



# CHAMP eCargoForum | June '18

*Christopher Shawdon, Head of Business Development*

On 6-7 June, CHAMP Cargosystems hosted a meeting in Mainz, Germany for its client community focused on transparency, speed, and innovation in air cargo. CHAMP's clients heard about the latest developments, discussed business trends, and explored how collaboration could give them new value.

The meeting began by recognizing the increasing pace of change in business. It explored Industry 4.0 as the age of digital supply chains, smart manufacturing and the ubiquitous use of data to drive optimization and integration.

## Data-based Business

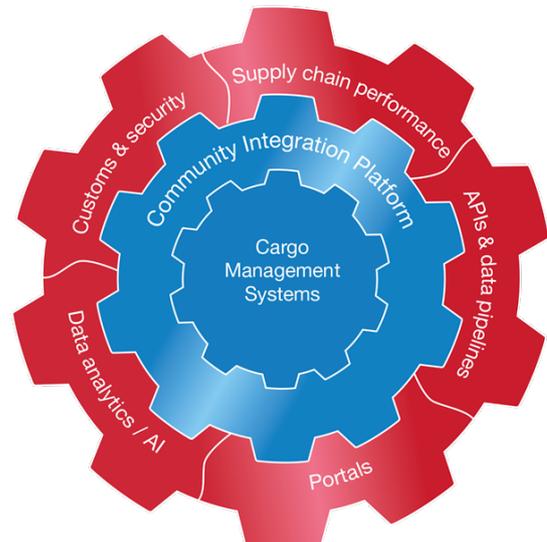
Where a previous focus of technology was on operational efficiency and control, the keynote presentation pointed out that the winners of the future would be those organizations that are tightly networked into supply chains and that leverage data.

However, as a recent World Economic Forum report showed, the air freight industry is not delivering the same profits as other transportation modes. That challenged the audience to consider if they were digital enough, whether they used data to its full potential, and whether they were tightly integrated with partners and clients. It was also a reminder of the ultimate demand drivers – shippers and consignees – even if they are not direct clients.

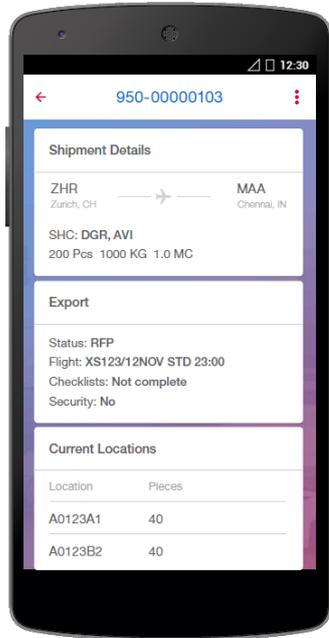
Another comparison was of the pace of change in 24 hours of air cargo compared to just one minute on the Internet. The point made was how fast totally new concepts can be adopted and how we all have a consumer's expectation of access to real-time information and data-based services.

## CHAMP Integration

CHAMP provides greatest value by leveraging interconnections. Its solutions reach hundreds of carriers, forwarders, shippers, and handlers – making clients part of the largest air cargo system community.



An evolution most CHAMP clients take for granted was in the use of cloud services. Logitude, CHAMP's solution for forwarders, and Cargospot for carriers, handlers, GSAs and accounting are delivered that way which means that new functionality is continually made available. A recent major innovation is Cargospot Mobile, which delivers powerful ground handling services through mobile devices running Android, iOS, and Windows devices, freeing operators from a keyboard.



Using some of the latest technologies, the APIs offer a range of TTT (Traxon Track & Trace Services). TTT Basic offers the latest status received, TTT Plus delivers the latest status or retrieves one if it is not current, TTT History provides all statuses in one reply, and with TTT Premium a user selects what to see and from which carriers after which the process works automatically until all details have been sent.

CHAMP has automated and speeded up the participant registration process from technical integration, testing, through to carrier approval. The new process also provides transparency at each step, giving users the best experience.

Many other API services are available through the myTraxon self-service portal as well as new dashboards for FSU quality, e-AWB penetration and FNA analytics.

One presentation highlighted that the effectiveness of air cargo organizations is linked to the breadth and depth of their integration with partners. As recently as 1995, fewer than half of the world's population had made a phone call, whereas last year there were more smartphones sold than people alive. The speaker showed how CHAMP and its parent, SITA, see newer technologies like the Internet of Things shaping air logistics and flight through over 50 billion connected devices by 2020.

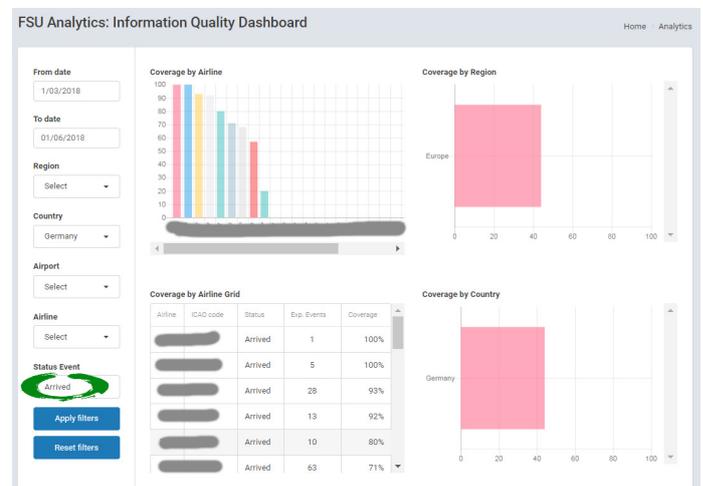
Another area where CHAMP and its client community are particularly well placed for the future, is through data collection and analysis. CHAMP has built a giant data lake; a data repository continually updated from transaction systems. CHAMP is now offering a library of client dashboards that offer insights for progress and efficiency. It can also update clients' own data lakes.

The meeting then discussed IATA's recent analysis of air cargo's strengths, weaknesses, opportunities and threats (SWOT). A focus was on the opportunities offered by greater collaboration and from new technologies, digital platforms, and data services.

Some key questions for air cargo organizations were raised, including;

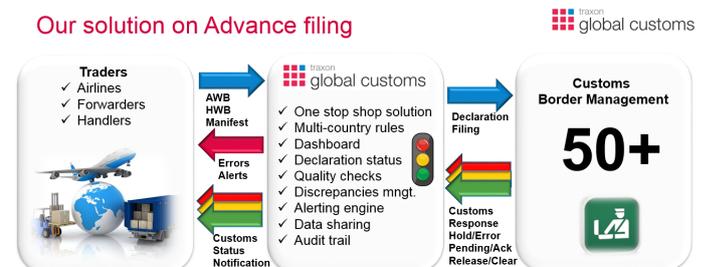
- Am I getting all the status events I need from airlines in all locations;
- I don't own the AWB so how can I get shipment status automatically;
- What was my eAWB penetration last month?

Traxon APIs (Application Program Interfaces) are used to answer these and many other questions for a diverse set of clients including carriers, forwarders, shippers, and technology companies.



### Customs and Security

CHAMP featured many of the developments to its Customs compliance solution, Traxon Global Customs (TGC), which provides a single interface to the Customs systems of 56 countries. While Customs are rule makers, they are increasingly focused on helping traders which has led to the concept of trusted traders.



Security concerns have led to the provision of 7+1 risk-assessment data as early as possible and certainly before a shipment is loaded onto an aircraft. These Pre-Loading Advance Cargo Information (PLACI) programs are set to become industry standard very soon. Traxon Global Security (TGS) provides a single interface to different security authorities.

A pioneer in security screening is the U.S. with its Air Cargo Advance Screening (ACAS) program for shipments from several Middle-Eastern countries. The European Union and Canada are not far behind with their own programs: PREloading Consignment Information for Secure Entry (PRECISE) and Pre-Load Air Cargo Targeting (PACT), respectively.

The speaker pointed out that that challenge is not just to provide information, but to provide it accurately, to the required level of detail, and in the terms so that risk-assessment algorithms could avoid “false-positive” shipment stops.

That can be complex, as data from a shipper gets changed by a forwarder and carrier which can lead to a security system making an incorrect assessment. Driven by good data, the prize is that regulatory compliance helps to secure and speed supply chains.

### APIs

The next discussion was around developments in CHAMP’s system-system APIs. The speaker pointed out that APIs are key parts of applications that we use every day, consolidating information and presenting it in ways that suit the user to create new value.

The audience viewed the many CHAMP Cargospot and cargoHUB APIs available to approved partners.

One example showed API results rendered much as we see when selecting passenger flights. The display contains various selection criteria which lead to matching flights, each of which include the price and charges based on weight, security, and fuel. CHAMP expects this and other services to be made available through CHAMP’s [FREIGHT.AERO](#) multi-carrier portal.

The screenshot shows a flight selection interface with the following details:

- Origin:** London Heathrow (LHR)
- Destination:** New York (JFK)
- Account:** Changi Airport Services LTD
- Product:** General
- SHC:** (blank)
- Total Pieces:** 1
- Total Weight\*:** 100 Kg
- Total Volume:** 0.6 MC
- Total Chargeable Weight:** 100 Kg

**Filters:** Earliest Departure Time (08:00 - 23:59), Latest Arrival Date (10-Jun), Latest Arrival Time (08:00 - 23:59), Stacking, Direct Pick-Up, Direct Delivery.

**Earliest Departure Date:** 02-Jun, 03-Jun (selected), 04-Jun, 05-Jun, 06-Jun, 07-Jun, 08-Jun, 09-Jun, 10-Jun

**Product:** General (selected), Advanced, Priority, Flash

**Sort By:** Earliest Dep.

| Carrier | Flight        | Class         | Price | Prepaid                     | Rate   |
|---------|---------------|---------------|-------|-----------------------------|--------|
| CZ      | 09:00 → 15:00 | XS 195   777  | No    | Euro / Kg                   | 1.92   |
|         |               | XS 242   787  | Yes   | Total Amount Weight Charges | 246.54 |
| CZ      | 09:00 → 15:00 | XS 195   777  | No    | Euro / Kg                   | 2.42   |
|         |               | XS 242   787  | Yes   | Total Amount Weight Charges | 296.54 |
| CZ      | 09:00 → 15:00 | XS 1800   777 | No    | Euro / Kg                   | 2.92   |

Such a display is perfect for forwarders as they could be sure of all details at the time of booking. And, it helps carriers to promote their services in today’s dynamic environment.

The key to the API approach is that they provide the information requested while allowing the calling program to present the data in different ways. That separation of information from how it is presented is a key part of CHAMP’s approach to building and enhancing the many portals it operates.

With the mix of data from CHAMP systems and services, powerful new APIs and portal technologies will transform how air cargo is transacted.

### Data Pipeline

The meeting went on to talk about developments in multimodal data pipelines, data sharing, aggregation and security.

With the complexity of supply chains and the exploding amount of data being generated, the speaker said that a collaborative framework is key to success in integrating with partners. Such a framework requires four key attributes; 1/ to conform to benchmark standards and performance, 2/ to be governed by digitally aligned communities, 3/ to be funded by supportive financial institutions, and 4/ to be applied to ‘digitally collaborated’ international trade lanes, ports & airports.

Those attributes lead to the concept of the data pipeline, which is a transformational approach understood and supported by leading organizations, including the European Commission. Benefits include real-time access to information by all parties based on rules, enhanced traceability, instant invoicing, and potential integration with customs and security.

### Supply Chain Performance

Another presentation covered developments in supply chain performance. CHAMP offers a widely-used Cargo Data Management Platform (CDMP) that was recently re-accredited by the IATA Cargo iQ group. The service now includes a report scheduler to provide new levels of insight. Based on the live data flowing through the system it can, for example, help station operations staff to identify those shipments that are failing to meet milestone targets.

As some airlines are not yet members of Cargo iQ, CHAMP also offers an entry-level service, Traxon Quality, which provides similar services but without the industry group’s reports.



CHAMP outlined how it sees such performance management services evolving from single to multi-organizational ones working at ports and airports, and including ground handlers and customs.

### **Community Discussion: Key Points**

The community discussion that followed brought up many ideas, including the potential to provide benchmark reports to community members who choose to participate. The example brought up by one carrier was that it provides rates information to a third party who then returns anonymized information from many other carriers. The potential for CHAMP is to provide such a benchmarking service which can be almost real-time unlike others which are monthly updates.

Another idea that members discussed was the creation of a repository of air cargo participants, each with a unique ID. This would complement existing industry accreditation and ensure uniqueness.

An example of that from a different industry is SWIFT, a messaging network that 230 banks use to securely transmit information and instructions through a standardized system of codes. SWIFT assigns each financial organization a unique code that has either eight characters or eleven characters. The code is called the bank identifier code (BIC), SWIFT code, SWIFT ID, or the ISO 9362 code.

Meeting attendees were very interested in the APIs and CHAMP undertook to publish a directory of those available on its products to help adoption and the setting of industry standards around them.

For more information on the eCargoForum, please contact the author at [christopher.shawdon@champ.aero](mailto:christopher.shawdon@champ.aero), your CHAMP representative or [marketing@champ.aero](mailto:marketing@champ.aero).