



Cargo Success Director Dan Kockovski and General Manager Almira Kosmic have been hard at work since the company opened six months ago. The Mississauga company has the most advanced software to streamline the truck and freight booking process for brokers and carriers.
Photo by Stephen Uhraney

Cargo Success boosts productivity online

BY RICH LETKEMAN

Imagine, if you will, that you are a manufacturer with a shipping department. You produce the equivalent of three truckloads per day bound for Western Canada. At the end of the day, you're shipping staff have made up the pallets for three routes to a total of eight distribution centres. You have software that automates the load-posting task to the extent that each posting takes only two minutes on the computer keyboard. You make or receive no phone calls, send or receive no faxes or emails. It's fait accompli; nothing left to do but check out the carrier with the best bid tomorrow morning and click a button for printouts of transaction documents if you like.

The venue is here and now, except that instead of buying the software you merely go online with a password. "Or your freight broker does," says Dan Kockovski, president of Cargo Success in Mississauga and owner-developer of the online software that took four years to build. "Every single nuance of a load post that you can think of, including terms and conditions, and late charges, if any, is in a drop-down box on our interactive software pages."

He was convinced that the manual system of verbal calls and faxes was bad for productivity in the freight business. His highly motivated investment in software development continues to draw freight-broker and carrier members and gets better with each upgrade.

Kockovski and his small staff have no direct link with the logistics of millions of dollars worth of shipping and distribution except for customer service to the use of the online system. "I can't tell you how much time, labour, file preparation, paperwork, phone calls, faxing, emailing and letter-writing are saved by this simple-to-use system," he says. "It's amazing, when you consider that a broker's staff of five or six may feel exhausted after negotiating about 25 loads and handling a hundred or more phone calls, whereas a single person would be all you need for that volume on our system."

"Think of how much these telephone-service people could do for sales and business development instead. Carriers can find a lot more available loads and actually can submit hundreds of online quotes per day, over a 24/7 time frame if they like."

"There are a lot of 'what-ifs' in the trucking business, and not only have our software developers translated them to the software but added new ones when they were warranted. When I mention variations I also mean things like floor types in the transport trailers, and the fact that brokers or carriers using the system can make up to 500 different templates to prevent repetitive online inputs, or they can merely change a posting date to

handle repetitive load posts, or they can enter detailed information on individual truck drops and even freight-handling cautions."

Brokers post truckloads and conditions to all or just their preferred carriers, and they instantly become available to carrier-members, who in turn post their bids, authorities and conditions on another screen of the online system, and ultimately even their invoices. Great pains have been taken to ensure security for the automated correspondence that passes between carriers and broker-shippers.

At the brokerage, a reporting system can be accessed online at any time to show completed and outstanding loads. Since everything is saved in files on Cargo Success's servers, there can be no misunderstandings between broker and carrier.

Kockovski calls it a "giant leap" over whatever has been automated out there in the shipping industry, and not only did his development team design the software precisely for that purpose but he constantly checks his competitors for signs of progress.

In fact, Kockovski's creative idea is reminiscent of a Mississauga broker-shipper Frank Prosia of

Trans-Pro Logistics, who pioneered a route-planning system, mainly telephone-based, which helped independent truckers fill their trailers and eliminate empty "runs".

Cargo Success software generates and saves email trails on 'impenetrable' hard drives, and this data-storage mandate has prompted several upgrades to the company's servers.

The 'just-in-time' delivery system that has saved users and distribution centres millions in storage and handling costs was ready for the Cargo Success brand of logistics software, said Kockovski. "It fits right in, because the broker's or shipper's posting specifies precise times and alternatives."

Carriers in the system receive their own profile ratings automatically based on feedback and comments posted directly by brokers to these profiles. A load can be awarded to the shipper's or broker's preferred carrier with one mouse click.

Kockovski, a 1997 immigrant from Macedonia who has been in and around the transport business since childhood, devotes much of his time and funds to local charities without attaching his company name to them. He is keen on other opportunities, and now

plans to invade the airline freight business, particularly with Europe in mind. "Why? Because I've just finished researching the software they're using and it's the same, antiquated and user-unfriendly interfaces all over again. It may take a year or two to put it together."

The goal is simple: "Remove all phone calls – which equals lots of time and lots of staff exhaustion – and you're on your way to releasing a useful help aid," he says, not regretting the loss of jobs so much as the menial work that people have to perform. He believes that business development can be much more lucrative than clerical work.

Kockovski is also planning a move into e-customs upgrades to the software, "and other add-ons are planned, including satellite tracking and mobile access."

"The biggest advantages over user-bought software," he says, "are the fact that these add-ons will come at no additional cost to our members, and that they'll incorporate a lot of our customers' feedback."

To show proof of concept to the industry, the company now is offering free memberships and load-board access to all carriers and brokers in Canada.



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