EPIC Workshop

Enhanced Partner Identification and Connectivity

Monday 11th March 2019, Singapore
Welcome & Opening Remarks
Tahir Syed, Manager Cargo Technology, IATA
Setting the Scene
Tahir Syed, Manager Cargo Technology, IATA
Cargo Connect

Vision
Simplify, Standardize and Automate air cargo digital connectivity

Objectives
- Establish industry digital connectivity standards & procedures
- Promote & support digital collaboration between airlines, freight forwarders, ground handlers, CCSs and other stakeholders involved in the air cargo supply chain

iata.org/cargo-connect
Did You Know That...

- Each stakeholder must have an EDI ID to exchange data electronically with its business partners
- IDs are created and distributed by CCSs, and are CCS-specific
- Each time a stakeholder changes CCS, its IDs have to be changed
- To ensure network-wide digital connectivity, an airline/freight forwarder may partner with multiple CCSs

40,000+ FFs exchange messages with 450+ Airlines through 23 CCSs
Digital Connectivity Challenges

• For the new users, the connectivity process remains a mystery

• Process spans over weeks - Unavailability of Global IDs & manual distribution of IDs and connectivity info

• Complicated registration formalities - Lack of standards

• Data loss - Complex problem solving and troubleshooting
Cargo Digital Connectivity Working Group

- CCN Singapore
- CCS Italy
- CCS Japan
- CHAMP Cargosystems
- Descartes System Group
- GLS HK
- HANS Infomatics
- Infosky
- RIEGE Software
- WiseTech Global
...and the action plan?

- Rec. Practice for Partner Registration & Distribution
- XML Registration for Cargo Partner (XRCP)
- EPIC Enhanced Partner Identification & Connectivity
Industry Digital Connectivity Outlook – Airline Perspective
Kunal Bhatt, Vice President, Cargo Corporate Services, Qatar Airways
Industry Digital Connectivity Outlook
Airline Perspective

IATA World Cargo Symposium, Singapore
March 2018

Kunal Bhatt
Vice President, Cargo Corporate Services
Agenda:

• The paradigm shift
• The current structure – partner registration
• The challenges
• The EPIC Solution
Agenda:

• The paradigm shift
• The current structure – partner registration
• The challenges
• The EPIC Solution
The paradigm shift.....

• We want things faster – faster responses, faster decisions
• Market places – ability to make choices from a pool
• Ease of doing business – remove complexities in processes
Agenda:

- The paradigm shift
- The current structure – partner registration
- The challenges
- The EPIC Solution
The current structure – partner registration

Air cargo business processes heavily rely on multi-party electronic data interchange. Two standard methods to connect digitally –
- Host-to-Host Connectivity
- Connectivity via an intermediary

As the latter option is flexible, industry digital communication is inclined towards Cargo Community System (CCS).
Each party involved in the electronic data exchange has unique identification called PIMA. The success of the latter model largely depends on proper exchange and registration of PIMA.
Agenda:

• The paradigm shift
• The current structure – partner registration
• The challenges
• The EPIC Solution
Challenges

- Manual Processes – Time Consuming & Error Prone
- Clusters make the operations complicated – too many systems talking to each other
- Loss of Information – Channels, Conversions, Compliance
Agenda:

• The paradigm shift

• The current structure – partner registration

• The challenges

• The EPIC Solution
The EPIC Solution – One Use case

Sender → Local Copy of EPIC → Messaging Partner
Message & Recipient Global ID

Messaging Partner → Local Copy of EPIC → Recipient
Message & Recipient Global ID

Source: IATA
Significance to Qatar Airways

- QR currently is connected with 8 CCS platforms, including IATA eAWBLink
- More than 3000 agent branches globally connect with QR using CCS platforms
- More than 60% of QR’s shipment electronic messages are processed through CCS
- Billing accuracy to the right customer branch through improvement and standardization of partner identification
- QR is an active participant to the Cargo Digital Connectivity Working Group
- QR conducted proof of concept for XML Registration for Cargo Partner Message (XRCP) and the message is now going to be published
THANK YOU
Industry Digital Connectivity Outlook – IT Perspective
Scott McCorquodale, Chief Automation Officer, Air Cargo, Wisetech Global
Industry Digital Connectivity Outlook
IT Perspective
Scott McCorquodale
Our global reach

12,000+
logistics organisations
globally are customers[1]

~130
countries[2]

54+ billion
data transactions in
CargoWise One
annually[3]

4+ million
development hours
over two decades

1,600+
valued employees[4]
across 40 offices

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1. Includes customers on the CargoWise One application suite and platforms of acquired businesses whose customers may be counted with reference to installed sites.
2. Countries in which CargoWise One is licensed for use for PwC, disclosed at 30 June annually.
3. Data transactions for PwC, transactions measured at 30 June annually.
4. Includes acquisitions announced or completed to 30 February 2019.
Recently announced results

Strong growth in revenue continues
Significant high quality revenue growth while focusing on innovation and global expansion

Cargo chain – building an ecosystem

1H19 revenue
+68% vs 1H18
+48% CAGR 1H15 – 1H19

Needs of all logistics providers
- Real time visibility
- Control over margins
- Faster multi-modal movement
- More efficient use of resources
- Error reduction
The need for a robust and effective air cargo data exchange process across the industry will only continue to grow into the future

- Fuelled by growing regulatory requirements and a continued relentless push to increase efficiency and reduce costs across the industry.

Current pain points

- Once forwarders are finally appropriately configured for their digital connectivity, then things do tend to work – most of the time.
- However, complexity of the current set-up process can be time-consuming and frustrating.
- When changes occur (e.g., an airline changes their CCS), then connectivity problems can quickly escalate.
  - These problems have a multi-layered impact across the industry
• There is a growing need for certainty of receipt of air cargo data at the intended recipient
  • Just “sending” (and if there is no FNA to advise of a problem) “assuming” success is no longer appropriate and not sustainable in the longer term

• There are significant numbers of FWB & FHL that are still being constantly rejected by the airline (or their CCS), on the basis that the airline does not wish to receive that data.
  • In some cases, this also results in FSU not being sent to the forwarder

• Ideally, airlines would always receive and process all FWB & FHL data sent by a forwarder, and would always return 100% FSU’s.
  • It is difficult to have a situation where the airlines receive only the data that suits them, and rejects other data, and the forwarder (and their IT provider) may not be aware of those conditions
• Ideally, airlines would publicise via a single source (such as EPIC) what data they will reject simply on the basis of shipment type so this is visible to the industry, along with many other elements of their data exchange process.
  • In what should be a “connected” industry, it is time for this type of information to be available.

• Ideally, airlines would also publish details of FSU support (on a port by port basis) so that forwarders and IT providers know what to expect.
  • Currently, forwarders often raise queries to their IT provider when FSU data is missing. However certain FSU data may always be missing from that particular city

• Ideally, airlines would ensure that all FWB & FHL data that they receive from forwarders is distributed to all other stakeholders as needed (eg GHA’s)
  • Current data distribution challenges include the necessity for forwarders to distribute the same data to multiple places........
This table represents true FWB and FHL routing requirements for the top 20 individual Airlines (of 221) operating from CH, NL and SG.

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### How it is…

Current FWB and FHL routing requirements:

- for **1 of the 316 airlines** that CargoWise One customers send FWB/FHL data
- from **6 of the 426 cities** that CargoWise One customers send FWB/FHL data

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Industry Digital Connectivity Outlook – IT Perspective

• Whilst there has been good progress made in some areas, more work needs to be done
• The importance and value of a robust and effective data exchange program will provide lasting benefits to the industry
• With solutions such as EPIC and ONE Record, we do have an opportunity to improve the industry

• Questions or comments?
Scott McCorquodale

scott.mccorquodale@wisetechglobal.com
www.wisetechglobal.com
What is EPIC? Explore Its Functionality…
Tahir Syed, Manager Cargo Technology, IATA
EPIC
A Cargo Connect Solution

StB Cargo
Strengthen today, build tomorrow
What can IATA do?

Streamline 95% of the air cargo connectivity

Statistics for Connectivity Between Airlines and Freight Forwarders
Where We Started

United Kingdom

**ABC FREIGHT FORWARDERS LTD.**
- Dummy Address
- Dummy Name
- PIMA: MUKFFY78000PDY

**CLEAR CARGO SHIPPING LTD.**
- Dummy Address
- Dummy Name
- PIMA: MUKFFY78000RYB

**GOOD CARGO INTERNATIONAL**
- Dummy Address
- Dummy Name
- PIMA: MUKFFY56000LFG

**ACTIVE AIR FREIGHT EXPRESS**
- Dummy Address
- Dummy Name
- PIMA: MUKFFY87000BFW
What Is Needed?

- Robust automated distribution mechanism
- Digital connectivity info.
- Permanent and harmonized identities
- Simplified & standardized registration process
- Data quality improvements
- Facilitate new users
Introducing EPIC

Express connect and embrace digitization

Enhanced Partner Identification and Connectivity (EPIC) System
EPIC Interface

Via EPIC Portal
User will register through EPIC portal
Once access is granted, user can:
• Maintain existing IDs in EPIC
• Distribute IDs with partners

Via EPIC Look-up Service
EPIC system will provide a web service/API allowing users to connect and query about IDs
Will enable users to integrate their inhouse system with EPIC to:
• Download data from EPIC
• Query the EPIC
• Update EPIC data

Depending upon the need, one could register to EPIC for both types of access methods
How Will It Work?

- **EPIC Web Portal**

- **EPIC Lookup Service**
  - Web Service/API, XML Registration for Cargo Partner (XRCP) Message
  - Email Alerts, Data Download etc.

- **EPIC Centralized Repository**

- **Airlines, FFs, GHAs etc.**

- **Airlines IT Dept, FFs, IT Companies etc.**

- **CCS(s)**
Phased Approach

**Phase-1**

**Automate** existing connectivity business processes e.g.
- Migrate existing IDs
- Distribute through EPIC
- User Capabilities

**Phase-2**

**Robust** connectivity business processes e.g.
- Issue IATA Unique Global ID
- Manage Routing
EPIC Functionality in a Nutshell

**Phase-1**
- Migrate Existing Data
- Maintain IDs
- Maintain Partnerships
- Distribute IDs & Messaging Capabilities via E-mail, XRCP, Web Service, s/FTP
- User Capabilities
- Lookup Service
- Download IDs & User Capabilities
- Dashboard

**Phase-2**
- Generate Unique ID
- Maintain Addressing
- Validate Addressing
- Distribute IDs & Addressing via E-mail, XRCP, Web Service, s/FTP, SMS
- Extended Lookup Service
- Extended Dashboard
Phase 1: Migrate Manual Distribution to Automated

1. Registration
2. Setup Profiles (HDQ, Branch Office, Technical Contacts, Partner CCSs etc.)
3. Setup Access Control, Distribution Channel & Alert Mechanism
4. Setup IDs (Upload/add existing IDs)
5. Assign IDs (parameters include branch offices, carrier etc.)
6. Define Messaging Capabilities
7. Publish IDs and Messaging Capabilities
8. Publish technical contact details
9. Dashboard
10. Identify and establish partnership
11. Search & Download Partner IDs & Messaging Capabilities
12. Distribution IDs (branch level) and Messaging Capabilities to Partners
13. Message Board with Partners
14. Reporting
15. Invoicing and Billing
16. Lookup Service
Phase 2: Process Improvements and Automation

1. All features of Phase-1
2. Get Unique Global ID
3. Setup Routing /Addressing for Global ID
4. Validate Routing/Addressing
5. Distribute Global IDs and Addressing
EPIC Dashboard

**Statistics:** Total Branch Offices, Total IDs maintained by a Freight Forwarders, Total Partner Airlines, Total Partner CCS’s Partnership Requests and Confirmations

**New ID & Routings Info.**

**Updates in ID & Routing**

**Confirmation and Decline** of ID Distribution & Routing

**Message Board:** Any new message for the user
Dashboard Prototype

**EPIC DASHBOARD**

- **Account**
  - 75 Connections

- **Settings**
  - 21 Pending

- **Partners (21)**
  - 12 Rejections

Recent Activity:
- QR has joined EPIC
- Riege has joined EPIC
- LH has updated routing info.
- ID successfully distributed to LH

Average Connectivity Time:
11.5 Days
Distribution and Payment

Distribution methods

• FTP
• SFTP
• SMTP
• IATA Cargo-XML (XRCP)
• Email
• Web service
• SMS

Payment methods

• Credit Card
• IATA Clearing House (ICH)
• Bank Transfer
EPIC Access Controls

- A freight forwarder wouldn’t be able to access another freight forwarders data
- A CCS wouldn’t be able to get direct connectivity information between the airlines and freight forwarders partner
- An Airline wouldn’t be able to access data of OAL unless they are indicated as an interline partner
## EPIC Benefits

<table>
<thead>
<tr>
<th>Cost Reduction</th>
<th>Time Gain</th>
<th>Digital Cargo Acceleration</th>
<th>Improving Efficiency in the Movement of Goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Quality Improvements</td>
<td>Advancing Automation Technology</td>
<td>Increasing e-AWB and e-Freight Adoption</td>
<td></td>
</tr>
</tbody>
</table>

*Image source: IATA*
EPIC Will Lead To…

- **Improve transparency and visibility** by automating management & distribution of global ID’s & digital connectivity information among partners
- **Encourage** new entrants to be a part of digital cargo
- **Enhancement** of air cargo industry connectivity
- **Expedite** digital handshake
- **Automate** partner registration & distribution
Who Will It Assist?

Entire supply chain

- Airlines
- Freight Forwarders
- CCS’s/ IT Service Providers
- Ground Handlers
- Shippers
- Customs Authorities
For More Information

• www.iata.org/cargo-connect
How Important is to Simplify Digital Collaboration by Automating the Digital Partner Registration Process Between the CCS and The Airline Cargo Systems?

**Moderator:**
Tahir Syed, Manager Cargo Technology, IATA

**Panelists:**
Jackson Chan, Cargo System Planning & Optimization Manager, Cathay Pacific Cargo
Scott McCorquodale, Chief Automation Officer Air Cargo, Wisetech Global
Kunal Bhatt, Vice President, Cargo Corporate Services, Qatar Airways
Networking Break
CCS Challenges – Partner Registration & Distribution

Filippo Passeggieri, IT Cargo Specialist, Cargo Community System
Italy
CCS Challenges

Partner Registration & Distribution

Filippo Passeggieri
IT Cargo Expert
Ban the Paper!

2006
Iata eFreight Initiative Launch

2019 (January)
60.8 % e-AWB penetration target

Scan me
Challenges

Too many to list them all!
My favourite ones!

Data Quality

Different SW Vendors

Partner Registration
<ns3:IncludedMasterConsignmentItem>
  <ns3:SequenceNumeric>1</ns3:SequenceNumeric>
  <ns3:GrossWeightMeasure unitCode="LBR">150</ns3:GrossWeightMeasure>
  <ns3:PieceQuantity>1</ns3:PieceQuantity>
  <ns3:NatureIdentificationTransportCargo>
    <ns3:Identification>AUTOMOTIVE PARTS</ns3:Identification>
  </ns3:NatureIdentificationTransportCargo>
  <ns3:ApplicableFreightRateServiceCharge>
    <ns3:CategoryCode>Q</ns3:CategoryCode>
    <ns3:ChargeableWeightMeasure>150</ns3:ChargeableWeightMeasure>
    <ns3:AppliedRate>4.25</ns3:AppliedRate>
    <ns3:AppliedAmount>637.50</ns3:AppliedAmount>
  </ns3:ApplicableFreightRateServiceCharge>
</ns3:IncludedMasterConsignmentItem>

<ns3:NatureIdentificationTransportCargo>
  <ns3:Identification>DELICIOUS PASTA</ns3:Identification>
</ns3:NatureIdentificationTransportCargo>

RTD/1/P2/K490.0/CK/W715.0/R2.82/T2016.30/NG/DELICIOUS PASTA/2/ND//CMT228-75-125/2
<ns3:IncludedMasterConsignmentItem>
  <ns3:SequenceNumeric>1</ns3:SequenceNumeric>
  <ns3:GrossWeightMeasure unitCode="LBR">150</ns3:GrossWeightMeasure>
  <ns3:PieceQuantity>1</ns3:PieceQuantity>
  <ns3:NatureIdentificationTransportCargo>
    <ns3:Identification>AUTOMOTIVE PARTS</ns3:Identification>
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    <ns3:AppliedAmount>637.50</ns3:AppliedAmount>
  </ns3:ApplicableFreightRateServiceCharge>
</ns3:IncludedMasterConsignmentItem>
Different Software Vendors
Partner Registration

The Freight Forwarder signs the agreement....
Partner Registration

The Freight Forwarder signs the agreement....the first thing he will ask for is:
Partner Registration

The Freight Forwarder signs the agreement....the first thing he will ask for is:

What is my PIMA?
Partner Registration

The Freight Forwarder signs the agreement....the first thing he will ask for is:

What is my PIMA?
Partner Registration

The Freight Forwarder signs the agreement....the first thing he will ask for is:

WHEN AM I GOING TO START EXCHANGING eMESSAGES
Partner Registration

The Freight Forwarder signs the agreement....the first thing he will ask for is:

WHEN AM I GOING TO START EXCHANGING eMESSAGES

...In order to preserve the environment
Partner Registration

The Freight Forwarder signs the agreement....the first thing he will ask for is:

WHEN AM I GOING TO START EXCHANGING eMESSAGES

...In order to preserve the environment

...and SAVE MONEY
Digital Connectivity

2016

Air Cargo Digital Connectivity
and
Data Exchange Methodologies
Digital Connectivity

Air Cargo Digital Connectivity
Standard Procedures for Partner Registration and Distribution

Scan me
Enhanced Partner Identification and Connectivity
CALL TO ACTION
It's Time to ACT!!

**Iata eFreight Initiative Launch**

- **2006**
- **2019 (January)**

**e-AWB penetration target**

- **60.8%**
Benefits
Grazie
Thank you
谢谢
f.passeggiere@ccsitaly.aero
The Role of IT Service Providers & EPIC

**Moderator:**
Scott McCorquodale, Chief Automation Officer Air Cargo, Wisetech Global

**Panelists:**
Balraj Nair, Senior Manager Information Services, Qatar Airways
Jackson Chan, Manager e-Freight, Cathay Pacific Cargo
Filippo Passeggieri, IT Cargo Specialist, Cargo Community System Italy
Koh Hwee Khim, Vice President, Information Technology, Cargo Community Network Pte Ltd
Closing Remarks
Tahir Syed, Manager Cargo Technology, IATA