



The Community Approach for Integration & Compliance

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We have spoken at length about the conundrum of digitizing the air cargo industry. Whether by governance, conforming to industry or membership standards, or even participating in data-driven solutions for the collective benefit – it still remains a tall order for many in our industry to execute.

Going back to my previous post, Solving the Airfreight Compliance Conundrum, it took a decade to reach just 50% eAWB penetration in the whole of the air cargo industry. Simply put, that will not be something acceptable for the next decade. However, through community engagement via data sharing, platform building, and increased transparency, one company's tall order can be managed more effectively by us all.

What do we mean by a community?

Breaking this down to the basics – the Oxford English Dictionary lists a community as: The condition of sharing or having certain attitudes and interests in common. Easily enough, everyone's interest in our community is for more efficient processes in moving cargo from point A to point B. This includes, in turn, making your customers happy. And whether you are a carrier, handler, forwarder – big or small, your customer is always *the shipper*.



CHAMP serves this community by giving it the tools to facilitate speedy and effective shipping. All are bound together by the core necessity to offer premium service and a competitive cost. But as

legislation change, standards are elevated – CHAMP is the key intermediary in the implementation of all changes. But in another sense, CHAMP itself is a community.

CHAMP as a Partner

Every segment of the air cargo industry faces challenges with the changes shown above. Building relationships across each of these segments is vital for not only keeping up with, but also predicting the issues that can slow you down. This data is crucial for the process and evolution to the entire cargo supply chain.

CHAMP, like any other provider can choose to simply sell you solutions – but what does that bring you long-term? Instead, we have found that our suite of solutions, the analytics gathered, and knowledge passed back and forth operates in a more communal environment – acting as a partner. We are not looking at the computer screen of the industry, but the entire network. With that data, we can solve the problems of each terminal connected to it.

It's natural to see this parallel in our Traxon cargoHUB products, as well as Traxon Global Customs. But each and every step of the supply chain sees this level of community involvement, even when you least expect it. Traxon CDMP offers information to serve that as well, facilitating the cross channel information to fuel the data, giving us bigger and better insights.

To find out more information on CHAMP's suite solutions to improve your performance, [click here](#).

