

IATA CARGO WEBINARS

12 October 2020



Today's session will begin shortly

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Welcome

Cargo iQ Webinar Hosts



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



Ariaen Zimmerman
Executive Director
Cargo iQ



IATA CARGO WEBINARS



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**



CARGO iQ



Ariaen Zimmerman, Executive Director
Cargo iQ



Cargo iQ Addresses a Common Challenge:

Air Cargo's Distributed Service Delivery



Plan · Deliver · Learn | Together

The Air Cargo Industry gets its strength
from working together ...
depending on reliable process outcomes

CARGO iQ 
visibly better

CARGO iQ

visibly better

We're an industry created, full supply-chain community
that improves the air cargo customer experience by:

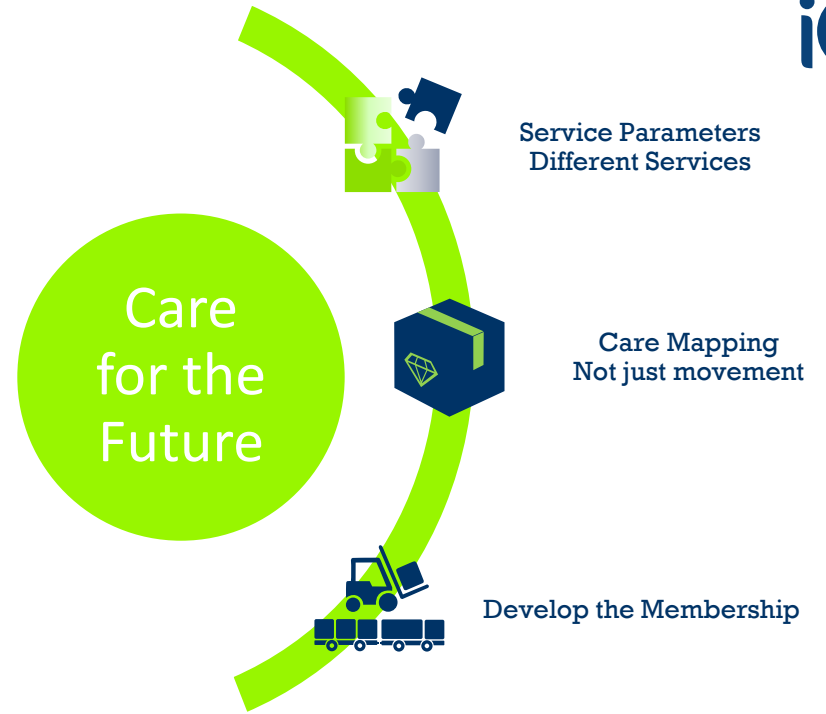
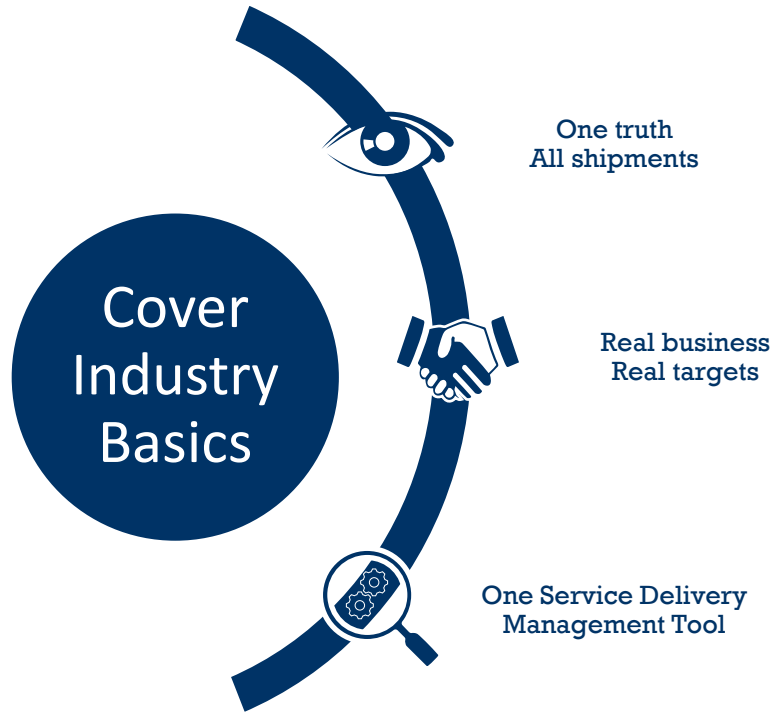


Clear service commitments & standards
for evolving business needs

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

A Quality Management System for
improving processes and services







Planning



Control



Evaluation

Shipment movement & custody
planned in Routemaps



Planning



Control



Evaluation

Transparent Replanning respecting the committed services



Planning



Control



Evaluation

Shipments

Processes

Providers

Service

Products





John Dowds, VP Service Delivery - EMEAA
Worldwide Flight 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 – Worldwide Flight Services

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

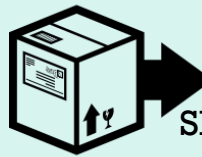
Infographics



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



Actual time v.s. Planned offset time

Features

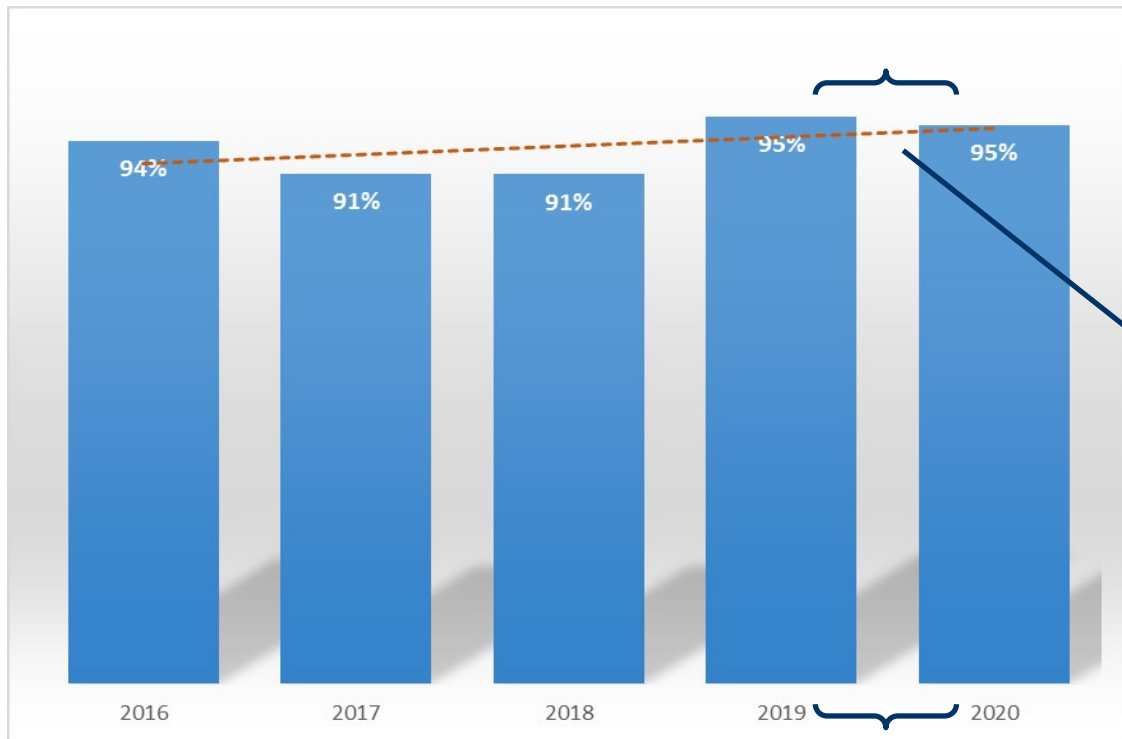
Standardized
Terminology

Visibility

Continuous
Improvement



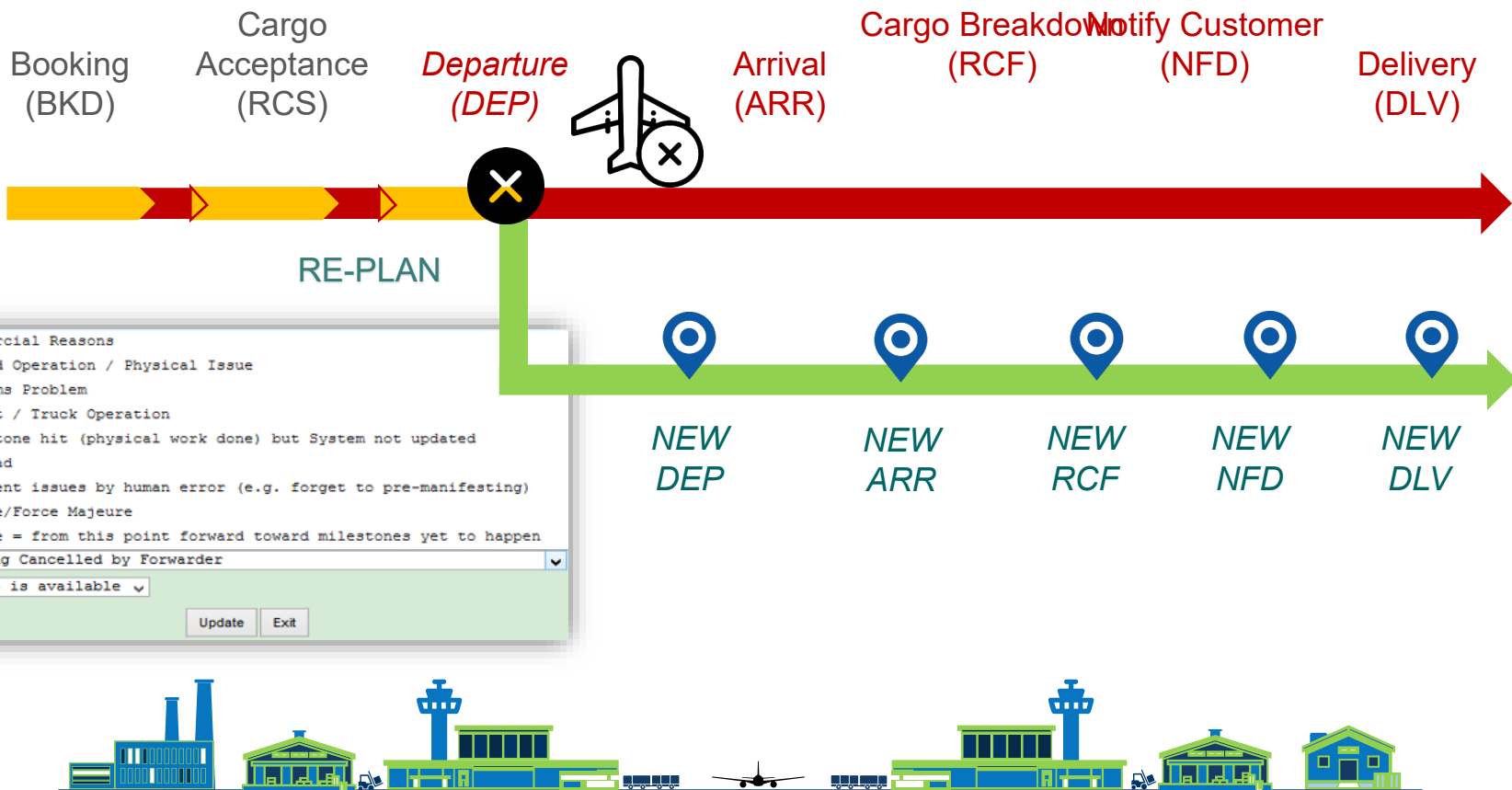
Flown as Booked (FAB)



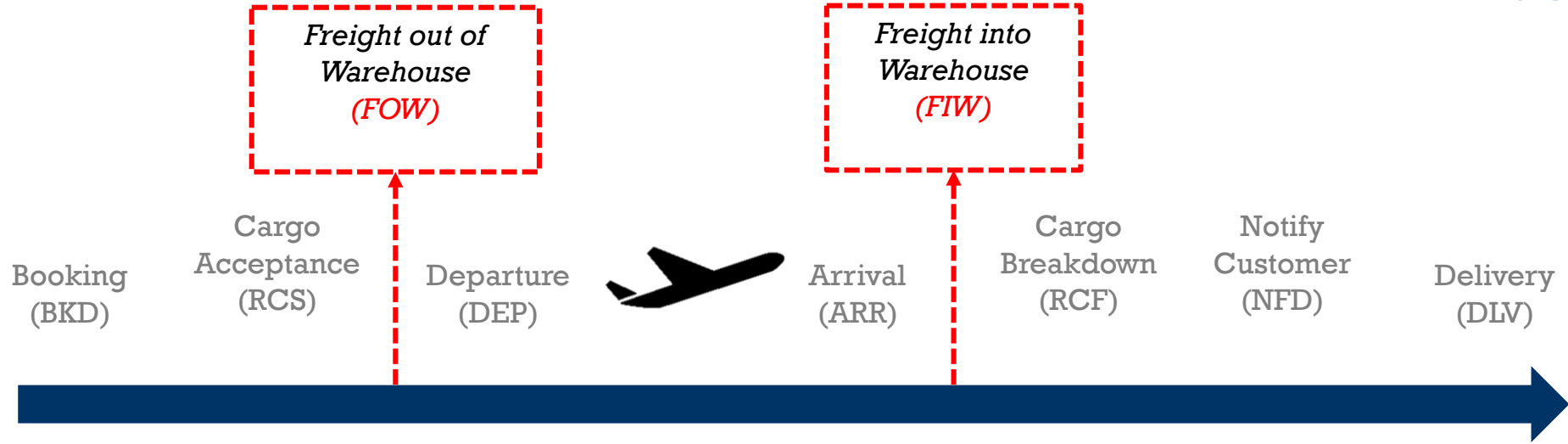
5%
outliers



Non-FAB Shipment – EHCP Implementation



Quality Control On GHA



Features

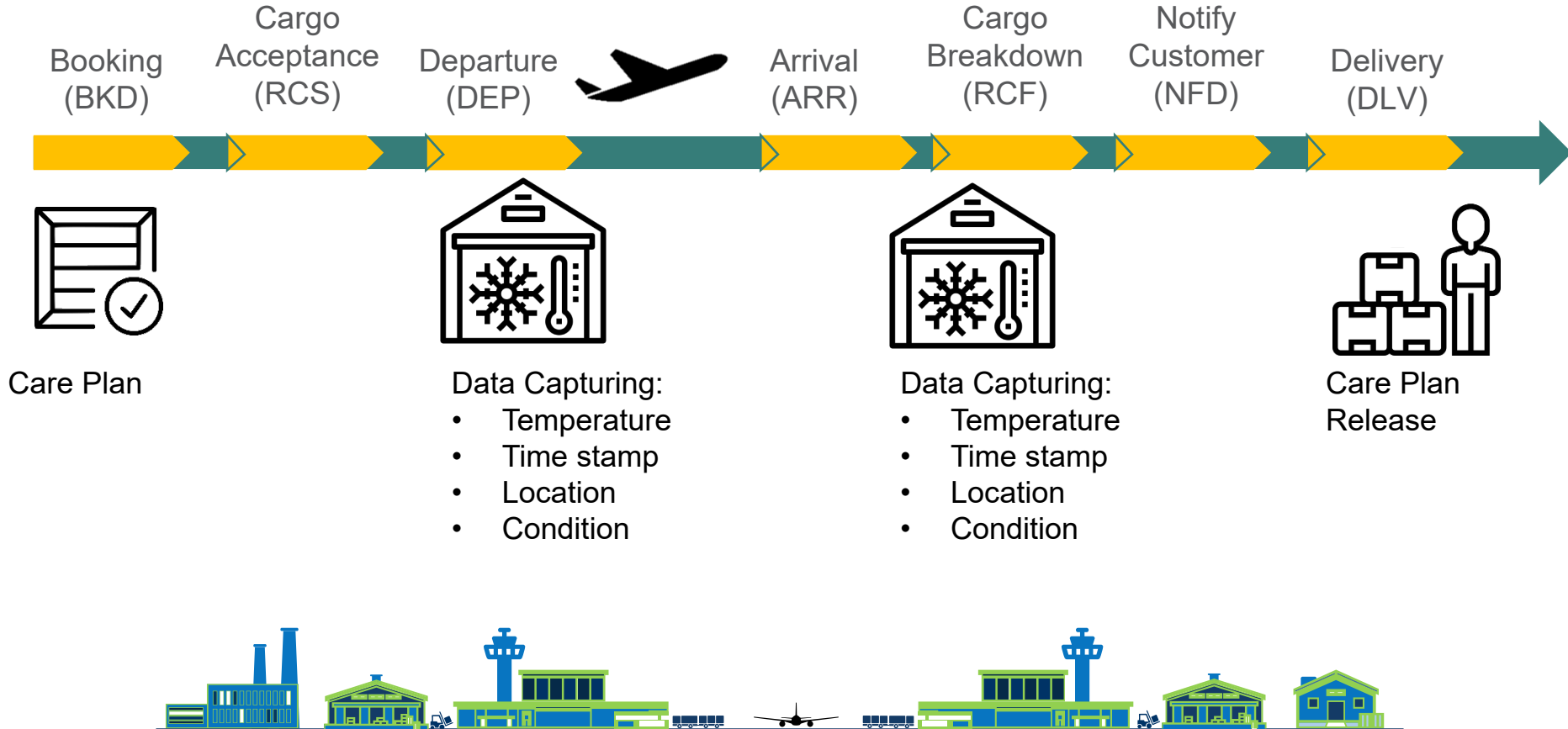
Measure against
SLA

Allows Carrier
to conduct QC

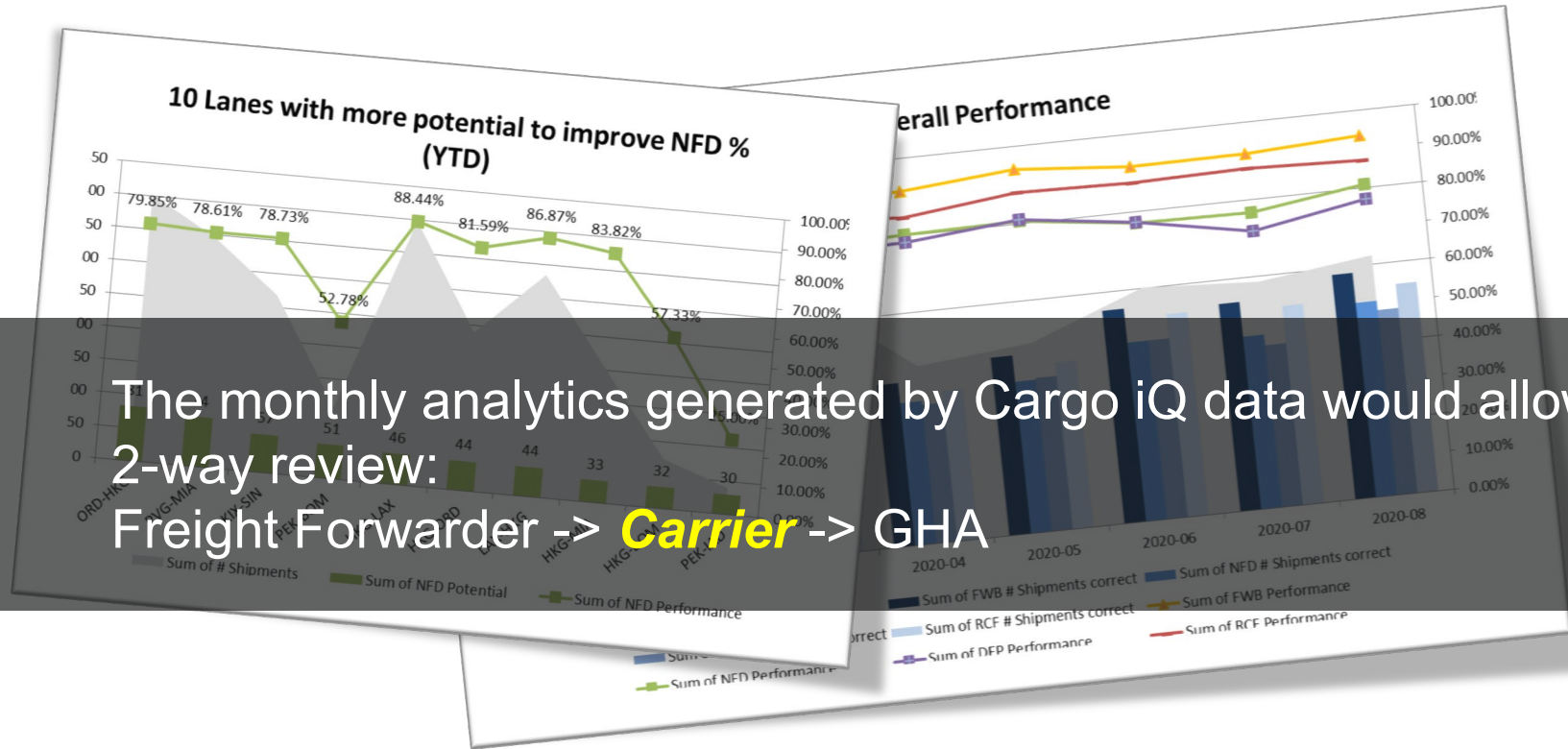
Better Resources
Planning (GHA)



Ensure Product Integrity – Care Map Protocol



Dialogue With Customer With Cargo iQ Data





New Service Level Parameters

- more flexible and reliable planning & control -

Hans Helmkamp, Lead Consultant , Central IT
Hellmann Worldwide Logistics



Background

Shipper Service Requirements increasingly demanding & complex

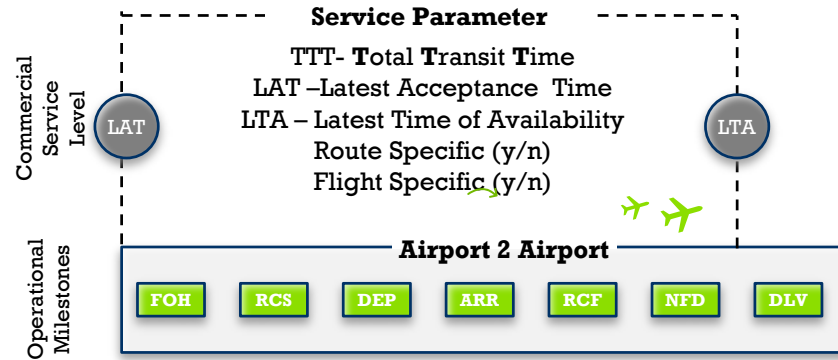
- Time definite with different Transit Times → Attractive Pricing
- Customized Products like “just in time”, “just in sequence”
- Temperature controlled products
- Shippers require Interchanging digitalized supply chain information

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



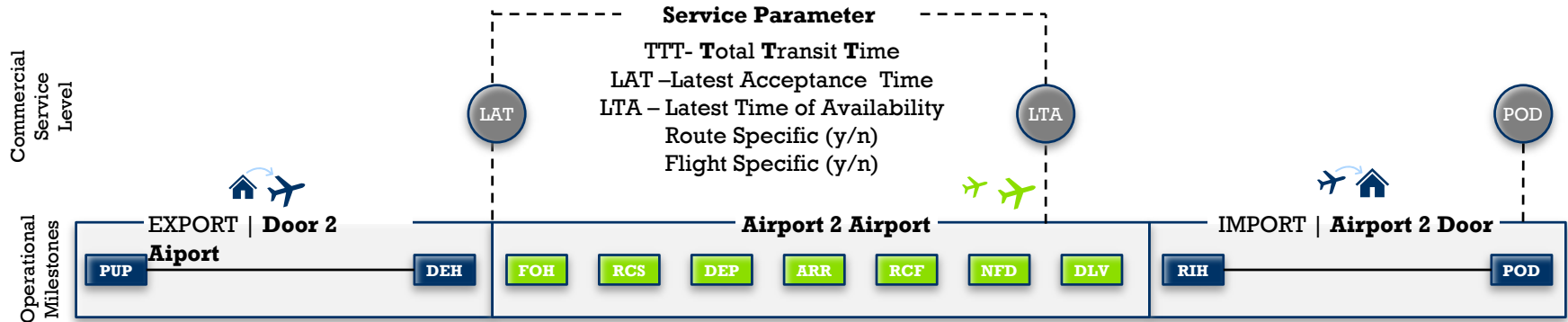
LAT/LTA is reflecting the Airline's promise to the forwarder. Mandatory !

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



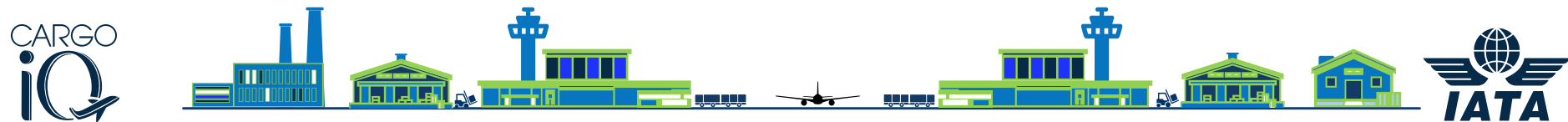
Hans Helmkamp
Lead Consultant CIT
Hellmann Worldwide Logistics



Wrap Up



Ariaen Zimmerman
Executive Director
Cargo iQ



Thank you

- Please visit **iata.org/cargo** for all COVID-19 resources
- Please visit **iata.org/events** for the upcoming webinars
- Contact us at cargo@iata.org

