

Magaya



THE ULTIMATE GUIDE TO GROWTH

FOR 3PLS, FREIGHT FORWARDERS, WAREHOUSES, AND OTHER SUPPLY CHAIN BUSINESSES

It's a fascinating time to be working in the supply chain industry. The rapid pace of change in consumer trends, technological advancements, and social and macroeconomic influences keep us on our toes (literally and figuratively) day in and day out.

There is something new to learn every day. But there are also always potential threats looming around the corner. The competition is fierce. As logistics professionals, we must constantly stay informed to remain competitive and grow.

After working with thousands of companies in the supply chain industry around the world, Magaya has amassed a wealth of knowledge about best practices to set a solid foundation for growth and success. In this guide, we've outlined a few suggestions for businesses of any size and at various points in the supply chain.



MEASURE YOUR PERFORMANCE

Growth comes from the ability to monitor and measure performance. As the old adage goes, “you can’t manage what you don’t measure.” That’s not to say that you need to be spending all your time pulling reports.

It’s easy to get data overload nowadays. Establish key performance indicators (KPIs) that truly align with your goals and objectives and set a cadence to check your results.

Get started with performance measurement: Not every KPI will be relevant to your company and your role within the organization. Depending on your line of business, your customer profile, and your objectives, some KPIs will be more important than others.

When you look at your business through a different lens or from an alternate angle, you might be shocked at what you discover. To get you started, here are just a few common logistics KPIs you might want to consider measuring today:

DAYS SALES OF INVENTORY (DSI)	ON-TIME DELIVERY
DELIVERY IN FULL	PERFECT ORDER DELIVERY RATE
FREIGHT COST PER TON SHIPPED	PROFIT PER CLIENT
INVENTORY CARRYING RATE	SLOW-MOVING STOCK
INVENTORY TO SALES RATIO (ISR)	STOCK ROTATIONS
INVENTORY VELOCITY	SUPPLIER ON-TIME DELIVERY
LOADING/UNLOADING TIME	WAREHOUSE CAPACITY
MONTHS ON HAND	WAREHOUSE PRODUCTIVITY
	WEEKS ON HAND

MAGAYA SUPPLY CHAIN

As the system of record for running your entire supply chain business, from operations to accounting, tracking and visibility, warehouse management, and more, Magaya Supply Chain offers the benefit of a truly comprehensive, global view of your business.

No more cobbling data together from various systems, spending hours trying to make sense of information in disparate systems. Magaya gives you a unified view of your business with built-in reporting capabilities. Some of the reports that come out of the box with Magaya Supply Chain include:

PROFIT & LOSS REPORTS	Show your income, cost, expenses, and profitability for a time period.
SALES REPORTS	Get sales by item, customer, or agent. You can also create reports of open invoices and aging accounts.
PURCHASE REPORTS	View your purchases by item, carries, and vendor.
INVENTORY REPORTS	Understand where the inventory is within a warehouse, and the levels of each item, including perishable items.
BALANCE SHEET	See your total assets, liabilities, and equity. A complete snapshot of your business capital, how much it owns, and how much it owes.
PROFIT REPORTS	See your total assets, liabilities, and equity. A complete snapshot of your business capital, how much it owns, and how much it owes.
AVAILABLE BY CUSTOMER, SALESPERSON, AGENT & OPERATIONS	Gain insight on best-performing customers contributing to the overall profit of the company.

In addition to its built-in reporting features, Magaya Supply Chain also includes a fully-integrated accounting module enabling you to assess and understand the financial health of your business. You'll gain access to a complete accounting system that is integrated with the operational features of the software. Plus, the Magaya team is always happy to work with you to develop custom reports to meet your unique needs.

The Magaya system contains all the information needed to create bills, invoices, and other accounting transactions easily. Additional features include:

- **Handling multiple currencies**
- **Customer payment terms**
- **Chart of accounts and a list of items & services**
- **Banking (checks, deposits)**
- **Carrier rates (and contracts for customers and carriers)**
- **Many accounting tasks can be automated to ease the processing, including automatic creation of charges in operations and when working with routes**
- **Recurring accounting transactions**
- **Periodic invoices**
- **Accounts receivable and accounts payable**
- **Basic reporting capabilities are at the core of any operation that wants to measure its growth and establish key performance indicators (KPI)**

2 IDENTIFY YOUR GROWTH OPPORTUNITIES



For freight forwarders, making effective use of data is tantamount to success, and given the complexity of modern shipments with multiple teams involved in a single transaction, accurate, up-to-date customer data is a must.

That means that how effectively and proactively you manage your relationships with your customers and prospects - and the data about them in your systems - can make or break your business.

At the end of the day, the speed at which you respond, the consistency of your services, and the ease at which they can communicate with you are all important considerations that can turn an interested prospect into a loyal, longtime customer.

ENSURE QUALITY, ACCURACY, AND TIMELINESS OF DATA

Constantly updating customer organization details, contacts, quotes, activities, and procedures can be an administrative nightmare with multiple, disconnected data systems within a company. It also leaves you with a serious blind spot, hindering your ability to identify and act upon opportunities to upsell, cross-sell, and generate new and repeat business.

A unified data system with a single system of record for customer data ensures that the entire team, from sales through operations to finance, has access to the same updated information to ensure a quality flow of information. This allows you to make important data available when it's most needed, including current and completed transactions, cargo status, order estimations, accepted commercial offers, vehicle, shipping/trucking, and customs documentation, payment information, commercial offers, and more.

BOOST VISIBILITY FOR COMPANY LEADERSHIP

When accounts and quotes are managed across multiple systems, it's challenging - if not impossible - for management to obtain a clear picture of operating performance, pipeline health, and strategy. A unified system that shines a light on data regarding sales efforts - as well as any setbacks that could be affecting a sale - is an important enabler for sales management to make data-driven strategic moves. For freight forwarders, that means that data should be sliced and diced in various ways, for instance by quotation and tonnage, pulling reporting data from throughout the system.

STREAMLINE QUOTING AND COMMUNICATIONS

When multiple teams are at play to make a sale, important information can slip through the cracks, or take excessive amounts of time to be shared. For example, access to the most up-to-date data about quotes is a must for both sales and operations teams. A system integrated with your freight software platform will streamline quoting and communications across multiple teams, busting silos that can hurt your customer experience, and the bottom line.

ENABLE A HIGHLY-EFFECTIVE SALES PROCESS

A well-implemented CRM system provides an effective framework for sales teams to pursue prospects and collect the data they need to generate revenue-driving opportunities. Plus, by putting all customer data in one place, sales management and operations can quickly spring to action in support of sales representatives, instead of wasting time collecting and digesting information from all over the place. Comprehensive, relevant reports and data available to all key stakeholders enables a highly-effective sales process and allows users to increase the time spent with customer interaction (and spend less time on bureaucratic tasks).



HOW MAGAYA CAN HELP

At Magaya, everything we do is based on helping logistics and supply chain businesses speed up their operations and perform more efficiently. Your speed and efficiency have a direct impact on the service your customers are able to offer to the end consumer. From streamlining customs import processes to boosting warehouse productivity, Magaya offers a broad range of features and extensions to optimize every step of the supply chain.

MAGAYA CRM

Integrated with Magaya Supply Chain, this time-saving CRM solution eliminates redundancies and encourages collaboration across sales and operations teams with greater visibility, streamlined processes, and built-in business intelligence.

Save time and reduce duplicate data entry by automatically creating an account or opportunity once the quote is complete. Quotes and accounts created in Magaya are synchronized with the CRM.

Designed for the unique needs of freight forwarders and logistics service providers, you can manage leads, contacts, and accounts, all in a single platform alongside related quotes, customer interactions, and more. Leads can be created in the CRM or directly from quotes in Magaya Supply Chain. You can even configure lead alerts for proactive qualification.

Giving you a single system of record for customer data, Magaya CRM is the ultimate solution to deliver a predictable, scalable, consistent customer experience across teams.

KPI REPORTING & DASHBOARDS	Spot trends and manage teams proactively with built-in dashboards that provide quick access to key account, lead, opportunity, activity details and more.
CUSTOMER & PROSPECT MANAGEMENT	Track all activities related to prospective and current customers along with details including name, e-mail, phone, social links, groups, campaigns, etc. for contacts and industry, type, addresses, financials, social, groups, etc. for accounts.
PIPELINE & FORECAST MANAGEMENT	Access account, lead, contact, activity and opportunity details via desktop or mobile device. Manage and review all aspects of deals from lead to close. Qualify leads by stage, follow-up, and rank leads before they are converted to prospects.
QUOTE HISTORY & AUTOMATION	Track the progress of quotes and create an account or opportunity once the quote is complete. Quotes and accounts created in Magaya Supply Chain are synchronized with Magaya CRM, and leads can be created in Magaya CRM or directly from quotes in Magaya Supply Chain.
OPPORTUNITY MANAGEMENT	Manage tasks, action-items, call logs, notes by date / time / user at a lead, account, contact and opportunity level. Analyze opportunities, activities, and leads – all in real time.
CAMPAIGN MANAGEMENT	Create mass marketing campaigns, qualify and rank leads, and integrate with mailing solutions to get your message out to prospects.

3 KEEP YOUR FINGER ON THE PULSE OF CUSTOMER SATISFACTION



The customer is king, even in B2B relationships. While consumers are notorious for having little tolerance for poor customer experiences, this is perhaps even more true in the business world, where people's livelihoods and reputations are on the line. If you let your customer down, they could be paying a massive price due to one slip up on your end, potentially having exponential ill effects for the customer.

Reliability is just the start. It's imperative. Today's businesses expect more. They want full visibility of their orders and cargo at all times. They want things to be simple and efficient. They contacted you because you're the logistics expert, so they want you to fully own that piece of the puzzle for them.

WHAT'S YOUR CUSTOMER SATISFACTION INDEX?

How do you collect feedback from your customers? Do you really know where you stand with regards to customer satisfaction? Consider surveying your customers on a regular basis to keep a finger on the pulse of your customer satisfaction levels and show your customers that you care. Here are some ideas of questions you may want to include in your survey:

- How satisfied are you with your overall experience with our company?
- How satisfied are you with the value you are getting from our services?
- How satisfied are you with the timeliness of our services?
- How likely are you to refer us to a colleague?
- How satisfied are you with our tracking and visibility capabilities?
- How satisfied are you with our rates and prices?
- How satisfied are you with our customer service team?
- How satisfied are you with our handling of your cargo?
- How satisfied are you with our range of services?
- How satisfied are you with our flexibility for special requests?
- How satisfied are you with our billing accuracy and timeliness?
- What services would you like to see us offer in the future?
- How can we serve you better?

HOW MAGAYA CAN HELP

MAGAYA DIGITAL FREIGHT PORTAL

Digitize your entire customer experience with the Magaya Digital Freight Portal!

Your customers will love the hands-on, insightful, easy-to-use portal, and you'll benefit from streamlined processes, improved productivity, reduced costs, and an opportunity to grow your business exponentially.

The Magaya Digital Freight Portal gets you quickly established as a digital freight forwarder to deliver the transparency, control, and ease of use that your customers have come to expect.

From quotations to schedules, bookings, shipments, warehouse visibility, tracking, and reporting, we've got you covered with a branded and customized web portal that will set your business apart from the rest.

The Magaya Digital Freight Portal can work with your existing TMS, RMS, or ERP and also works out-of-the-box with Magaya Rate Management and Magaya Supply Chain, giving you the most comprehensive and feature-rich customer-facing freight platform on the market today.

QUOTATIONS	Significantly improve your cost-of-sales by letting your customers quote online. Be it spot or contract rates, they'll only see the pricing you've set up for them. Then, they can easily convert their quotes into bookings - in just a few clicks. saving time for both your customer - and your sales staff.
SCHEDULES	Set up your own schedule site in minutes! We give you the tools to get the carrier data you need, and our smart routing guide automatically picks the allocated one based on the customer's search criteria. No more maintaining schedules manually or simply foregoing them entirely.
BOOKINGS	Instant acknowledgments for your customers, and less time keyboard punching for your operators. With the Magaya Digital Freight Portal, your customer can turn a schedule, quote, or P/O into a booking in seconds and we'll push it into Magaya Supply Chain or your TMS/ERP instantly.
SHIPMENTS	Give your customers 360-degree visibility, 100 percent of the time, and enable them to take care of their shipments - together with your team. With the Magaya Digital Freight Portal, your customers will have a full view of their running shipments with you at all times.
TRACKING AND VISIBILITY	Your customers will always know the status of their warehouse inventory and the whereabouts of their shipments, without having to pick up the phone or send endless emails. You have full control over what milestones to show them. And customers can receive notifications to alert them when a milestone is updated or reached.
REPORTING	Maintaining visibility of many shipments, across multiple vendors, regions, and products is made easy with built-in reporting. Customers can create their own reports, analyzing any part of their business with you, and we'll even email them their reports on a regular basis.
WAREHOUSE VISIBILITY	Provide your customers with the visibility and control they need when their cargo is in the warehouse. They'll appreciate the self-service visibility and you'll both save time by avoiding extra calls and emails about their warehouse inventory, warehouse receipts, cargo releases, pickup orders, and more.
PAYMENTS & INVOICES	Streamline your invoicing process by making it easier than ever to request payments and get paid directly from the portal. Your customers will have their invoices at their fingertips. Online payments have never been easier, more flexible and affordable.



4 GROW YOUR NETWORK

The supply chain business is all about making the right connections. From connecting cargo to containers and couriers to consumers, your network is an essential part of your business. Choose your agents and partners wisely, as your business and its growth depend on it. Everything is interconnected: you can't offer the timely, reliable service your customers demand if you're depending on slow, unreliable agents along the way.

Even the most well-intentioned agents can sometimes struggle to keep up with the rapid pace of the industry. That's why it's important to equip yourself with the right supporting technology to make communication hyper-efficient.

TAKE STOCK OF YOUR NETWORK

Have you ever mapped out all the stakeholders you need to communicate with to run your business? From customs agencies to trucking companies, you might be surprised at what you find and the magnitude of the data you need to exchange on a regular basis! Here's a table to get you started.

STAKEHOLDER	TYPES OF INFORMATION SHARED	FREQUENCY	CHANNEL	NOTES
Agent, agency, customer, courier, etc.)	(Orders, SKUs, invoices, product information, etc.)	(Daily, hourly, as needed, etc.)	(E-mail, EDI, fax, WhatsApp, etc.)	

MAGAYA NETWORK

Communicating with the various stakeholders that interact with your business can be a real challenge, especially when you consider that each one has its own unique way of exchanging information. The Magaya Network solves that problem with a secure online platform for standardized communication across all players in the supply chain, from origin to destination. Using one platform to communicate gives you and your stakeholders real-time visibility and optimizes your workflows, all while using a secure online system.

What’s more, when you join the Magaya Network, you gain instant access to over 2,300 other supply chain companies across more than 90 countries, opening up a world of opportunities to grow your business and expand its reach. Without ever leaving the Magaya platform, you can communicate via chat, send and receive transactions, documentation, and other data directly to other users, keeping your business more organized and boosting efficiency.

Did you know that sending information over email, EDI, or fax leaves your business vulnerable to data breaches, hackers, and errors? With the Magaya Network, you retain complete control over what documentation and transactions you send in the secured system.

MAGAYA COMMUNITY	Create a company profile allowing you to send and receive invitations to connect from 2,300+ potential business partners.
SECURE CONTROL	Approve or disallow messages to connect only with companies that meet your needs.
ADVANCED SEARCH	Search for companies by company name, location, or keywords.
KEYWORDS	Use keywords that include any special service you need such as a company that handles oversized cargo, hazardous materials, or transports vehicles.
SHIPPING EXTENSION	Exchange and view messages and tracking numbers from couriers such as UPS, USPS, and FedEx.
AIR CARRIER MESSAGES	Exchange messages between your system and air carriers when you send the air waybill electronically via the eAWB feature.
US CUSTOMS MESSAGES	View all messages related to the Automated Manifest System (Ocean AMS/ISF, and Air AMS).
OCEAN CARRIERS MESSAGES	Display all messages sent or received directly from ocean carriers using the Magaya Ocean Carriers Interface plug-in with INTTRA.



5 WORK SMARTER, NOT HARDER

Even the best-laid growth plans will go awry if you don't have the capacity to scale efficiently. If you're struggling to keep pace with growth, your profits will drop, and your customer experience will begin to suffer. As part of a sustainable growth strategy, you must look for ways to optimize efficiency throughout your organization. Ensuring that you have a solid technology foundation will position you to be able to grow your business – and your profit margins.

AUDIT YOUR WAREHOUSE

If you operate one or more warehouses, then you know just how fast small changes can lead to big results. The Japanese continuous improvement concept of Kaizen seeks ways to make tangible, incremental changes that lead to big results.

From time to time, it's smart to take a look at your warehouse operations with fresh eyes. Shaving one minute of handling time off of each pallet, for example, can yield massive cost savings when you multiply that by the number of pallets you process in a day, month, and year.

Is the flow of goods organized in the most efficient way possible? Are top moving items located closer to the docks?

From door-to-door, who touches each product? Why? How long does it take? (i.e. pallet measurement, inventory count, packing/unpacking, forklift journey, etc....) What can I do to improve each of those touches?

Am I effectively using technology to improve warehouse productivity? Are employees wasting time walking back to a desktop workstation when they could be saving precious time doing their tasks on mobile devices? Do we have enough devices or workstations, or are we creating bottlenecks due to lack of hardware?

Are we doing enough to ensure inventory accuracy?

Is the warehouse capacity full? Can it accommodate for growth?

Managing your inventory becomes a lot easier when you have created smart, automated procedures for your warehouse. With Magaya, your team can efficiently replenish orders, plus use guided putaway and picking sequences that optimize warehouse space. In addition to a solid operational core in Magaya Supply Chain, Magaya also offers several warehouse extensions to enhance your productivity and help you use technology to your advantage.

DIMENSIONER BY MAGAYA

Dimensioner captures and saves dimensions, weight, and photos of cargo instantly - plus it syncs the data in real time. With two Dimensioner sizes available, Magaya has you covered whether you are measuring pallets or smaller parcels. Dimensioner uses sophisticated software algorithms for fast and efficient measurement of freight, regardless of shape, size or material. Interfaces with any host system, scales and barcode readers, so you can be up and running in no time. Prints labels after each scan, which can be customized to user specifications.

FLOW WMS BY MAGAYA

Flow WMS, the new generation of mobile warehouse management software, puts the power to dramatically increase warehouse productivity in the palm of your hand! This new mobile app, designed for Android™ and iOS, gives you the freedom of a modern mobile warehouse management app with the real-time visibility and functionality you need for efficient and fast receiving and warehouse operations. With complete control of your warehouse tasks, you can even trigger the Dimensioner from the app to obtain weights and measures.

MAGAYA SUPPLY CHAIN

Make your warehouse smarter with Magaya Supply Chain's directed operations - a series of intelligent workflows and sequences that optimize both warehouse space and employee time. Boosting your revenues and profit margins, the smart warehouse is used for not just receiving, storing, and shipping cargo; it also replenishes orders, has directed (i.e., guided) put away and picking sequences. These processes all work together to optimize how items are put away so it will be easier to pick them later to fulfill orders faster.

IN SUMMARY

There are so many new gadgets and apps popping up these days that aim to help you grow your supply chain business. It's easy to get excited at the possibilities these new tools promise, especially since we all know how technology has made our day-to-day lives easier in so many ways. But all the bells and whistles mean nothing without a solid operational core to structure and streamline your operations.

The right technology foundation is an essential underpinning to support growth. Magaya is your partner in this journey, offering a Digital Freight Platform that gives you the holistic view of your business you require to make the decisions that will take you in the right direction. Plus, our dedicated team of supply chain technology experts will support you with the knowledge it takes to make technology work for you.

ABOUT MAGAYA

Magaya delivers a Digital Freight Platform that accelerates growth with flexible, interoperable, and modular cloud-based solutions designed to optimize and digitize end-to-end logistics operations and customer experience. Whether used together as an integrated digital freight platform or independently, Magaya solutions enable businesses of all sizes to streamline complex and redundant processes, enhance the customer experience, optimize productivity, reduce costs, and grow revenue. At Magaya, we are passionately devoted to ensuring our customers' success through our innovative technology and comprehensive array of related professional services. We take great pride in our people, experts in the field of logistics automation, who are always willing to go the extra mile for our customers. There are no limits to your growth with Magaya. Visit magaya.com to learn more.

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