



THE FREIGHT FORWARDER'S GUIDE TO DIGITIZATION

Magaya®

A close-up photograph of a man with a mustache, wearing a blue checkered shirt and an orange safety vest with reflective silver stripes. He is looking down at a laptop, which is partially visible in the foreground. The background is blurred, showing what appears to be a warehouse or industrial setting.

8 WAYS TO USE TECHNOLOGY TO GROW YOUR BUSINESS

The adoption of digital solutions is no longer a “nice-to-have” but rather an imperative for freight forwarders and other logistics service providers (LSP).

Many logistics providers are still using cumbersome manual processes, such as email, fax, and spreadsheets to conduct business. In fact, one report found that complex, multimodal shipments can take as many as 40 e-mails on average to execute from start-to-finish.

No matter how adept you are at managing your inbox, doing business with manual tools has become a significant impediment to growth, especially as younger generations born into a fast-paced, 24/7, connected, digital world become part of today's business environment.

Not only do forwarders and LSPs need to focus on greater operational efficiency, but they must also deliver the best experience, one that's frictionless, to their customers. This means a digital experience with faster response times, self-service capabilities, ease of doing business, simplicity, and transparency.

“TRADITIONAL FORWARDERS THAT WISH TO SURVIVE HAVE NO CHOICE BUT TO DIGITIZE. BY OUR ESTIMATE, AUTOMATING MANUAL PROCESSES NOW COULD REDUCE CERTAIN BACK-OFFICE AND OPERATIONAL COSTS BY UP TO 40 PERCENT, WHILE DIGITIZING SIGNIFICANT PARTS OF THE SALES PROCESS COULD REDUCE RELATED DIRECT COSTS EVEN MORE.”

**CARTER GORDON, OWNER,
WP(JA) INTERNATIONAL FREIGHT SYSTEMS**



People increasingly want to conduct business the same way they do so in their personal lives: online and in real-time. Meeting these baseline expectations requires adopting digital solutions to a technologically driven culture.


Additionally, the industry has a new crop of investor-backed ‘digital forwarders’ that are changing the game with slick UI/UX (user interfaces and user experiences) and the advantage of funding, some in the multi-million \$ range, to propel their businesses forward.

This has ratcheted up the competitive environment. Longstanding, established forwarders though have advantages that are critical to doing the job of moving freight across borders with a variety of transport modes and addressing local market challenges.

Traditional forwarders have the deep industry knowledge, strong business relationships, and market knowledge to stay competitive. By augmenting these advantages with logistics technology, forwarders can streamline operations, add value to their shipper customers’ business, lower costs, and maintain a competitive advantage.

“INCUMBENT (LOGISTICS COMPANIES) CAN BENEFIT BY LEARNING HOW TO BECOME MORE AGILE, GET NEW IDEAS, AND IMPROVE HOW DYNAMIC AND DIGITAL THEIR BRAND IS PERCEIVED.”

MCKINSEY & COMPANY



Many forwarders and LSPs are finding cloud-based technology is an efficient, cost-effective, and speedy web-based delivery mechanism to deploy digital solutions. They're finding meaningful value in instituting a modern, agile, and flexible cloud-based strategy.

On-premises, pre-Cloud systems require costly maintenance, downtime for updates, and often have outdated, clunky interfaces. Cloud-based logistics software is well suited to the needs of today's forwarders, from small to large. All that is needed is an internet connection.

There are many digital solutions available to improve the speed, efficiency, and accuracy of your day-to-day forwarding and logistics operations. In this guide, we cover eight key freight technology offerings that will benefit your company and boost customer satisfaction.



8 WAYS YOU CAN DIGITIZE YOUR OPERATIONS TO ADVANCE YOUR LOGISTICS AND FORWARDING BUSINESS:

1. SYSTEMATIZED FREIGHT RATES AND QUOTING

How are you managing, distributing, and accessing freight rates? Are you still using manual processes, phone calls, spreadsheets, and email? Certainly, this is a time-consuming and tedious way to manage freight rates that is unproductive and inefficient.

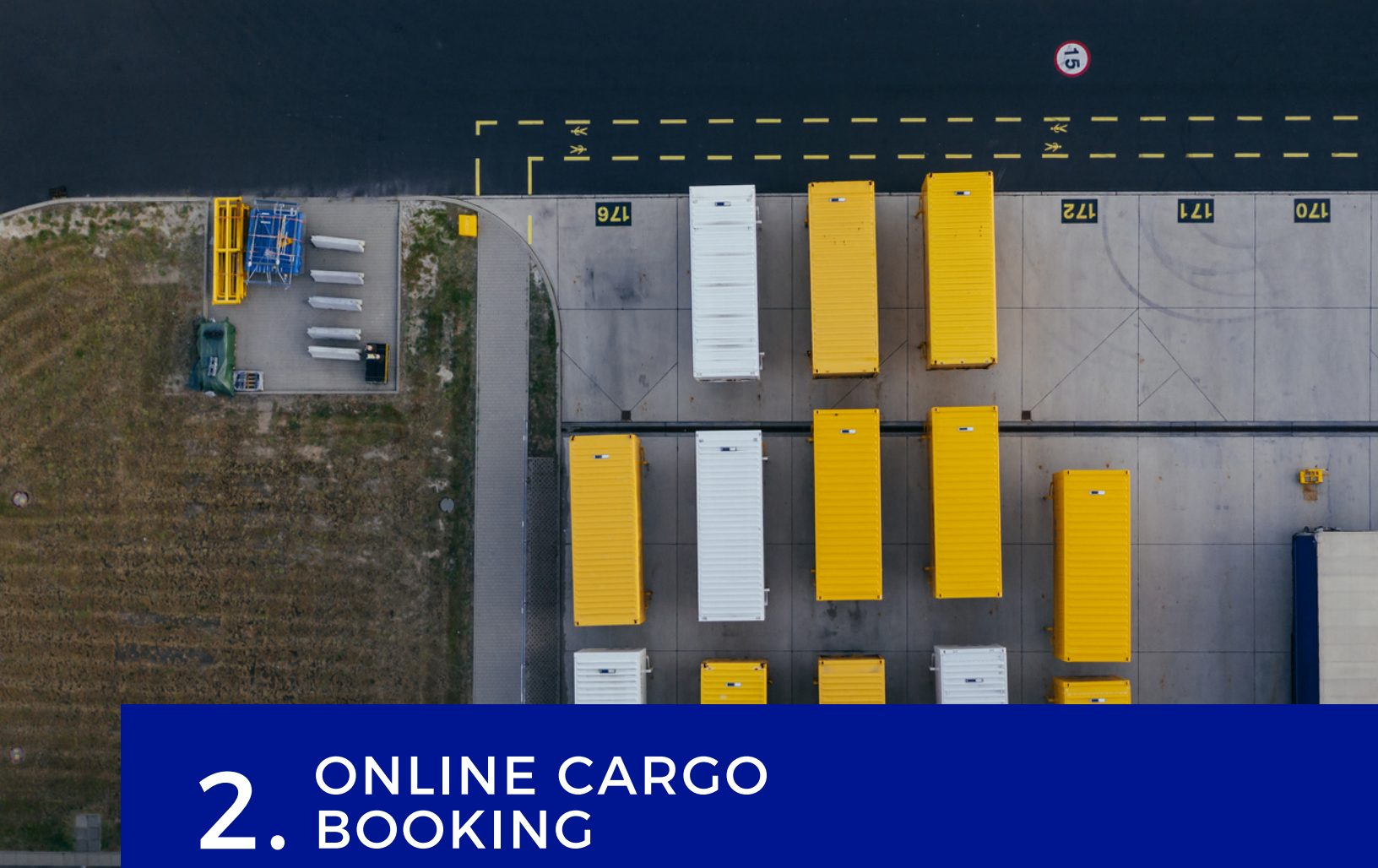
As a forwarder, you need up-to-date, accurate rates for quoting to customers, collaborating with agent partners, and for optimal business performance. With digital freight rate management and distribution, you're able to respond faster to quote requests and improve customer satisfaction. You can turn an organizational weakness into an advantage with systematized freight rate management.

With automated freight rates all in one place, you'll improve productivity as well as have the ability to quickly and accurately respond to a customers' freight rate requests. A single comprehensive digital database of contract rates and surcharges, including amendments, allows you to search and compare up-to-date rates online, anytime day or night.



Accurate, timely rates need to be quoted to customers and effectively tracked, from quoting to invoicing, to deliver the best customer experience and optimize business performance.

Available as a standalone solution or integrated with Magaya Supply Chain, Catapult Rate Management connects freight forwarders with leading ocean carriers, co-loaders, and more for simplified rate and quote management. You can manage ocean, air, and ground rates in a single system, plus access rate prioritization, surcharge grouping, quotes, and FMC filing modules all in one place, keeping you organized and in control.



Digital processing of cargo bookings and all the associated documentation that follows – shipping instructions and bill of lading all the way to invoicing - is the beginning of a seamless and more efficient way to manage freight transactions. Although the traditional ways of managing booking requests, emailing, and phone calls, may be your current process, there will soon be a day when all freight is transacted digitally. Manual processing is time-consuming and costly, and may cause delays and compromise data quality.

Moreover, over-reliance on manual processes and spreadsheets can be a fundamental weakness in worldwide supply chains, as we found out in 2020 when the pandemic had most company employees working from home.

With a single platform for multimodal shipping, you're able to seamlessly enter all your electronic cargo bookings in one connected system that's directly integrated with your carrier and NVOCC partners for a faster, more effective way to execute freight transactions.



All of the shipment documentation is easily accessed for each stage of the shipment journey, making it easily shared with trading partners and easily accessible for addressing compliance requirements.

Also, you'll find that some systems provide time-saving tools that reduce or eliminate redundant data entry. For example, existing digital booking requests can be reused for regular cargo moves to and from the same origin and destination. This saves time and increases productivity.

Automating the booking process also reduces the chance of manual errors which improves data accuracy and delivers a more efficient way to manage shipments.



3. DIGITAL COMPLIANCE SOLUTIONS

Flexible, interoperable digital customs compliance software provides real-time data exchange to expedite customs clearance and release of shipments. Systematizing all key customs compliance documents, such as ISF (Importer Security Filing), enables logistics providers to easily submit customs filings, establish an electronic record of the filing, and share documentation with the necessary trading partners.

When a customs compliance platform is integrated with an ERP, TMS, or WMS you'll have visibility to compliance processes as well as all documentation and status updates, which provides for better reporting to customers and access to timely data. Digital access helps eliminate manual transactional work, such as phone calls and emails. You'll no longer need to call ports for updates. Status updates are easily accessed on the platform providing a fast and easy way to review critical freight status information.

You can rest easy when all supporting customs documentation is filed on-time and digitally cleared to prevent delays and expedite delivery to customers.

ACELYNK ABI by Magaya is an ACE-certified ABI solution that focuses on compliance, security, and technology, built to accommodate businesses from small to enterprise-level. With ACELYNK ABI, you'll never miss a CBP request or payment, or miss filing your summary on time, keeping you compliant while saving you time.



4. CENTRALIZE AND DIGITIZE END-TO-END OPERATIONS

Business silos are when two departments within a business or two systems don't or can't communicate operationally. This results in inefficiency and the inability to share key business information.

By adopting a comprehensive, digital logistics platform you can manage the full origin-to-destination supply chain in a single solution to optimize business operations, improve productivity, and streamline the flow of information both internally and externally with customers.

Moreover, when sharing logistics information from a system with all shipment details under one roof, the data will be more accurate, timely, and reliable. With a single platform, there's minimal manual processing so less chance of errors. Data quality is preserved, and timely, accurate information is made available for all parties to a shipment.

Another clear benefit is the elimination of double data entry. With a single, integrated platform, bookings, pickup orders, warehouse receipts, shipments, and invoices, for example, can all be created directly from that one ecosystem, a single source of truth.



Magaya centralizes your logistics operations in a comprehensive Digital Freight Platform which includes the Magaya Supply Chain solution and its apps and extensions, as well as cloud-based customer experience, customs compliance, and rate management solutions. The Digital Freight Platform is flexible allowing forwarders to customize their platform with modular, interoperable solutions to suit their business needs.

“PRIOR TO ADOPTING THE MAGAYA ECOSYSTEM, WE HAD DIFFERENT SOFTWARE SOLUTIONS FOR DIFFERENT AREAS OF OUR BUSINESS THAT WEREN'T CONNECTED. WE HAD TO KEEP RETYPING OVER AND OVER. NOW, WITH MAGAYA EVERYTHING IS CENTRALIZED SO WE'RE DOING THINGS MUCH FASTER.”

FREIGHT FORWARDER IN FLORIDA



5. INCREASE CARGO VISIBILITY

In the current global shipping environment, shippers are looking for more visibility, certainty, and access to digital supply chain data to better address challenging market and infrastructure conditions, and improve decision-making.

The days of searching carrier and terminal websites for tracking updates and then emailing updates to customers are in the past. By setting up tracking in a way that enables a data feed of the widest range of events direct from shipment partners, and then running it through your operating system, you can share this visibility information directly with customers, to their inbox or smartphone for full end-to-end visibility.

This comprehensive view of a shipment provides greater transparency and enables more informed decision-making. Armed with this timely, accessible, and easily shared tracking information, your customers will have the data necessary to improve supply chain planning and response.

There's no reason to settle for carrier-provided ocean port-to-port tracking. Your customers want door-to-door tracking, exceptions, and delays in real-time (not when the carrier website or U.S. Customs finally updates).

Deliver a better customer experience by offering comprehensive and complete tracking data as part of your freight management service.

The Magaya Container Tracking extension helps forwarders eliminate wasted time and manual processes, tracking ocean shipment containers across more than 70 sealines, all within the Magaya Supply Chain solution.



6. JOIN A COLLABORATIVE INDUSTRY NETWORK

Consider the value of a collaborative, global industry network that offers secure, online communication with shipping industry participants, anytime, day or night, to facilitate timely sharing of freight documentation and peer-to-peer dialogue.

It's an opportunity to build strong, constructive global relationships through direct communication with current trading partners to facilitate reliable origin to destination cargo flows, and foster new business relationships.

With an extensive global network of industry stakeholders, network users can grow their business and expand their reach. Plus, information can be exchanged faster, more securely, and more accurately when sent electronically.

Beneficial to Magaya customers is the Magaya Network, a community of global Magaya users, which enables users to securely connect and electronically exchange transactional information, including documentation (bill of lading, air waybills, packing lists, commercial invoices, etc.) with other global Magaya users. It's also a great resource for connecting with new agent partners in other countries.



7. MOBILE APPS – A GIVEN IN TODAY’S LOGISTICS WORLD

Mobile apps offer anytime, 24/7/365 access to real-time shipment information to provide a heightened level of customer service.

The cell phone is ubiquitous in our everyday lives, so there’s no doubt that mobile apps are well received and extremely useful due to their anytime, anywhere access. The ever-changing and complex nature of logistics and the associated shipment information is well served by logistics-related apps that improve visibility to shipments and documentation.

Beyond that, when key logistics data is at your fingertips, efficiency and productivity increase since there’s no longer a reason to use time-consuming email or phone calling for shipment information. Mobile apps can also be very useful in regions where internet connectivity may be spotty.

B2B mobile app use is increasing. Boston Consulting Group’s (BCG) research found that 80% of B2B buyers are using mobile at work, and more than 60% report that mobile played a significant role in a recent purchase.

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8. CUSTOMER EXPERIENCE LAST BUT NOT LEAST!

Upping your digital game enables you to serve your customers better and in a timely manner. And, as we're seeing, customer experience (CX) has grown in importance and will only continue to be one of the most important aspects of doing business.

With a great digital customer experience, you're building stronger connections and positioning your company for the future. With computers at our fingertips (aka cell phones) we're used to accessing information, shopping, enjoying entertainment and more online every day.

Consider the delivery services from Amazon Prime - one-day delivery on more than ten million items; in some U.S. markets, same-day delivery from Amazon and 2-hour delivery of your groceries from Whole Foods. This is setting the standard for service delivery, so it's no surprise that customers expect more from their business partners and will continue to look for the same experience at work that they have in their personal lives. This means transacting digitally.

People don't want to wait or press button after button to reach someone on the phone. They want a seamless, frictionless digital experience such as the Magaya Digital Freight Portal, a branded, interactive digital customer experience with all the functions of a digital forwarder in a single solution.



“THE ERA OF DOING B2B BUSINESS “THE OLD-FASHIONED” WAY IS GONE. NOW CUSTOMERS EXPECT A HIGH LEVEL OF INVOLVEMENT AND REALLY HIGH-QUALITY DIGITAL SERVICES WHEN MAKING A B2B PURCHASE. THE DIFFERENCES BETWEEN B2C AND B2B ARE BLURRING, AS CUSTOMERS ARE EAGER TO HAVE THE SAME SMOOTH MODERN EXPERIENCE IN ALL AREAS OF THEIR LIVES, INCLUDING THEIR WORK LIVES. AT LEAST 80% OF B2B BUYERS ARE NOT ONLY LOOKING FOR BUT EXPECT A BUYING EXPERIENCE LIKE THAT OF A B2C CUSTOMER.”

Integrating digital technologies to streamline your forwarding and logistics business' operations, increase efficiency and data accuracy is an important step in transforming your business and offering customers a great experience. There's no time to put this off. Digital freight and logistics technology adoption is accelerating and new tech solutions are entering the global shipping industry every day. Ultimately, the end goal is to offer customers the best experience possible.

GET TO KNOW MAGAYA

As the leading platform in logistics and supply chain automation, Magaya is trusted by more than 2100 businesses located in over 86 countries. The flexible and hyper-configurable Magaya Digital Freight Platform makes digital logistics solutions accessible to businesses of any size, supports businesses operationally, and serves the end-to-end freight logistics needs of your customers.

With robust functionality, Magaya Digital Freight Platform includes solutions for freight forwarding, warehouse management, customer experience, customs compliance, rate management, and customer relationship management. The Magaya Digital Freight Platform provides you with the ability to customize your technology with modular, interoperable solutions, giving you a system that perfectly meets your unique requirements.

ABOUT MAGAYA

Magaya Corporation develops the leading platform in logistics and supply chain automation. The Magaya Digital Freight Platform delivers flexible, interoperable, modular solutions for the supply chain industry. Whether used together as an integrated logistics software platform or independently, Magaya solutions are designed to enable businesses of all sizes to streamline complex and redundant processes, optimize productivity, reduce costs, and grow revenue. At Magaya, we are passionately devoted to ensuring our customers' success through our innovative solutions and comprehensive array of related professional services. We take great pride in our people, who are experts in the field of logistics automation and are always willing to go the extra mile for our customers. Visit magaya.com today.