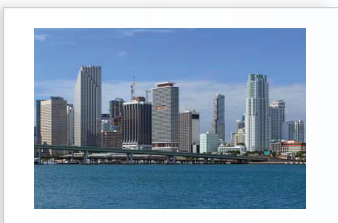
The script column will also be displayed in the Column Settings dialog box. Move it to the place in the list that you want it to appear.

When you click OK, the column heading now displays in your list. It can be displayed in other lists that are related to it by choosing the “Add Related Columns” option from the Choose Columns dialog box. This column will also be available to create reports. ■

## New Customers in December 2010

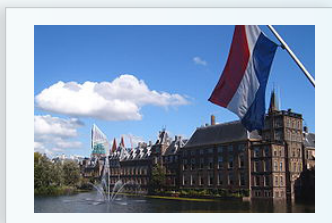
Magaya Corporation welcomes the following 18 new companies to the Magaya Community:

### In Florida



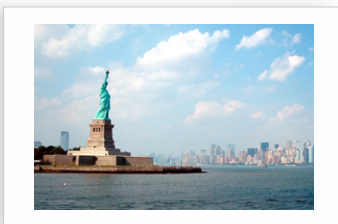
- 58 Trading, Miami, FL
- Capital Corp., Miami, FL
- Domesa Courier Corp., Miami, FL
- MarketPlace ICS, Miami, FL
- MSG Logistics Inc., Miami, FL
- TVA, Miami, FL
- Chapman Freeborn Air Chartering USA, Fort Lauderdale, FL
- Forward Systems Group, Inc., Orlando, FL

### In The Netherlands



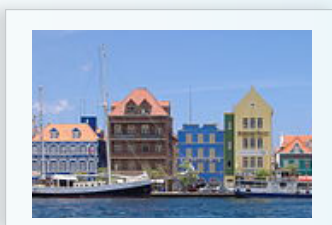
- GvanB Logistics, Bergen op Zoom, The Netherlands

### In New York



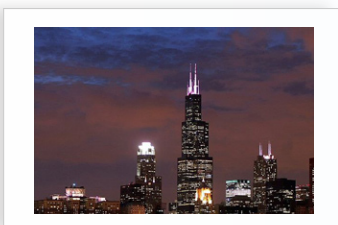
- Global Shipping LLC Jamaica, NY
- Powers Freight Express, Lynbrook, NY
- Rutherford Group Inc., New York, NY

### In the Lesser Antilles



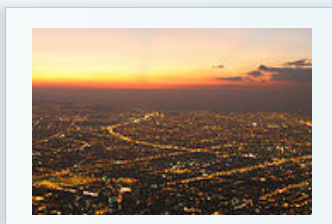
- Fresh Products and Logistics B.V., Curacao, Lesser Antilles

### In Illinois



- Progressive Transportation Services, Inc., Wood Dale, IL

### In Colombia



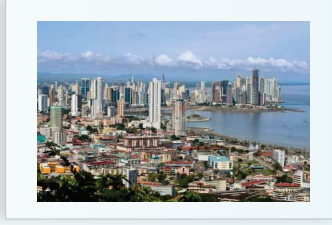
- Leadership Colombia, Bogota, Colombia

### In Washington



- MTI Worldwide Logistics, Seattle, WA

### In Panama



- PANAEXPRESS S.A., Panama City, Panama

### In Guyana



- Global Shipping LLC Georgetown, Guyana



## Odd Jobs? Of Course We Can!

### | Seariders Ships all Shapes and Sizes to All Places

When the staff at Seariders Brokerage Corporation gets a call from a customer who wants to know if their shipment can be managed, Seariders has the experience and dedication to solve any puzzle. Animals, engine parts, or gelato, they get it where it needs to go.



*This business still provides exciting challenges. Every day you have the opportunity to do something different. That's the fun part.*



Dan Barrett, Vice President, Seariders



## At a Glance

**Seariders Brokerage Corporation**  
www.seariders.com

**Industry**  
Freight Forwarder and 4PL

**Solution**  
Magaya Cargo System

Seariders Brokerage Corporation offers complete logistics services, including cargo pickup, Customs documents, warehousing, cargo insurance, letters of credit, and delivery via air, ocean, and ground transportation. They have Foreign Trade Zone as well as Domestic warehousing in Ft. Lauderdale, Florida, minutes from the Miami International Airport and South Florida Seaports. They are licensed as an Indirect Air Carrier (IAC) and Ocean Transport Intermediary (OTI).

## Challenges

Freight forwarder Seariders Brokerage Corporation needs to ship and track commodities as small as a 0.5 mL syringe and as large as a 120-foot yacht.

But those items are typical. Consider shipping an elephant – or a dozen white rhinos. When Seariders was asked to help ship 12 rhinos from Cape Town, South Africa to Orlando, Florida, they had to think out every step of the process, from the size of the animals, their comfort, and food. An adult white rhinoceros weighs about 7,000 pounds and measures about 12 feet long and 6 feet high at the shoulder. Seariders coordinated with the caretakers at origin, the loading crew at the airport, the veterinarians who accompanied the rhinos on the plane, and the FDA to approve the food the rhinos ate during transit.

To transport an elephant from Charleston, South Carolina to Spain, Seariders secured a spot for him to travel via an ocean-going vessel. “We have a reputation for taking on project that others don’t want,” said Dan Barrett, Vice President of Seariders. “We do unique things and try to think outside the box.”

Seariders has been in the freight forwarding business since the 1970s, with a brief hiatus while the founder, Al Redlhammer, worked as the Director of Development at Port Everglades. While working at the port, Mr. Redlhammer was instrumental in creating the first Foreign Trade Zone in the state of Florida.

When Seariders wanted to expand its warehousing operations, they looked for a new software program that could handle all the processes. In 2009 they moved their offices and warehousing facility from Port Everglades to new, larger location in Davie, Florida, with easy access

to the highway and within minutes of the Ft. Lauderdale-Hollywood International Airport and the seaport of Port Everglades. Mr. Barrett said that what attracted them to Magaya software was it included all the features they needed in one package. The other software program they were using would have required them to spend more to add on a warehousing module.

Mr. Barrett downloaded the trial and tested it to see what it could do and decided to buy.

“We wanted to have complete control of the process,” Mr. Barrett said. Since Seariders offers complete logistics service, from pickup to storage and delivery to their customers, they needed a complete software package.

## Solution

Seariders needed a software program that could handle their warehousing service, all the logistics procedures for receiving and shipping, and Customs requirements.

Their warehouse is 10,000 square feet with an “FTZ” section for bonded items such as liquor. The bonded commodities are given identification numbers that are entered in their Magaya Cargo System. These numbers help them sort lists of commodity items and separate bonded commodities from other cargo.

“I can create reports in Magaya to show Customs my Foreign Trade Zone/Bonded inventory,” Mr. Barrett said.

The liquor is stored in the Foreign Trade Zone area until the customer places an order. Then items are pulled and shipped. Seariders uses the Magaya Cargo System for the whole process, from receiving to storage. The storage charges are calculated and included into the invoices, along with the freight charges when the cargo is released.

Other commodities they ship include medical supplies, food, beverages, scuba gear and fish tanks for a university marine research department working in the Bahamas, 50-foot water pumps to Egypt, and swimming pool equipment to a resort in Nicaragua. Seariders has Haz-Mat certified employees on staff as well.

Mr. Barrett and his team also handle repair parts for cargo ships and cruise ships called “vessel spares”. Items include maintenance equipment such as paint, anchor rope, office supplies, medical supplies, goggles, and other items the crew needs to perform work

*Classic Car in Container*



while at sea. Mr. Barrett explained the importance of getting the right items in the container. "We create a loading guide to verify all the items for the vessels because the vessels are only in port for a few hours. We make sure what they ordered is what is loaded."

Seariders ships vehicles, including cars, trucks, motorcycles, and boats. The largest boat they shipped was a 120-foot Broward Yacht from Florida to the Middle East on the deck of a larger ship.

Seariders' sales agents maintain relationships with local auto dealerships to inform customers who buy cars and want to ship them. "Our overseas agent in Sweden is very active in the car trade and visits here regularly. We also have a Swedish employee, which makes it easier for people vacationing from Sweden who buy a car and want to send it back to Sweden. We talk with them about their shipping needs. Word of mouth about our service level has helped people know us and what we can do."

Most of the cars are shipped in containers, instead of Roll On/Roll Off (RORO) because customers often want to include other cargo items with the car such as extra tires, which you cannot do with RORO, Mr. Barrett explained. "We advise customers on the best option by asking them if they have other items to ship in addition to the vehicle."

Locations they ship to include Europe, especially Sweden, The Netherlands, and other northern European countries, Central and South America, the Middle East, as well as other parts of the world.

## A Family Business with a Solid Past and a Promising Future

Seariders is a family-owned business with three generations working. The founder, Mr. Redlhammer, is still involved in the daily business. His daughter, Patti Barrett, manages the import department and the import accounting. Mrs. Barrett and Mr. Redlhammer are licensed



Customs brokers. The Barrett's daughter, Jessica, also works at the company in Operations. Their business is split 50/50 between imports and exports. For their export shipments, they process the Customs documents with the Automated Export System (AES) feature in the Magaya Cargo System.

Seariders believes in the value of information. They provide a lot of information on their website about their company and services, including a link to their company's Facebook page which has photographs of many different shipments they have handled, and photos showing how they load cars and other vehicles into containers. Seariders owns four trucks for local pickup and delivery. They use Magaya software for all the trucking, warehousing, and exporting procedures, including the related accounting charges.

Seariders is a member of the Global Logistics Association (GLA). Mr. Barrett served as the association president for three years and on the board of directors. The GLA is an international network of small and medium-size freight forwarders and customs brokers. They meet in a different part of the world each year. In 2011, the GLA is meeting in Brazil.

Mr. Barrett enjoys traveling and meeting with customers and agents. "This business still provides exciting challenges. Every day you have the opportunity to do something different. That's the fun part." Speaking about the future direction of Seariders, Mr. Barrett said, "Magaya is going to help us tremendously as we move to the next level. We plan to add pick and pack services this year. What I like about Magaya is it can grow with me."

Delivering Specialized Cargo

