



One API to File Them All

PLACI Customs with One Record

Murat Gurdogan

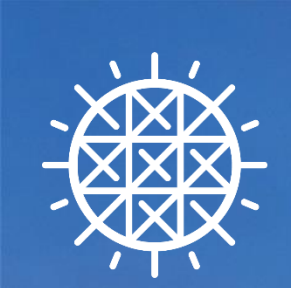
Development Manager

Can Okcabollu

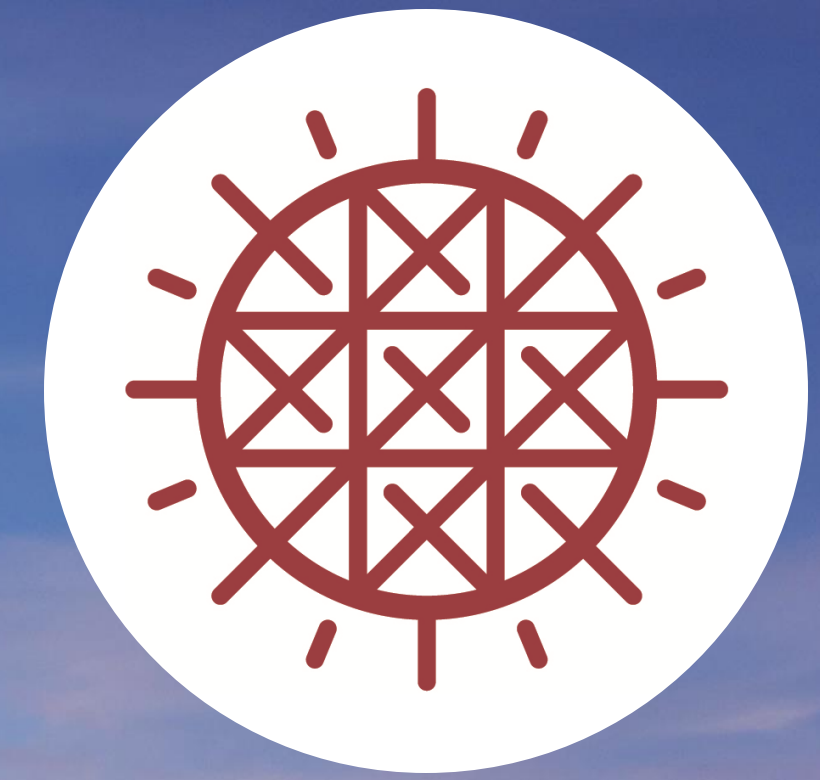
Senior Business Analyst

IATA Cargo Experts Conference (CEC)

Brussels, September 2025



Hitit at A Glance



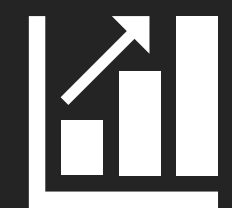
Hitit (IATA: 1T, BIST: HTTBT) is a global provider of airline IT solutions, with **+70 Partner Airlines from 50 countries**.



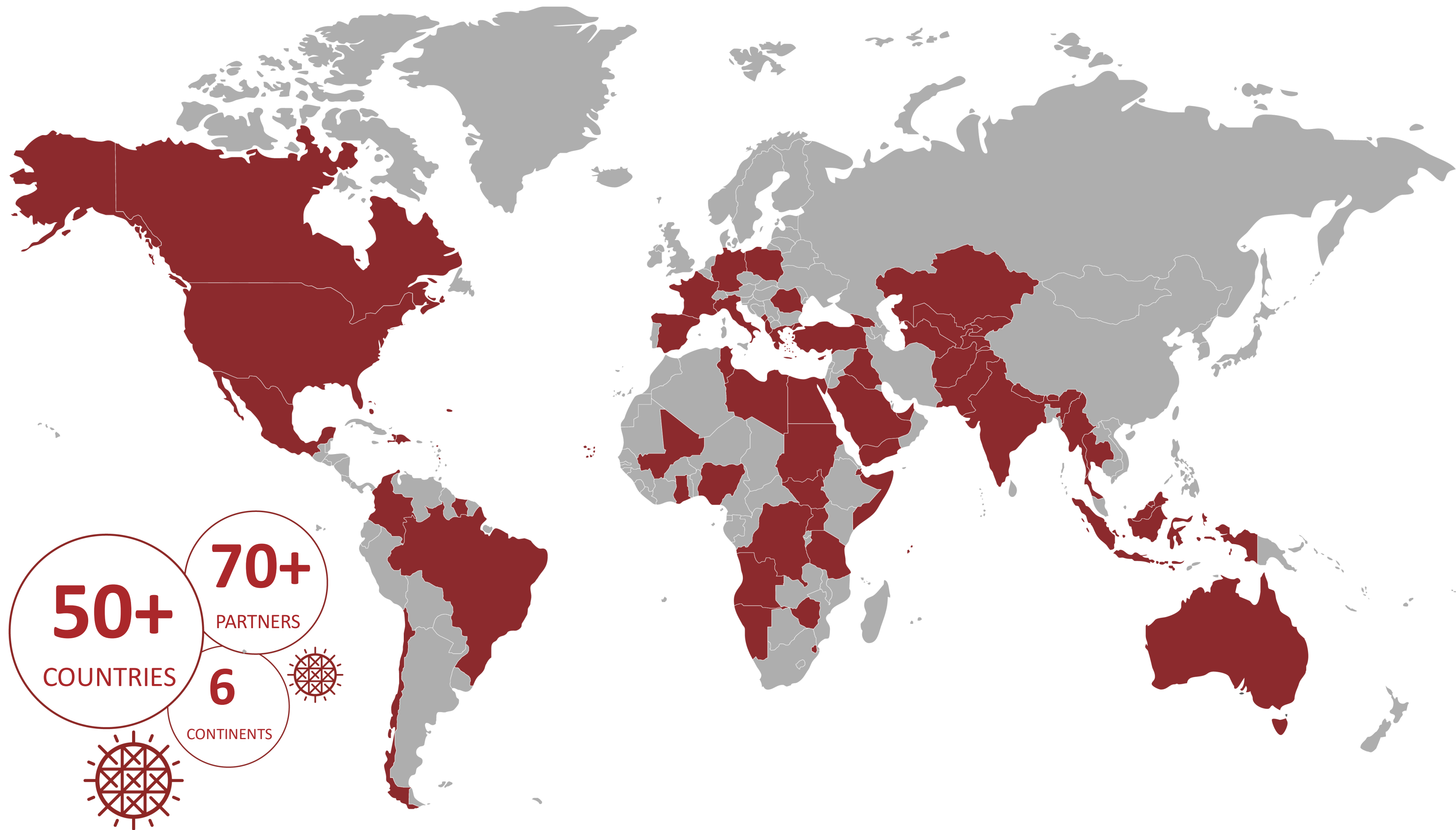
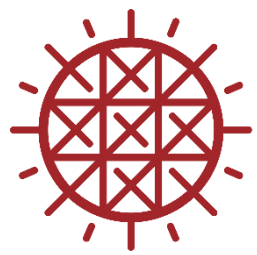
Hitit's Crane Airline Solutions is an **all-in-one cloud platform** covering the entire airline business lifecycle, from planning to reservations and settlement.



Crane Solutions are fully configurable and serve **airlines of all types and sizes**, ranging from FSCs to Hybrids and ULCCs, including multiple Tier 1 airlines.



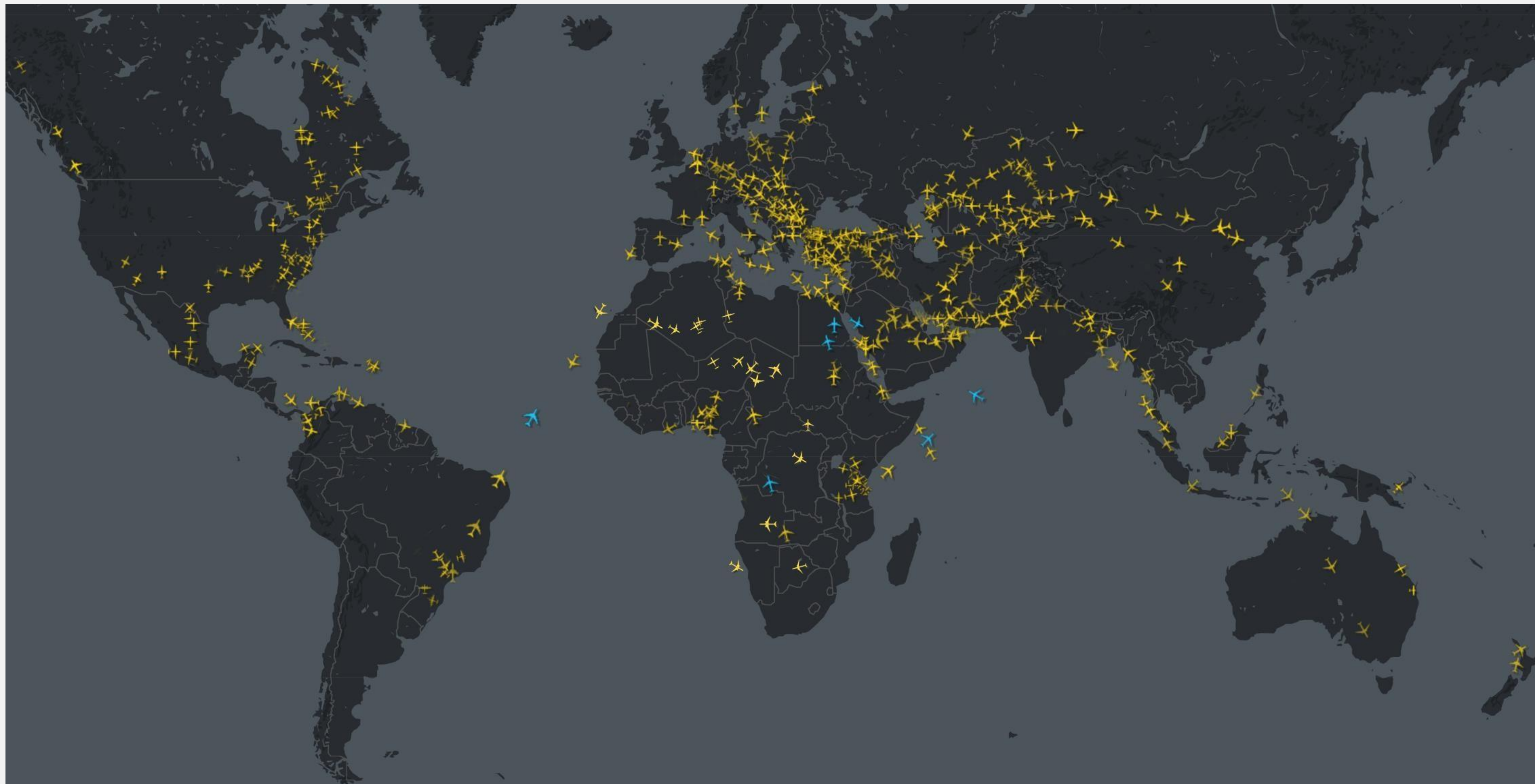
Crane PSS is **2nd largest in Europe and 3rd largest globally**, serving a network of ~100 million passengers, 30.000 agents and 850+ airports in 160 countries.





Empowering Global Aviation

Hitit Partner airline flights within a 24-hour window,
representative visualization from FlightRadar24 data





Hitit - Solution Suite

An all-in-one air travel platform with seamlessly integrated components for every business need

Passenger Service System

➤ crane.PAX	Reservation & Passenger Service
➤ crane.IBE	Internet Booking Engine
➤ crane.MA	Mobile Application
➤ crane.ALM	Allotment Manager
➤ crane.CM	Communication Manager

➤ crane.DCS	Departure Control System
➤ crane.WB	Weight & Balance
➤ crane.BRI	Baggage Reconciliation Itinerary
➤ crane.LL	Loyalty Layer
➤ crane.CCL	Customer Care Layer

Operations Planning

➤ crane.SP	Schedule Planning
➤ crane.OCC	Operations Control
➤ crane.CREW	Crew Management

Accounting

➤ crane.RA	Revenue Accounting
➤ crane.CA	Cost Accounting
➤ crane.BPI	Business Performance Index

Merchandising

➤ crane.TM	Travel Merchandising
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Travel Solutions







➤ crane.OTA	Online Travel Agency
➤ crane.APP	Agent Portal Plus

Cargo

➤ crane.CGO	➤ crane.CFS	➤ crane.CMA
➤ crane.CRA	➤ crane.CCH	➤ crane.POM



Hitit - Cargo Software Solution Suite

 crane.CGO	CMS – Cargo Management System
 crane.CRA	Cargo Revenue Accounting
 crane.CFS	Customs Filing System
 crane.CCH	Comprehensive Cargo Handling
 crane.POM	Post Office Mail
 crane.CMA	Cargo Mobile App



PLACI



One API to File Them All

PLACI Customs with One Record

File Once. Clear Everywhere.





PLACI – WHAT, WHY & WHY NOW

One Record: The Language of Connected Cargo



What

- A **standardized data-sharing framework** for air cargo.
- Uses **JSON-LD** to describe and link cargo data in a structured way.
- Powered by a **single API** connecting everyone in the chain.

Why

- Cargo data is still locked in **silos**.
- Legacy standards don't fully support **real-time sharing**.
- Stakeholders often **duplicate efforts**.

Why Now

- Air cargo is growing **faster than ever**.
- **E-commerce expansion** demands seamless data flow.
- We need a **modern foundation** – not another messaging tweak.

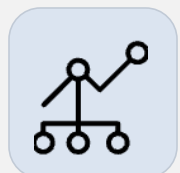



"One network. One language. Infinite possibilities."







PLACI – ONE RECORD: WHAT IT IS AND IS NOT










One Record ≠ Another Messaging Upgrade

One Record IS:

-  A **JSON-LD** based cargo data model.
-  A **single API** to access and share information.
-  A **collaborative framework** – connecting airlines, forwarders, handlers, customs, and regulators.
-  A **foundation** for future digital cargo innovation.

One Record IS NOT:

-  Not a new **Cargo-IMP** or **Cargo-XML** replacement.
-  Just another **file format**.
-  An airline-only initiative – it's **for everyone**.
-  A centralized data hub – it's **decentralized** by design.

 IS	  IS NOT
 API	 CARGO-IMP
 DATA MODEL	 FILE FORMAT
 COLLABORATION	 AIRLINE-ONLY

"One API. One Language. One Truth."



Breaking Down the Global Customs Filing Puzzle

Different Rules

Different countries = **different rules** and **formats**

No Common Model

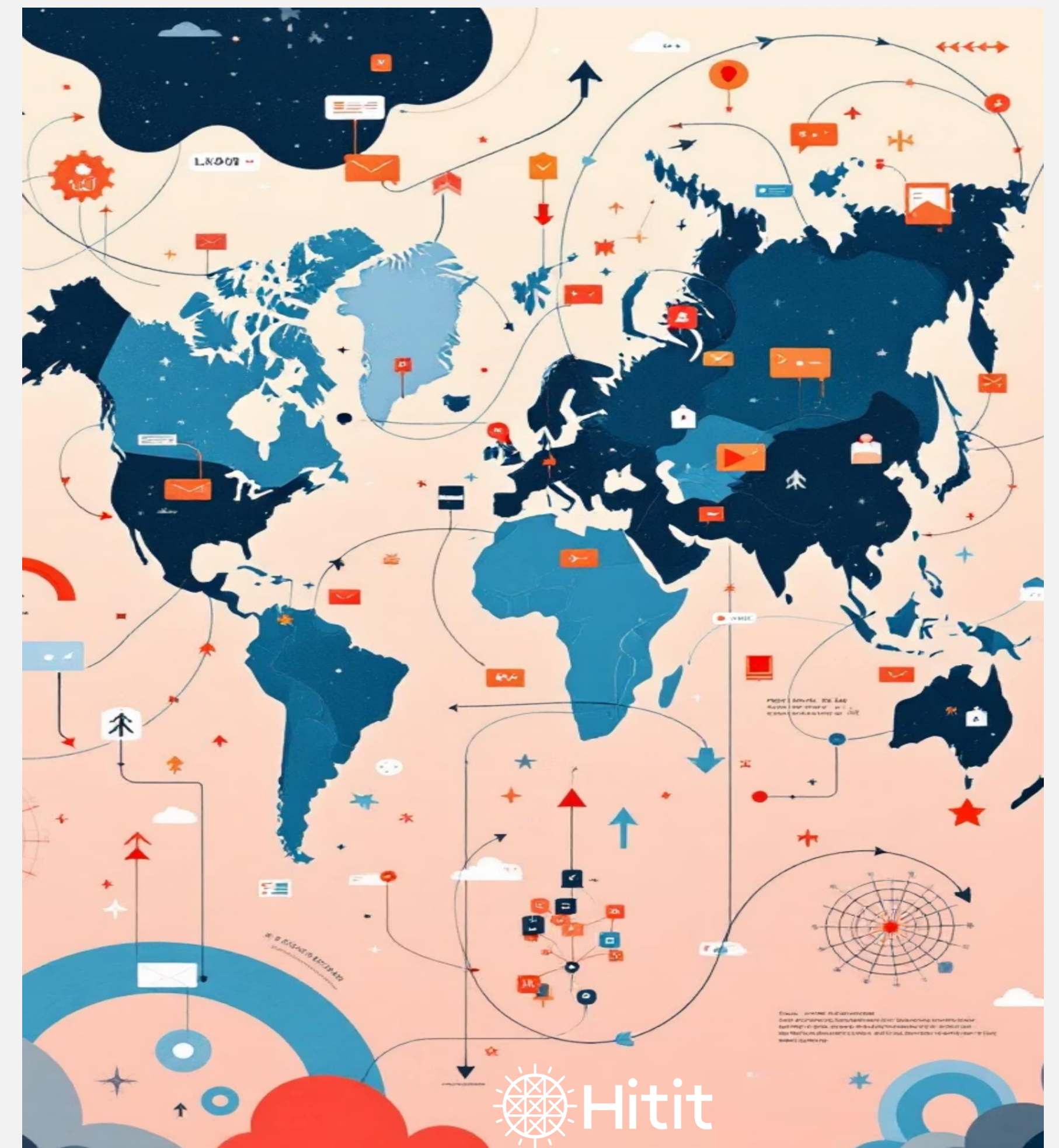
No **common data model** → costly custom integrations

Manual Work

Manual work → delays, errors, penalties

No Visibility

Lack of **real-time visibility** → operational risks



"One cargo, many filings, zero harmony."



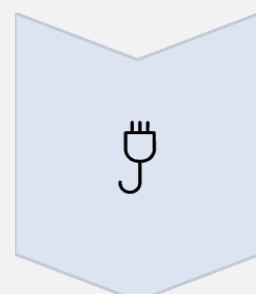
PLAC1 – INTRODUCING PLAC1

Turning One Record into Feasible Solutions



One Record Foundation

Built on the **One Record data model**



Single API

Single API → connects multiple customs systems



Data Transformation

Automates **data transformation** between formats



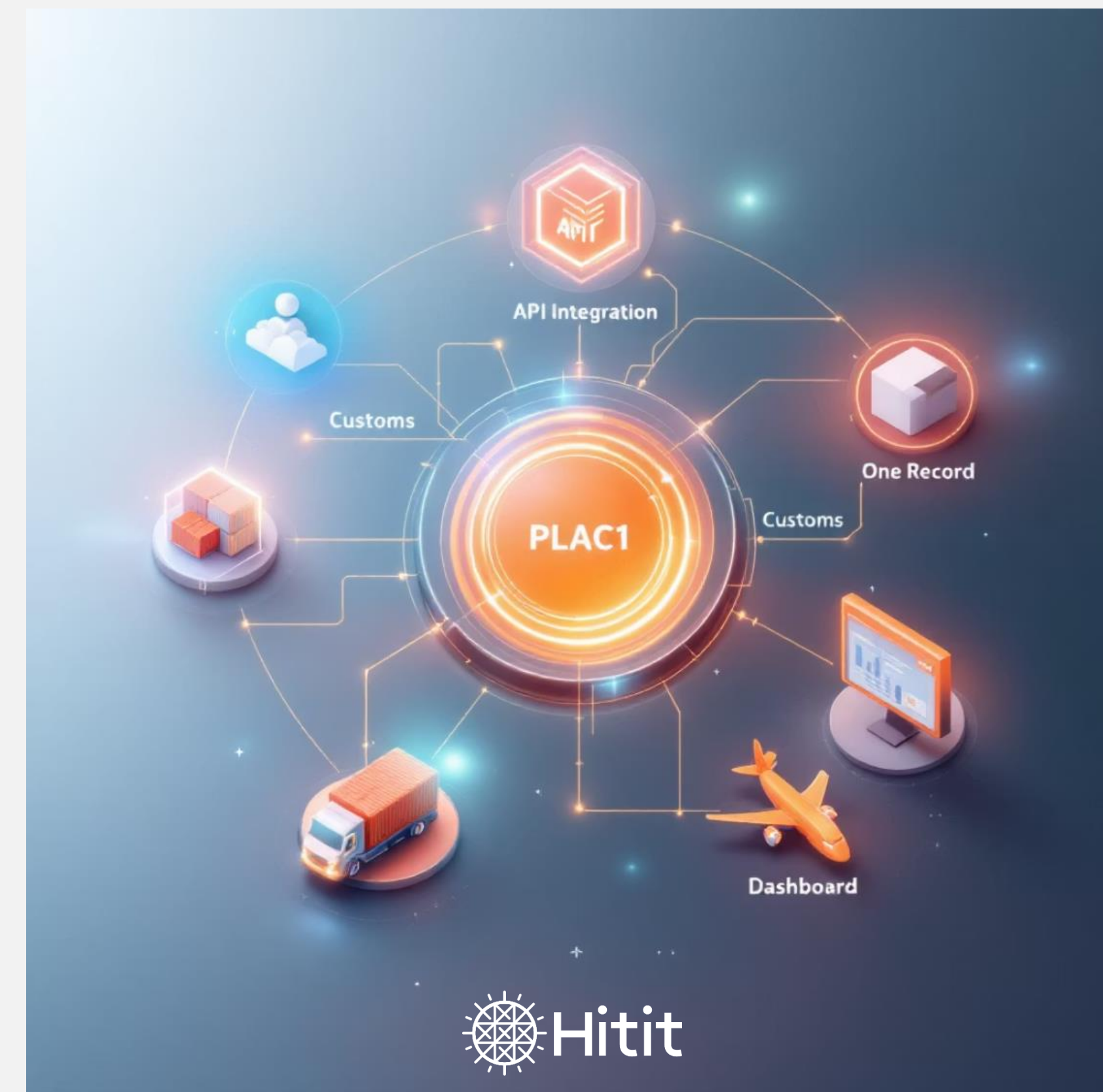
Response Mapping

Maps customs responses back into **One Record**



Central Dashboard

Central dashboard for **monitoring & insights**



“Compliance Made Simple.”



PLACI – PLACI IN ACTION

See It in Action



Effortless Filing

Submit your filings **once** to clear cargo **everywhere**.



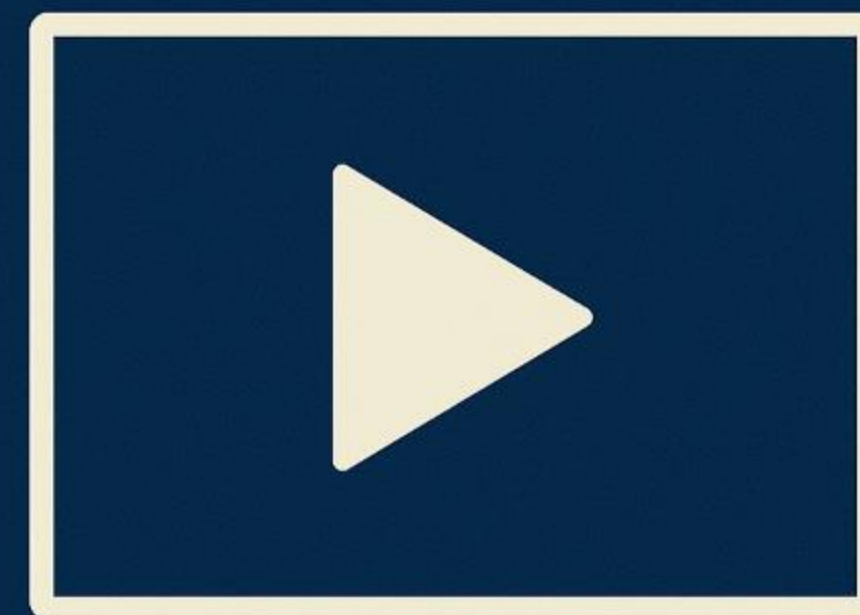
Streamlined Management

Handle **rejections & data requests** with unparalleled ease.



Real-time Monitoring

Track all customs filings through an intuitive, real-time dashboard.



Built at IATA Hackathon 2025, Dublin



“Turning an idea into reality.”





PLACI – KEY BENEFITS

Why It Matters ?



One API

Integrates once, connects everywhere



Less Manual Work

Fewer errors, fewer delays



Real-time Visibility

Real-time compliance visibility



Scalable

Ready for future regulations

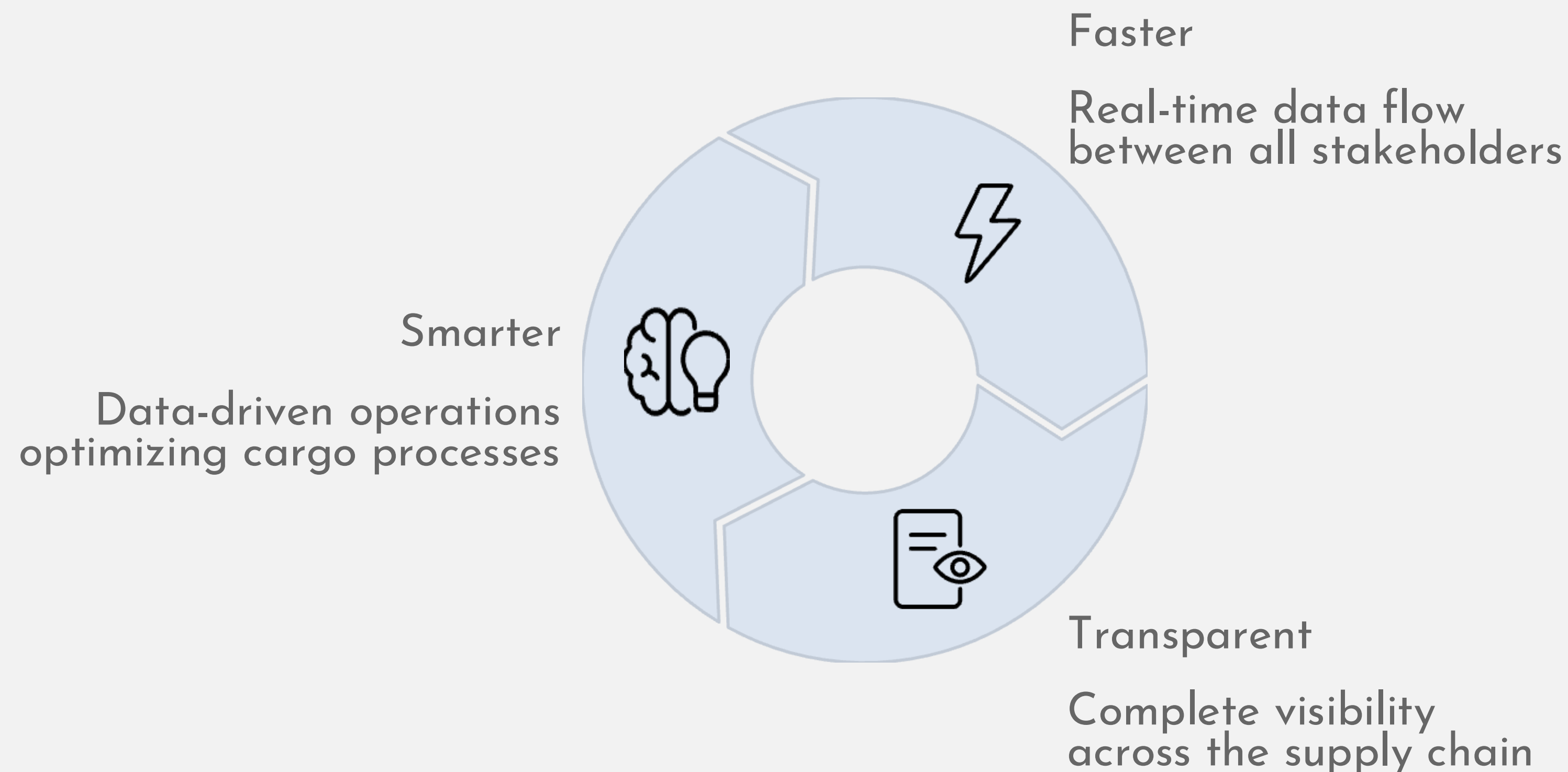
“One Record in. Customs cleared out.”





PLACI – FUTURE VISION

Beyond Compliance: Building a Connected Cargo World



"A foundation for innovation."





Your Team.



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