Today’s session will begin shortly
Cargo iQ Webinar Hosts

Henrik Ambak
SVP Cargo Operations Worldwide
Emirates SkyCargo &
Chairman of Cargo iQ

Ariaen Zimmerman
Executive Director
Cargo iQ
Microphones have been muted

Please submit your questions through the Questions box and send to Everyone

The webinar is being recorded and will be made available afterwards, including the PPT slides.
• Any discussion regarding matters such as fares, charges, division or sharing of traffic or revenues, or concerning any other competitively sensitive topics outside the scope of the agenda is strictly prohibited.

• As a result, questions pertaining to individual policies or commercial decisions and/or being subject to bilateral commercial discussions between airlines and their suppliers or customers will not be answered.
Agenda

- Welcome Address
- A Ground Handler’s Perspective
- A Carrier’s Perspective
- A Forwarder’s Perspective
- Panel Discussion: How can Cargo iQ help the industry?
- Wrap up

Biographies are available on the IATA Website
Chairman’s Welcome Address

Henrik Ambak
SVP Cargo Operations Worldwide
Emirates SkyCargo
& Chairman, Cargo iQ
Ariaen Zimmerman, Executive Director
Cargo iQ
Cargo iQ Addresses a Common Challenge: Air Cargo’s Distributed Service Delivery

- Efficient use of resources
- Flexibility
- Resilience

Processes need alignment

Intransparent planning and execution

Different interpretations of reality
The Air Cargo Industry gets its strength from working together … depending on reliable process outcomes
We’re an industry created, full supply-chain community that improves the air cargo customer experience by:

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Clear service commitments & standards for evolving business needs
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Clear service commitments & standards for evolving business needs

End-to-end transparency in planning and execution of air cargo shipments

A Quality Management System for improving processes and services
Cover Industry Basics

One truth
All shipments

Real business
Real targets

One Service Delivery Management Tool

Care for the Future

Service Parameters
Different Services

Care Mapping
Not just movement

Develop the Membership

Care Mapping
Not just movement

Develop the Membership
Planning → Control → Evaluation
Shipment movement & custody planned in Routemaps
Transparent Replanning respecting the committed services
WFS – Worldwide Flight Services

WFS is a globally leading ground handling organisations
- high quality cargo, passenger, ramp, baggage and technical services
- a network of over 175 locations in over 22 countries on five continents.
- a committed member of Cargo iQ.
WFS Cargo Quality Centre (CQC) measures its operations against the of Cargo iQ’s key events, since 2018.

WFS global operations manual adapted to align with Cargo IQ standards and Cargo iQ is incorporated into its training programmes.
A Handler’s View:

Our customers want us to be engaged
We are engaged - WFS has implemented

1. We measure all key events against SLA/ offset times.

2. Live operational performance tracking with traffic light warnings

3. Live and direct reports on performance and trends from CQC for WFS and its customers
A Handler’s Challenges:

1. Overall visibility of offset times
2. Alignment between offset times and SLAs
3. The operational reality
A Handler’s wish:

- Increased penetration of Cargo iQ governed shipments
- Improved data quality – differentiate reports for incomplete data
- Implementation of a standard for Exception Handling Codes
- Access to handler friendly Cargo iQ data
- To see air cargo compete with integrators and e-commerce providers on time, timeliness, efficiency and visibility
Frosti Lau, General Manager Cargo Service Delivery
Cathay Pacific Airways
About Cathay Pacific Airways (CX)

- HKG based, one of the founder members of Cargo iQ
- 100% shipment data to Cargo iQ.
- Conforming to Cargo iQ standard for 20 years and committed to continuing the practice.
- IATA CEIV Pharma and 1st airline awarded with IATA CEIV Fresh

Infographics

- 120 Destinations
- 152 Aircraft
- Up to 160,000 Shipments per month
Lack of Transparency
Lack of timely information for decision making

*Ad hoc flight cancellations*

Coordination among all parties

**Pain Points**

Limited *Storage Space at Warehouse*

Lack of Actionable Data

**LIMITED RESOURCES**

*Unforeseen Situation, e.g.*

**COVID-19**

*Tight Connections*
Basic Cargo iQ Route Map

- Booking (BKD)
- Cargo Acceptance (RCS)
- Departure (DEP)
- Arrival (ARR)
- Cargo Breakdown (RCF)
- Notify Customer (NFD)
- Delivery (DLV)

Actual time v.s. Planned offset time

Features

- Standardized Terminology
- Visibility
- Continuous Improvement
Flown as Booked (FAB)

5% outliers
Non-FAB Shipment – EHCP Implementation

Booking (BKD)  Cargo Acceptance (RCS)  Departure (DEP)  Arrival (ARR)  Cargo Breakdown (RCF)  Notify Customer (NFD)  Delivery (DLV)

RE-PLAN

NEW DEP  NEW ARR  NEW RCF  NEW NFD  NEW DLV

CA - Commercial Reasons
CP - Ground Operation / Physical Issue
CU - Customs Problem
FD - Flight / Truck Operation
MS - Milestone hit (physical work done) but System not updated
OF - Offload
PI - Document issues by human error (e.g. forget to pre-manifesting)
SK - Strike/Force Majeure
UP - Upline - from this point forward toward milestones yet to happen
EX - Booking Cancelled by Forwarder

No Sub Code is available
Quality Control On GHA

**Features**

- **Measure against SLA**
- **Allows Carrier to conduct QC**
- **Better Resources Planning (GHA)**

**Freight out of Warehouse (FOW)**

- Booking (BKD)
- Cargo Acceptance (RCS)
- Departure (DEP)

**Freight into Warehouse (FIW)**

- Arrival (ARR)
- Cargo Breakdown (RCF)
- Notify Customer (NFD)
- Delivery (DLV)

**Freight out of Warehouse (FOW)** allows the carrier to conduct quality control (QC) and measure against SLA, while **Better Resources Planning (GHA)** facilitates better resources planning.
Ensure Product Integrity – Care Map Protocol

- **Data Capturing:**
  - Temperature
  - Time stamp
  - Location
  - Condition
Dialogue With Customer With Cargo iQ Data

The monthly analytics generated by Cargo iQ data would allow 2-way review:
Freight Forwarder -> **Carrier** -> GHA
New Service Level Parameters
- more flexible and reliable planning & control -

Hans Helmkamp, Lead Consultant, Central IT
Hellmann Worldwide Logistics
Shipper Service Requirements increasingly demanding & complex

- Time definite with different Transit Times → Attractive Pricing
- Customized Products like “just in time”, “just in sequence”
- Temperature controlled products
- Shippers require Interchanging digitalized supply chain information

To meet the increasing demands of the airfreight industry, Cargo iQ developed a service parameters concept

- Enabling better planning of D2A and A2D legs for forwarders
- Offering Airline the option to improve utilization of its capacities.
Delinking Commercial SLA from Operational Milestones

LAT/LTA is reflecting the Airline’s promise to the forwarder. Mandatory!

CONDITION:
100 % Transparency of Route Maps Actual Events and Exception Handling Information in real time.
LAT/LTA the Cornerstones for D2D Transport planning

POD (Proof of Delivery): reflects the promise to the forwarder’s customer (Commercial Service level agreement)
Recap - Conclusion

With New Service Level Parameters

• Better Alignment of Forwarders Airfreight Services & Products with those of the Airlines

• Commercial KPI Milestones LAT (Origin) and LTA (Destination) allow Forwarders a more precise and reliable Planning of complete D2D Transport

• Airline getting the Option to optimize their capacity utilization

• Condition:
  • 100 % Transparency
  • Route Maps, Actual Events for 100 % of Shipments in real time
  • Exception Handling Process implemented
  • Measure and Reporting of the Service commitment performance
THANK YOU
Panel Discussion:
How can Cargo iQ help the industry?

Moderator:
Ariaen Zimmerman
Executive Director
Cargo iQ

John Dowds
Vice President
Service Delivery – EMEA
Worldwide Flight Services

Kerstin Strauss
VP Air Logistics Operations
Global Air Logistics
Kuehne + Nagel

Frosti Lau
General Manager
Cargo Service Delivery
Cathay Pacific Airways

Hans Helmkamp
Lead Consultant CIT
Hellmann Worldwide Logistics
Wrap Up

Ariaen Zimmerman
Executive Director
Cargo iQ
Thank you

- Please visit [iata.org/cargo](https://iata.org/cargo) for all COVID-19 resources

- Please visit [iata.org/events](https://iata.org/events) for the upcoming webinars

- Contact us at [cargo@iata.org](mailto:cargo@iata.org)