



Solving Complex Transportation Problems

Reaching Remote Areas and War Zones

M2 Transport relies on its quality staff, long-term carrier relationships, and Magaya software to transport their customers' most precious cargo into remote or hostile areas.

“In the type of business we are in, there can't be any service interruptions. We fix supply chain disconnects.”

Scott, Beal, COO, M2 Transport



AT A GLANCE

M2 Transport

www.m2transport.com

INDUSTRY

Logistics Provider

SOLUTION

Magaya Cargo System

CHALLENGES

When supplies or parts are needed quickly in a remote area or even a war zone, a charter flight is often the solution. Logistics company M2 Transport provides emergency flights as well as scheduled freight shipments to places that are difficult to get to such as Iraq and Afghanistan. Other examples of urgent shipments include delivering parts if there has been a production failure or a transportation equipment failure. Whether lives are at stake or just meeting a production deadline, M2 Transport has the experienced staff and technology to successfully fix supply chain disconnects.

M2 Transport was started in 2001 by Steve McDonald and Jim Mueller who combined their experience in air chartering and brokering to form a new company and gave it their initials, M and M, forming "M2". The company covers a wide range of territory in the US, with offices in Atlanta, GA; Dulles, VA; Louisville, KY; Houston, TX; and Cincinnati, OH. They do not own any warehouses or vessels, but partner with others who specialize in those areas, drawing on long-term relationships with carriers and other vendors to ensure quality for their customers.

The Chief Operating Officer (COO) Scott Beal works out of the Louisville sales office, not far from the Ohio and Mississippi rivers, major historical conduits of transport for centuries. Speaking of how M2 Transport started and how it has grown, Mr. Beal said, "We built on our origins in the air charter service and applied that level of service to scheduled freight. We find ourselves monitoring our customers' most important shipments in the air and on the ground such as large, oversized cargo that requires permits. We know how to get cargo moved to hard-to-get-to areas such as Iraq, Afghanistan, and Africa. We also add value to the transportation chain by providing security if it's needed. We can get freight into Afghanistan in two days for our customers. This is one of the ways we try to separate ourselves from the crowd."

SOLUTION

In addition to the experienced staff, M2 Transport offers its customers the latest technology by using the Magaya Cargo System. When their former software program was no longer meeting their needs, they researched other programs and chose Magaya.

"The transition was fantastic," Mr. Beal said of getting started with

Logistics company. M2 Transport, provides services to freight forwarders, 3PLs, and trucking companies. They move oversized cargo for the oil industry, military goods and many other time-sensitive commodities. M2 Transport is certified as an Indirect Air Carrier, holds its truck brokerage license, and is endorsed by CNS and IATA.

Magaya software. "Our sales person was very educated in the product. He really had answers for us and that gave us confidence during the sales process. Since then, the support has been great. Any time we've had to call, we've gotten the attention we needed."

Owner and CEO Steve McDonald agrees: "The best thing about Magaya from my vantage point is that I don't hear about it every day. That lets me know that the system and support team are working for us in such a way that my people are able to do their jobs, without having to frequently raise issues up to senior management to get the help they need."

The CEO, the operations managers, and IT manager evaluated the software. "It's very adaptable and intuitive," Mr. Beal said. "A major selling point for us was the high level of customization that is available. It's not a one-size-fits-all. We can expand it to meet needs as our business changes. So far we are using the standard features and have not needed extra customization except for customizing several documents and fields. But we're glad the flexibility is there to change things as we grow. It gives us the confidence that we can modify our system requirements whenever it is necessary. You don't know what tomorrow will bring."

They have customized invoices and other operations documents such as Pickup Orders and Cargo Release by adding the company logo and custom fields using the Magaya Document Designer, which is included with the software.

They book all their customer transactions in their Magaya software and track the movement of the cargo to the airplane and during ground transport. They create consolidations for air, ocean, and ground using the wizards to process the 250 to 300 shipments they handle per month. The majority of their service is international air shipments and domestic expedited shipments.

In addition to using the Magaya Cargo System in each of their office locations, they incorporated Magaya LiveTrack into their website, giving their customers online access 24 hours a day from anywhere in the world.

M2 Transport is a relatively new Magaya user, having gotten started in June 2009. They started with the operations features and plan to migrate to the accounting functionality in Magaya software soon.



"I frequently run Profit & Loss statements by operations. I can see a quick overview of where we're making money and where our most profitable lines of business are. I can also look at transaction level information when I need a more detailed view to determine if we are upside down on a shipment. I can get my hands on that data pretty quickly. There is a lot less labor in pulling and scrubbing data."

M2 Transport is just getting started with the Magaya Community. "I think it's a good way to find credible resources you want to connect with, particularly international agents overseas." In the Magaya Community, users can search in the directory for other Magaya users by geographic area or the services they provide.

"We're learning something new every day. As we realize we need to do a task, we find the feature is already there in the software."

RESULTS

The software helps them do their jobs and offer the best service to their customers. The staff was able to learn the Magaya software quickly, contributing to another element of quality M2 Transport offers.

"We service numerous industries – oil and gas, high tech, food distribution, construction, project cargo across all industries, and time-sensitive and/or high-value commodities. Our in-house staff has the experience to accomplish these hard-to-do trips. We are used to dealing with difficult situations. We can offer not just the most expensive charter but other alternative routes because we have long-standing relationships with many carriers."

M2 Transport is a small company of about 20 employees, staying lean and avoiding non-essential overhead. Mr. Beal worked at UPS Air Cargo when it was smaller and gained experience as it grew, working his way up to Director of UPS Air Cargo Operations and Marketing. The right software at the right price helps M2 Transport with their goal to stay lean and helps this small company achieve big things: "We are able to respond to customers quickly unlike a large corporation that may have a huge call center with employees who have a variety of

experience, ranging from some with many years to others who are new to their jobs. That can create an uneven level of service for customers calling in. When you call us, you will talk to people with experience."

Talking about their strengths, Mr. Beal said, "We're not trying to compete with the market segment that offers multiple flights per day for shipments to and from New York and London, for example. We know how to get supplies to remote places where there is a lack of service such as Africa, Iraq, Afghanistan, or Russia where infrastructure issues need to be dealt with correctly."

M2 Transport is expanding and is currently adding sales people and is looking at offering franchises. "We feel like we have our feet under us and want to drive more activity into our existing operational infrastructure. Being able to communicate with customers and book shipments in a timely fashion in the software are the elements that help us solve complex transportation problems."