

FASTTRACK

Logística Express. Courier Internacional.



ABOUT THE COMPANY

In the early 1980's Nestor and Tomas Santa Ana began their careers working with United Parcel (UPS) in Argentina, Brazil, and Chile. The brothers spent more than a decade in the industry, learning the trade and acquiring a valuable skill set.

After 10 years, Nestor and Tomas were determined to strike out on their own. They had developed an in-depth understanding of how to move cargo efficiently and achieve a high level of customer satisfaction. In 1992 the timing was right, and Nestor and Tomas launched FT Courier in Buenos Aires.

The business grew rapidly and in 2004 FTC was appointed the official private postal provider for mega-retailer, Staples, in Argentina. The following year, FTC became a FedEx partner and the brothers put their skills to work by operating as a FedEx extension and opening branches throughout the country.

FTC was establishing a solid and successful foundation in postal operations, and it wasn't long before Nestor and Tomas were ready to diversify. In 2010 they opened a warehouse in Argentina and expanded their portfolio to include a national and international courier service.

Today, FTC is a full-service logistics company. With a 70,000 square meter warehouse in Argentina and facilities in the United States and China, FTC successfully moves more than 5,000 packages per day. The company is a service partner for Mercado Libre, managing a fleet of more than 60 vehicles and drivers, as well as the e-commerce business for this online marketplace of over 170 million Latin America users.



THE CHALLENGES

Volatility is common in logistics, but when the Covid pandemic struck in 2020, Nestor and Tomas encountered a situation that was completely unforeseen. The retail world was forced to “shut down” and the online world exploded. People were working, socializing, and buying everything via the internet.

“Virtually overnight our volume tripled,” recalls Nestor. “The processes we had in place were no longer adequate and we were unable to fulfill our obligations. Plus, e-commerce consumers expected same-day service – place an order in the morning and receive the product by end of day – and there was simply no way to accomplish this.”

As the pandemic continued to strengthen, the situation for FTC deteriorated. Cargo was piling up in Miami and customer claims were pouring in. Covid created a crisis that threatened their very survival. Needing to make dramatic improvements to their software, hardware, and overall operation, Nestor contacted Magaya for a better strategy.

“We consider Magaya to be more than a software platform. Magaya is a partner in our business.”

THE SOLUTION

In the midst of Covid, FTC was faced with challenges that required an entirely different approach. Business had fundamentally shifted, and FTC needed to function as a logistics company rather than a postal service. “As Magaya customers, we were able to rely on Magaya co-founder, Gabriel Ruz, to help us re-envision FTC and its processes. With an expert understanding of the industry, Gabriel helped pinpoint our weaknesses, implement the right tools, and excel in this new marketplace niche. It’s fair to say that Magaya changed our lives,” recalls Nestor.



DIMENSIONER

“Dimensioner increased productivity by an incredible 60%.”

Dimensioner by Magaya is a warehouse automation device that weighs, measures, and photographs cargo from every side. Then, it automatically enters all information into the Magaya system where it's attached to the corresponding transaction. Every dimension is exact and precise. Whether it's parcels, pallets, or cargo, Dimensioner automatically records all information quickly, efficiently, and accurately.



THE CHALLENGE

By September 2020 incoming cargo had increased from 50 to 500 parcels per day and FTC's Miami warehouse was at a standstill. Cargo was piling up and things were getting worse. It was impossible to process the orders. "When travel restrictions were lifted and I was finally able to visit Miami, it was a shock," recalls Nestor. "Boxes were piled everywhere, and I was literally unable to walk through the warehouse." Finding a way to move cargo became Priority Number 1.

THE RESULT

Dimensioner offered FTC an accurate system for receiving and processing shipments, and "unclogging" the funnel. Instead of using a tape measure to record dimensions – an inaccurate and time-consuming process – workers simply placed the cargo on the platform and Dimensioner recorded weights and measurements within seconds. With Dimensioner's trusted precision, invoicing was more accurate and customer disputes were dramatically reduced. Within just a few short days Dimensioner was up and running and shortly after, *productivity increased by an incredible 60%.*

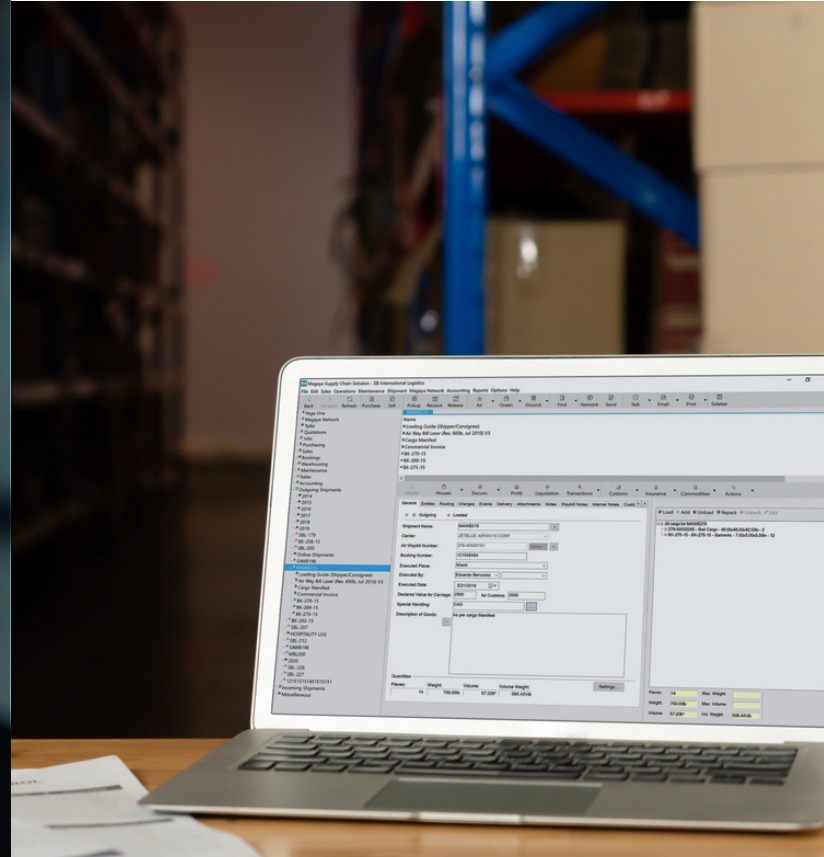
LIVETRACK

THE CHALLENGE

Ecommerce customers expect 24-7 visibility and want to know exactly where their purchases are, every step of the way. With a greater volume of business and fewer employees to handle it, FTC was unable to provide this level of support. In a business that relies on exceptional customer service, FTC's future depended on making rapid improvements

"LiveTrack not only increased customer satisfaction, but even more importantly, it gave our staff time to concentrate on other challenges during this critical time."

LiveTrack by Magaya gives customers direct access to cargo releases, warehouse receipts, shipment statuses, inventory quantities, and invoices 24 hours a day. With real-time visibility, customers have peace of mind and require less assistance from warehouse staff and customer support. So, it not only optimizes customer service but also increases staff productivity.



THE RESULT

Once customers started to use LiveTrack, they loved it. Suddenly they had freedom to track their shipments wherever and whenever they wanted. LiveTrack offered 24/7 access without the need to email or call, giving customers visibility, control, and peace of mind. Best, of all, FTC employees had more free time to work on other projects, so productivity improved all throughout the company

BINDER

“Binder makes it easy to document cargo with visual proof, so disputes and disagreements have been eliminated. Binder improved the overall customer experience... and that’s very good for our business!”

Available on the Google Play store and the App Store for iOS, Binder takes photos of packages, cargo, and barcode labels and uploads the photos directly from a smartphone. Whether it’s a single photo or an entire gallery, the photos are attached to existing Magaya transactions or commodities in the system. Once the image is uploaded, customers can see the uploads through the LiveTrack app.



THE CHALLENGE

Damage is a common occurrence, but with FTC’s warehouse in a state of confusion, the business was lacking a reliable way to document the condition of arriving shipments. Photo equipment was far too costly and required dedicated personal and time-consuming processes. Without a solution, there was no way to prevent customer disputes and no way to resolve costly claims.

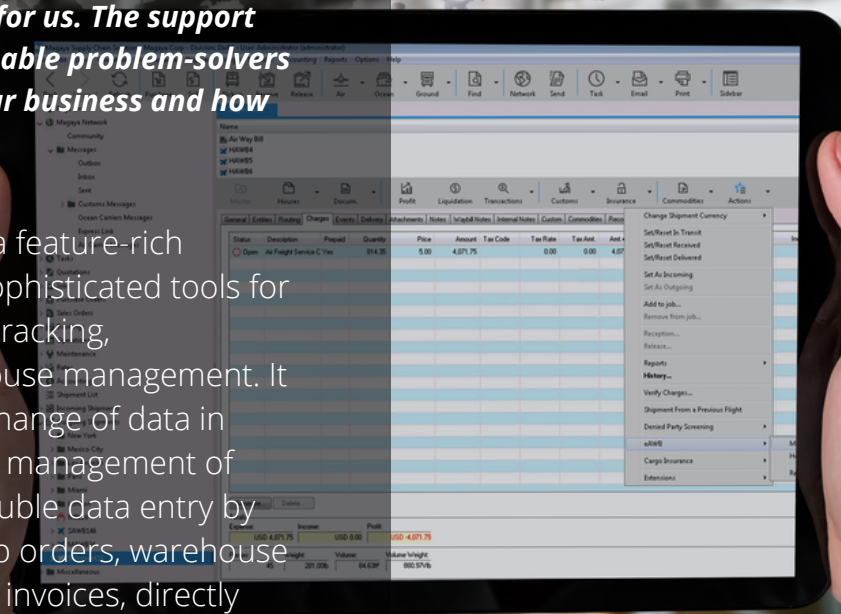
THE RESULT

Simple to install, the Binder app offered a quick, effective solution. A picture is worth a thousand words and Binder provided verifiable information that customers could feel confident about. It eliminated disputes, improved relationships, and enhanced the customer experience. In combination with LiveTrack, customers could retrieve visual proof whenever it was needed.

MAGAYA SUPPLY CHAIN

“Magaya is always there for us. The support team includes knowledgeable problem-solvers who really understand our business and how the industry works.”

Magaya Supply Chain is a feature-rich software solution with sophisticated tools for operations, accounting, tracking, connectivity, and warehouse management. It provides a seamless exchange of data in real-time, to allow better management of operations and avoid double data entry by creating bookings, pickup orders, warehouse receipts, shipments, and invoices, directly from one platform.



THE CHALLENGE

By December 2020 the immediate crisis was resolved. With the help of Dimensioner, Binder, and LiveTrack, FTC had successfully navigated the initial shift in their business. Now FTC needed to further streamline its processes and better align with the new way of doing business. While FTC had been successfully operating with the Magaya Cargo system, employees were still using Excel spreadsheets which created inaccurate information and duplicated processes. Nestor could see that the company needed a single integrated platform and streamlined processes to provide a higher level of warehouse automation as they moved towards the future.

THE RESULT

Supply Chain by Magaya created a reliable database allowing FTC to seamlessly exchange information in real-time and manage logistics on a single platform. Despite being located in different countries, workers became more collaborative and shared accurate, up-to-the-minute information. Supply Chain eliminated double data entries and duplication in processes. It also eliminated the need for individual staff members to create separate Excel spreadsheets. From freight quotes to accounting, Supply Chain created complete connectivity and visibility. Plus, the advanced WMS with built-in inventory management enabled seamless workflows between warehousing and shipping.

Almost immediately, Supply Chain had a dramatic impact on FTC's business. Suddenly, cargo was flowing in a timely, organized manner. Staff was more productive and profitability was on the rise.

WMS MOBILE

“WMS Mobile helped us better visualize the warehouse and identify improvements we hadn't even thought of.”

WMS Mobile by Magaya provides better control and organization in the warehouse. Using a handheld device, workers can receive cargo, create warehouse receipts, assign locations, and print labels. The structured system provides greater visibility and allows more cargo to be processed quickly and efficiently.

THE CHALLENGE

It was becoming clear that a fully automated warehouse was essential. Without automation, FTC could not keep pace with future demand and remain competitive. Even before the staff shortages created by Covid, manual processes caused frequent mistakes. “Lost” cargo meant that workers would physically have to search the warehouse. “The simplest thing - like a parcel falling from a shelf - caused confusion if a worker replaced it in a different location,” explains warehouse manager Santiago Quinn. Plus, lack of control caused major discrepancies in inventory. Cargo was missing, and the situation was becoming extremely concerning.

THE RESULTS

WMS Mobile gave FTC complete visibility throughout the entire process, from entry to exit. By scanning barcodes, staff could easily keep track of a parcel's location. According to Santiago, workers actually enjoyed using the system and were motivated to become even more organized on their own. WMS Mobile also helped identify a variety of weak points in the warehouse. “With WMS Mobile, we saw that the warehouse would benefit from a different layout and more efficient shelving systems. Eventually, we upgraded our physical equipment and even moved to a larger location.”

CONCLUSION

Magaya Saves FTC \$70,000

One of the biggest challenges came when Nestor realized there was widespread theft within his organization. With the lack of organization, visibility, and control, inventory had been disappearing at an alarming rate. “When I mentioned the situation to Gabriel, he immediately went to work. Within less than an hour, the Magaya system helped discover 300 stolen packages and identified the individual employees responsible! It was a costly lesson to learn, but thankfully Magaya prevented it from continuing.”

- **In 2020 FTC lost \$70,000 in stolen cargo**
- **In 2021 there were no losses from theft**

ABOUT MAGAYA CORPORATION

Magaya develops the logistics automation platform that accelerates growth. Our flexible, interoperable, modular, cloud-based solutions are designed to optimize and digitize end-to-end logistics operations and customer experience. Whether used together as an integrated logistics software 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.