

In the cloud forwarding:

How Air Promotions Agencies keeps growing with Logitude

Bart Jan Haasbeek, Business Development Manager

Air Promotions Agencies (APA), a quality Freight Forwarder located in the center of BRUCargo celebrates its 10-year anniversary this year. "We have come a long way since we opened our doors on 1st February 2008; a lot has changed for the better, especially our next generation forwarding system; Logitude, which proved to be both cost-saving and improved our time management process."

As a small to medium sized forwarder, shipping around 700 shipments per month, it is essential to have an easy workflow that allows APA to compete with the bigger network forwarders.

I discussed the implementation of the freight forwarder software Logitude with APA owner, Maria Cranshof. With Logitude, it is easy to create AWB'S, invoices, and quotes - and directly share them with your customers, using "Shared Logistics". This feature allows you to easily create frequent shipments, by simply copying them!

"With Logitude we have managed an annual savings of 15% on our system costs"

With Logitude, APA prints fewer air waybills from the Matrix printer as the solution supports various eDocuments such as eAWB. The eAWB module, which not only saves money on the removal of paper - but also prevents airline fees - increases productivity, prevents human errors, and both significantly improves as well as simplifies the air freight supply chain process. Logitude is a true multi-modal freight forwarding application. APA uses Logitude for its airfreight shipments, while APA's sister company - GlobeFlex Shipping in Antwerp - uses Logitude for sea freight.



Why would you recommend Logitude to other Freight Forwarders?

"With wide array of features and possibilities, we feel the system keeps evolving to our changing needs. We receive excellent communication with our support desk and account manager who are always quick to respond to find new solutions for our changing needs. "We were looking for a system for the future, and that is exactly what we found in Logitude; a platform which continuously keeps on evolving."



"A very important aspect, is that Logitude is economically priced and quite affordable," Ms. Cranshof mentions. "Compared to our previous solution, we estimate that with Logitude we have managed an annual savings of 15% on our system costs".

Logitude provides the easy to use tools necessary to not only cuts costs, but actually grow your business APA estimates an increase in shipping productivity of between 15% and 20%.



Logitude encompasses the latest freight management software for optimal functionality, covering the full freight forwarding lifecycle, from quotes and shipments processing to billing and collections. Its freight software wizards and personalized workspace enhance efficiency and help to leverage business, as the software is designed for the utmost customer convenience, scalability, security, and functionality.

- There is no need for purchasing dedicated hardware.
- No need for IT support.
- New features are released and existing features are being updated automatically at no extra cost.
- There is no risk and no commitment.

Logitude is ideally suited to APA's needs. By using Logitude, APA has the tools necessary to compete with much larger freight forwarders. It gives APA a modern solution, which employs the newest technology, functionality, and user-friendly interface. In addition, it enables shippers and agents to improve their freight forwarding process by using shared logistics.

“We were looking for a system for the future and that is exactly what we found”

Logitude e-AWB is a cost effective pay-as-you-go option for participating in IATA's e-AWB program, which gives you the benefit of electronic communication with your carriers. But Logitude is so much more than just an eAWB communicator. It manages your shipments from end-to-end, including Costs & Profit/Loss Analysis, quotes, invoicing & collection, Shared logistics (Track & Trace), mobile access to customers, access to CRM, personalize and customize the system to your needs and much more!

The true power of Logitude is that it is easy to start, easy to own, and easy to use. You are up and running in minutes and fully connected to your supply chain stakeholders.



APA - BRUCargo Headquarters