



Cargo iQ

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CARGO **iQ**
An IATA interest group



-Cargo iQ is an IATA interest group

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1997:

- Carriers
- Forwarders

Now:

- Carriers
- Forwarders
- Industry Associates
- Strategic Associates



CARGO iQ
visibly better

-created in 1997 by major airlines and freight forwarders. FFs are companies that organizes shipments of goods from the producer to a customer.

-Came together with the mission of creating and implementing quality standards for the air cargo industry.

- The idea was to improve efficiency in the transportation of air cargo and create a seamless supply chain.

In October 2018 Cargo iQ measured 1,250,723 shipments, or the annual equivalent of over 15,000,000, for the first time.

An increase because new member airlines joined.

IATA's MIP program, that includes CASS and AWB data shows about 2.5 million AWB's per year.

**Performance Control:
The Road to a Profitable Industry**



Knowing Capabilities

.

Delivering on Promise



Buying what's Needed

.

Receiving what's Purchased

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The Master Operating Plan · MOP



We have seen more programs than ever being based on Cargo iQ's and IATA's MOP.

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Industry Spanning Route Maps



Planning and Execution are covered through creating and sharing industry spanning route maps.

Controlled execution means sharing not merely having tracking and tracing information on demand.

Controlled execution means sharing the planning: only when one knows the plan does it make sense to know where a shipment is. It means pro actively sharing deviations from plan and so taking away your customer's need to
In that sense, one could say we believe tracking & tracing is irrelevant; one needs planning & control.

Controlled execution and the data we gather around moving shipments along their route maps also allow us to learn.

Cargo iQ has successfully migrated its offset management systems into the same IT infrastructure that
hosts its Smart Data Analytics.

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Optimal Operational Relevance



Cargo iQ's Smart Data systems are capturing about 200 million lines of shipment movement data per year.

In 2019, we will start using this data to improve the planning of our route maps. From 2019, we will start basing operational milestones on Smart Data Measurements.

That means that missing one of our operational milestones will actually have operational relevance: a shipment truly behaves different from plan.

It also means that we will offer more reliable reporting on operational capability to meet commercial commitments.

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Optimal Commercial Relevance



Offering operational milestones based on smart data measurements will allow us to measure more.

More milestones, more products.

Products can be defined and measured

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Not Just for Big Companies



In 2018 we started with a successful pilot in Europe and we aim to roll that out globally in 2019, offering basic Cargo iQ interaction with Cargo iQ carriers to the Small and Medium Size Forwarders.

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Better Choice for Shippers



We work with Shippers to show how products can be better defined to allow for better monitoring, highlighting the capabilities of the Cargo iQ community.

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For more information: www.cargoIQ.org

