

# The Benefits of Data for the Air Cargo Industry

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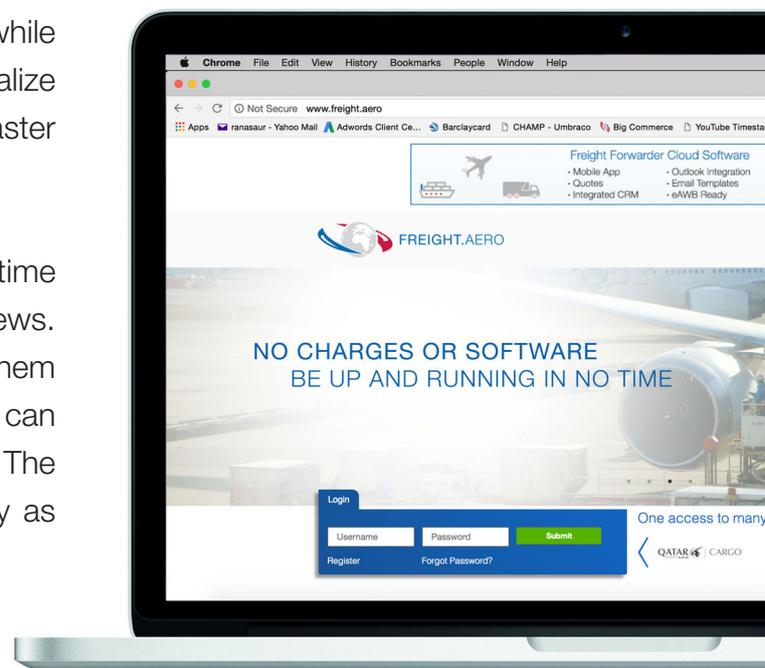


A hundred years ago, oil was the trigger to economic growth and change. Today, that trigger is data. Like oil before it, new organizations have grown to manage, distill, and sell data. And, just like a hundred years ago, governments try to control the power that organizations get from collecting it. Every business now uses data to enhance their operations and to know more about customers and prospects.

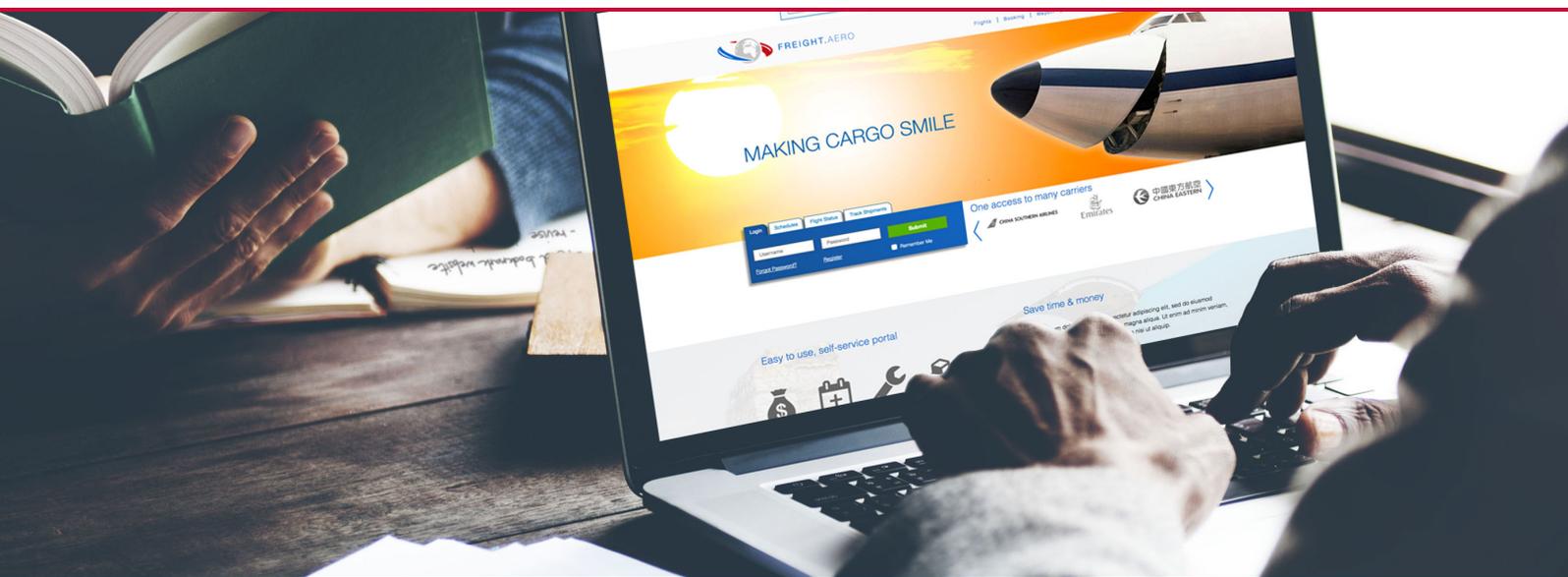
We know that Google and Facebook leverage artificial intelligence and machine learning in their regular operations, but even 100-person startups do that with widely available tools. So, what does this mean for air cargo? Well, for a start, air cargo organizations neither collect enough data, nor do they use it like other industries do. Our new service, FREIGHT.AERO, aims to change that.

Studies performed by some carriers show that it can cost up to US\$20 to take a booking and subsequent updates by telephone. Freight.aero allows airline clients to book online for free with carriers paying € 1 or less while being open 24/7. That booking data is used to finalize the air waybill capture, which helps carriers perform faster shipment acceptance and processing.

For airline clients, being able to book at any time without waiting on the telephone is very welcome news. They can see different options to select what is best for them giving them a feeling of transparency and control. They can book against allotments and get real-time responses. The portal helps them book more quickly and accurately as they can set up templates to remember details.



While e-Booking can revolutionize the costs of sales, it only scratches the surface. Imagine if a forwarder could look at all rates and offers online and click a button to book what they need. Imagine how easily that sales approach could transform to dynamic pricing where users can see multiple flights and prices so choose what is best for them. Carriers could use that to maximize demand by spreading it over busy and less busy flights. A simple step is then to unbundle services, maybe by offering an option for fully-flexible booking, semi- or non-flexible. Customers get what they want to pay for and carriers have better capacity utilization.



Our vision is to expose everything from allotment management and rates to claims handling and accounting. Then, to link services to Customer Relationship Management and add business intelligence tools. Only then will air cargo organizations do what the 100 person-startup is doing today – use machine learning to drive operations to much higher levels of efficiency and insight.

So, why should the air cargo community care about CHAMP's new offering? Firstly, for commercial reasons: FREIGHT.AERO is an additional e-business channel with minimal upfront costs. Transaction based pricing means that charges relate directly to value; no booking no fee. Forwarders will welcome the ability to use and having to learn only one system to book with multiple carriers.

Secondly, because FREIGHT.AERO leverages CHAMP's core cargo management systems and Traxon connectivity which makes it easy to connect for carriers who move about 85% of the world's air cargo.

The data from on-line business, including 'looks' that don't turn to 'books', is what will transform the air cargo economy. FREIGHT.AERO is the start of a new, customer-facing set of services that will transform how our clients trade, how we help them to expose information to their customers, and how we grow our community to drive industry change. Small steps but a big agenda.

You can see and use FREIGHT.AERO now and we are starting to discuss it with carriers. If we haven't been in touch with you and you want to find out more, please contact [marketing@champ.aero](mailto:marketing@champ.aero). We expect to do a full launch to forwarders in late August.