

Interactive Cargo

OVERVIEW

“When something goes wrong, it takes time to get information”. Air cargo customers demand more end-to-end visibility and real-time information about their shipments. The demand for these capabilities is exploding with the growth of e-commerce and increased quantities of special cargo flown. The online retailers and shoppers need and want to know where their shipments are at any time. The producers and manufacturers of fresh food, perishable items and pharmaceuticals want to know the conditions in which their shipments are moving. Equipping the air cargo industry with this capability is imperative to improve the value proposition of air cargo and help our members to capitalize on e-commerce and special cargo growth.

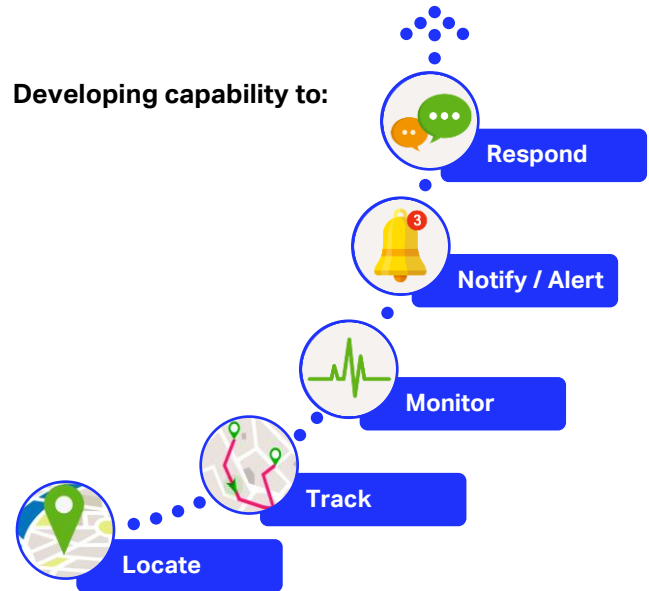
Air cargo suppliers need that information at an individual piece level to take proactive actions to ensure compliance with customers' and regulators' demands. This is valid for all types of products but is becoming a critical requirement for Special Cargoes (pharma, perishables, live animals, vulnerable, high value, etc.).

PROJECT DESCRIPTION

The vision of the Interactive Cargo project is to equip the air cargo supply chain with responsive air cargo services based on intelligent systems able to self-monitor, send real-time alerts, respond to deviation to meet customers' expectations, and report on the cargo journey to allow data-driven improvements.

The goal of the Interactive Cargo project is to provide stakeholders in the air cargo supply chain with a set of standards and guidance documents to enable and ease the use of connected devices for interaction with cargo.

Making cargo talk!



The scope of the Interactive Cargo project includes the planning, development, testing, deployment, and promotion of the standards and guidelines for Interactivity and Connected Devices, i.e. processes and procedures for end-to-end piece level tracking, safe use of tracking and monitoring devices, real-time notification and interaction:

- The **interactivity characterization** standard and recommended practice will define the data elements to be captured. The data elements will then be integrated into the ONE Record Data Model.
- The **device certification** standard and recommended practice will help simplify the complex approval process of connected devices airlines need to go through before being able to accept these devices onboard. Today a connected device needs to be certified by each airline and for each aircraft model.
- The connected device standard will also look at the data use matter and propose a **Data Use Agreement** for the air cargo industry.

DESIGNED FOR

- Shippers
- Freight Forwarders
- Ground Handlers
- Airlines
- International or National Organizations in Air Cargo
- Aircraft Manufacturers
- Device Manufacturers
- ULD Manufacturers
- IT Service Providers
- To be eligible to become an IATA Strategic Partner in this area, the industry supplier needs to meet the following criteria:

- Be an active IATA Strategic Partner with logistics expertise
- Have product/service relevant to Interactive Cargo, Piece Level Tracking (PLT), ULD tracking, etc. which comply with IATA standards

AREAS OF ACTIVITY

- Piece Level Tracking
- Tracking and monitoring business processes and operations
- Data sharing and management linked to Interactive Cargo
- Connected devices standard-setting and approvals

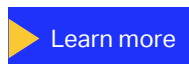
TASK FORCE & MEETINGS

The Interactive Cargo Task Force (ICTF) is established under the Cargo Operations and Technology Board. Its objective is to provide recommendations on:

- i. Standards, processes, guidelines and procedures for communication and operations to enable air cargo to be interactive (e.g. standards to locate, monitor, send/receive notifications, respond);

- ii. Standards, processes, guidelines and procedures to facilitate the safe and efficient use of connected devices in air cargo (to track, monitor, plan and control)

The ICTF will develop the Policy Papers, Recommended Practices, and Standards Operating Procedures to enable to track, locate, track, monitor, notify, and respond to real-time/near-real-time notifications by facilitating the safe and efficient use of connected devices in air cargo.



CONTACT

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EXCLUSIVE BENEFITS

- Participate in the above meetings
- Participate in the development of the new standards
- Be informed of changes in regulations before made public
- Opportunity to network with airlines and IATA specialists in digital cargo
- Advertise on the Cargo website at a discounted rate: www.iata.org/advertising
- Advertise in IATA publications at a discounted rate
- Appear on the list of Strategic Partners on IATA website

ADDITIONAL STRATEGIC PARTNERSHIPS' BENEFITS

Branding

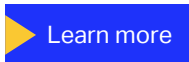
- Recognition as a valuable supporter of IATA and the air transport industry
- Inclusion in the IATA Strategic Partnerships online directory



- Exclusive usage of the IATA Strategic Partnerships logo
- Promotion through the electronic quarterly newsletter, the Partner Brief, viewed by thousands of aviation industry contacts
- Monthly posting of Strategic Partners' press releases on the IATA website

Publications

- Partners may purchase publications at a preferential rate.



Courses

- Strategic Partners may attend, at a reduced fee, IATA training courses.
- Strategic Partners may receive a 55% discount on the first 2 seats per year to any IATA classroom course (subject to availability).

