Piece Level Tracking, a requirement from shipper, a priority for the industry!

Celine Hourcade, IATA
2015 Global Shipper’s Survey

We know because we asked!
How satisfied are airfreight customers?

Average score for the 316 customers using air
How satisfied are you with the air cargo services that you have used in the last 12 months? (1 = not satisfied at all -- 10 = extremely satisfied)

7.08
What’s wrong with air cargo?

Air cargo represents less than 0.5% of our shipments but around 2% of time and effort spent – Too complex!

It’s a pain to pick up and drop off cargo – Painful experience!

Long lead times compared to cost – Value proposition is weak!

Replies to inquiries for simple things like rates can take days! & Poor websites to handle transactions on my own – Poor customer service, very old-fashioned!

Too much repetitive data entry for necessary documentation – Inefficient processes!

Cargo not flying as booked – Lack of transparency!

[Time & temperature sensitive] product not handled very well at airports – Lack of quality!

When something goes wrong it takes time to get information – Lack of visibility & real-time information!
Let’s do something about it!

Cargo Transformation program

- A portfolio of projects to strengthen industry value proposition
- And foster innovative thinking to build new growth engine for long-term sustainability

Simplify & modernize processes

Enrich customer experience

Improve competitiveness
The six goals of the program

Modernizing cargo distribution
Capitalizing on e-commerce
Optimizing the end-to-end journey
Moving to data on-demand
Developing real-time interaction
Making quality relevant

Making air cargo easier, smarter and faster
The identified projects

<table>
<thead>
<tr>
<th>Strategic inputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Outlook</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mature projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modernizing cargo distribution</td>
</tr>
<tr>
<td>Capitalizing on e-commerce</td>
</tr>
<tr>
<td>Optimizing the end-to-end journey</td>
</tr>
<tr>
<td>Moving to data on-demand</td>
</tr>
<tr>
<td>Developing real-time interaction</td>
</tr>
<tr>
<td>Making quality relevant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cargo iQ</td>
</tr>
<tr>
<td>Smart Facility</td>
</tr>
<tr>
<td>Interactive Cargo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Potential projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDC Cargo</td>
</tr>
<tr>
<td>Easy Mail</td>
</tr>
<tr>
<td>Digital Cargo</td>
</tr>
<tr>
<td>Smart ULD</td>
</tr>
<tr>
<td>ACID – Air Cargo Incidents Database</td>
</tr>
</tbody>
</table>

- Cargo iQ is run by its dedicated interest group (former Cargo 2000)
- Airport of the Future is led by IATA Airport department

GS1 Industry & Standards Event 2016
Transforming business together
Interactive Cargo: make cargo talk!

Responsive air cargo services based on intelligent systems able to self-monitor, send real-time alerts, respond to deviations to meet customers’ expectations and report on the cargo journey to allow data-driven improvements.
Tracking cargo at piece level

- **Tracked**: Know where the piece is
- **Connected**: Receive instant status notifications (real-time data on where the piece is and what is happening)
- **Interactive**: Being able to interact in real-time to respond to deviations
They already confirmed their interest

Shippers
- Inditex
- Unicef
- Grifols

Forwarders
- Gefco
- DB Schenker
- Dachser
- Agility

Ground handlers
- Hactl
- WFS
- CargoLogic

Solution providers
- Descartes
- Ibs
- Uldcare
- Unisys
- Gls
- Franwell
- Mercator

Industry associations
- Iata
- Airlines for America
- Cargo iQ

Airlines
- South African Airways
- Airfrance Cargo
- Iag Cargo
- Swiss World Cargo
- Lufthansa Cargo
- Virgin Atlantic Cargo
- Air New Zealand Cargo
- Air Canada Cargo
- Emirates SkyCargo
- Qatar Cargo
- Egyptair Cargo
- Dhl
- Ssv Cargo
- Klm Cargo
- Delta Cargo

GS1 Industry & Standards Event 2016
Transforming business together
An IATA Task Force

20 elected members to provide recommendations on:

- the long-term vision, from track and trace to real-time interaction
- the standard for piece identification
- the description of business processes, including the interline scenario
- the potential tracking technologies (e.g. bar codes, RFID, GPS, Bluetooth, 5G, dedicated IoT networks, etc.), ensure technology interoperability
- the communication protocol (e.g. electronic messaging, data processing systems)
- the regulatory considerations
- the cyber security considerations

| Air Canada     | Cargologic       |
| Air France     | HACTL           |
| Delta Airlines | Worldwide Flight |
| DHL Air        | Services        |
| Egyptair       | Agility Logistics|
| Emirates       | DBSchenker      |
| KLM            | GEFCO           |
| Lufthansa Cargo| Cargo iQ        |
| United         | ULD CARE        |
| SAS Cargo      |                 |
| South African  |                 |
| Airways        |                 |
| SwissWorldCargo|                 |
Thinking ahead, Driving innovation, Inspiring people…

…for a lean, adaptive & innovative Air Cargo industry