



United Shipping & Logistics

Logistics Excellence in the Face of Adversity

A CASE STUDY BY MAGAYA



AT A GLANCE

<http://www.usl.ht/>

Third Party Logistics

Solution | Cargo System



When stressful situations occur, having the right training and processes in place make overcoming the challenges ordinary. There are few situations that require staying calm under pressure like a hurricane and the disaster relief that follows. The protocol and processes that United Shipping & Logistics (USL) employ in the course of everyday operations are key elements of their success when the going gets tough.

Valery Adrien, CEO of USL, makes sure his company is ready to tackle any situation that arises. USL is an international logistics provider based in Port-au-Prince, Haiti. They pride themselves on the strong connections in the cargo industry and superior service. USL provides international logistics services for the energy industry, car transporters and even individuals.

Mr. Adrien leads USL to tackle the big challenges, with the help of the Magaya software he uses keep customers informed, generate required documents and handle shipments. USL has only been



using Magaya for a year, but the impact has been profound. “With Magaya, we are able to support Multi -Agent consolidation warehouses in Miami, Trinidad, Panama, Colombia, India, Japan, China and UK,” Mr. Adrien said.

Joining the Magaya Network

The first logistics software that USL began using did not meet his standards. A year after starting the company, Mr. Adrien was again searching for a platform to help him communicate with partners and manage complex operations more effectively.

Mr. Adrien found what he was looking for when a trusted agent recommended the Magaya software and its community of partners. After reviewing the software, he immediately adopted and joined. “When I started using Magaya, I saw the importance of the community. As we were getting requests, we were able to look for potential and credible partners through the Magaya Network,” Mr. Adrien said. “We started making a lot of alliances, like Malvar Freight Forwarding, which we met through Magaya. We also met other agents in Mexico, Italy and Brazil.”



Logistics Excellence in Haiti

“With us, we do it right and with industry standards thanks to what Magaya has set in place already,” Mr. Adrien said. “Before customization or anything else, what’s available on the standard platform is enough to comply with international procedures.” Mr. Adrien knows that following industry standards brings replicable processes which in turn facilitate solving bigger problems.

The software helps by eliminating duplicate data entry in their operations. “One of the main things about Magaya, compared to other systems we used, is continuity of the data. You can start from a warehouse receipt and move on without having to re-type. There’s no duplication of data entry. You can go from a warehouse receipt to delivery to the invoice and then to payment of invoice and receipt. All the while keeping your customer informed. That is very helpful in time management.”

The improvements to the quality of data also resulted in increased customer satisfaction. “We started to improve our customer experience, thereby increasing customer satisfaction. The amount of errors or mistakes on customer documentation or the booking information we give to the client started to reduce almost to none. We barely get errors now.” Fewer errors means more time saved and loyal customers.

Emergency Response

The benefits of having clear and efficient processes in place became especially important as USL jumped into action after Hurricane Mathew struck Haiti in 2016. The hurricane struck southwestern Haiti as Category 4 with a max of 145 mph winds. The hurricane wreaked havoc. Roads and bridges became blocked or destroyed from flooding and mudslides. The result was upwards of 1,600 deaths and \$1.89 billion dollars in damage.

Mr. Adrien knew that people were going to donate goods to the relief effort, so USL had the foresight to partner with Malvar

Freight and Ramps Logistics to facilitate the process of various NGO's and grassroots organizations, like Sow-A-Seed Foundation and Foundation Rose et Blanc, to encourage and facilitate donations. Working together with volunteers, they received goods in

Miami, sorted and labelled items, captured data and loaded containers. The items donated and delivered included water, food, clothing and other necessities.

USL took the lead when the items arrived in Haiti. "When containers came into Haiti, we had the cargo clear customs fast, with the assistance of emergency procedures set forth by the Haitian government. Then through the electronic data exchange with Malvar, for each container or parcel of cargo we created truck deliveries to different areas for various NGOs such as the Red Cross, OEM, Care and Global Environment Group."

Handling the process with expert-care and doing it the right way made the cargo flow smoothly. "It is no different between fulfilling containers from China to Haiti than delivering donated goods from warehouse to the last needed mile," Mr. Adrien said. "The damaged roads did not make things easy either. It was a true logistics challenge. The feeling of doing good in an efficient manner, without the usual bureaucratic latency is like no other."

"We don't do the old way of just booking a truck and send it. All trucks have a Bill of Lading, Cargo Releases and Deliveries, thanks to standard documents already available in Magaya," said Mr. Adrien. "In a moment of crisis, if you are not able to skip any procedure and do it in time, that means that there is an internal logistics platform that works."

UNITED SHIPPING & LOGISTICS WILL BE RECEIVING DONATIONS AND SUPPLIES AT HIS MIAMI LOCATION FOR THE VICTIMS OF HURRICANE MATTHEW. ON THIS STATE OF EMERGENCY, YOUR HELP WOULD BE GREATLY APPRECIATED. SEE LABELING OF BOXES AND ADDRESS BELOW:

USL / DONATE HAITI
MALVAR FREIGHT FOWARDING LLC
4141 N.W. 36TH AVE. MIAMI, FLORIDA 33142
PHONE: 305.638.1770

**Your Cargo
Solutions Partner.**

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