

# Cargo or not cargo, the value is the information

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# Agenda

1

CHAMP introduction

2

Cargo vs passenger different challenges ?

3

BI evolution for cargo

4

Summary



# CHAMP – dedicated to the air freight industry

- The industry's largest air freight community
  - 200 airlines/ground handlers
  - > 3500 forwarders
  - in 90+ countries
- Broadest range of integrated IT solutions and distribution services
- Application as a Service Provider
- Strategic industry & technology partner
- Cargo focus



# Representative customers

## Carriers



## GHAs



## Freight forwarders



## GSAs



...the broadest community of air cargo IT customers from a single supplier in the world...

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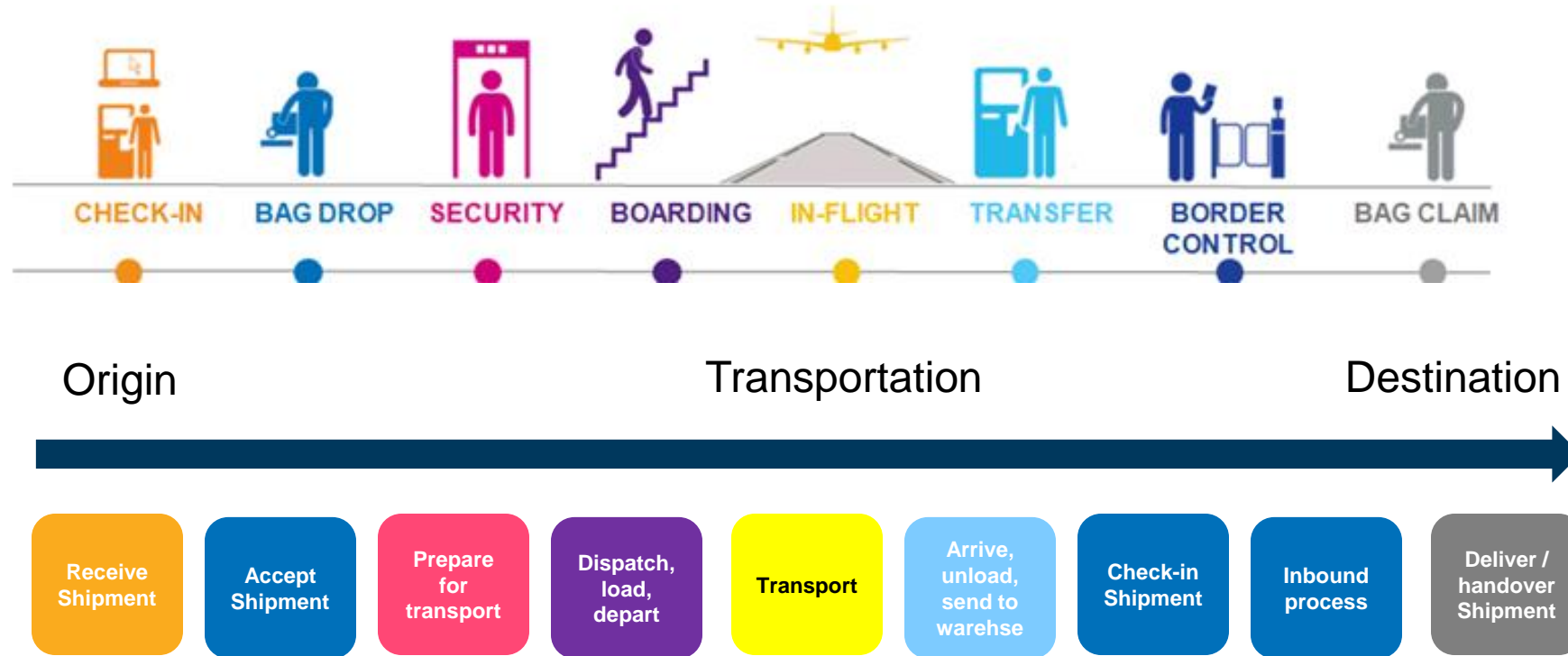
BI evolution for cargo

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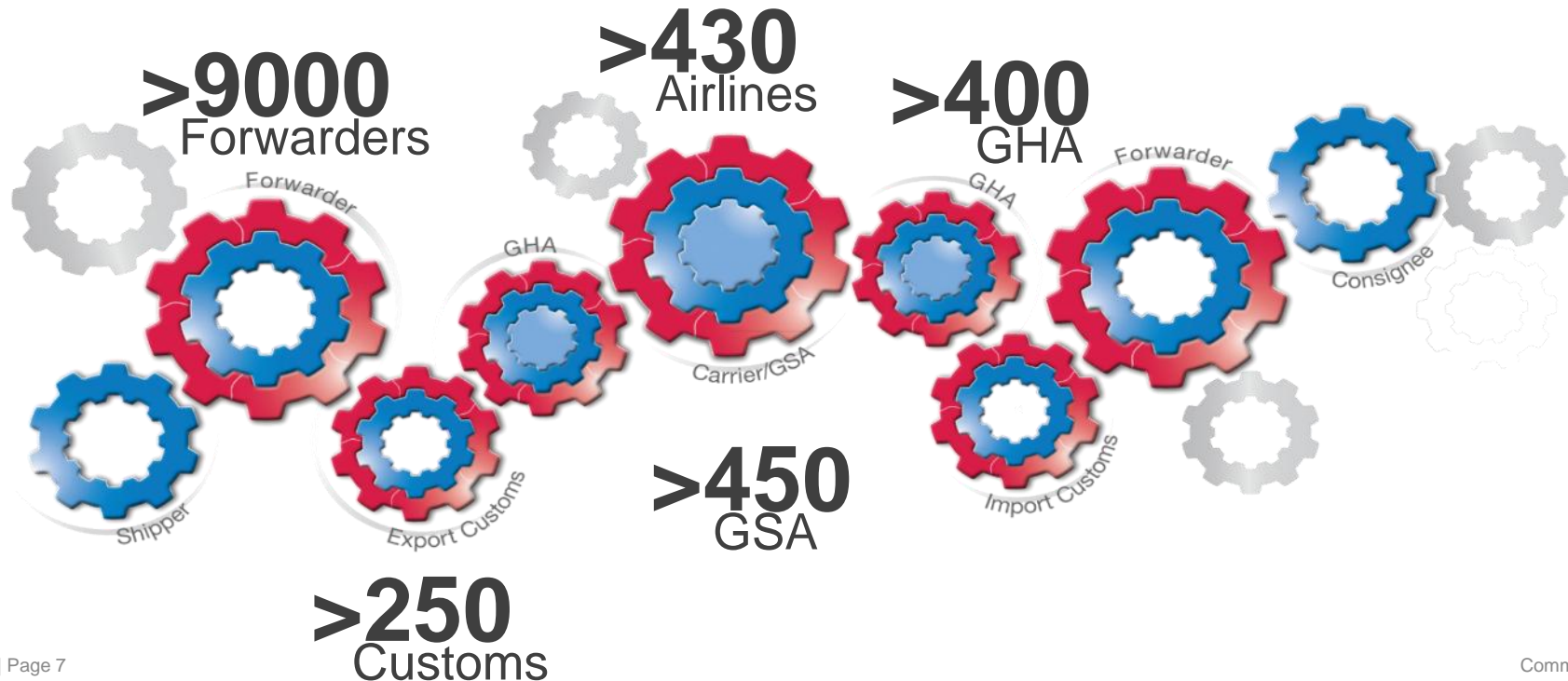
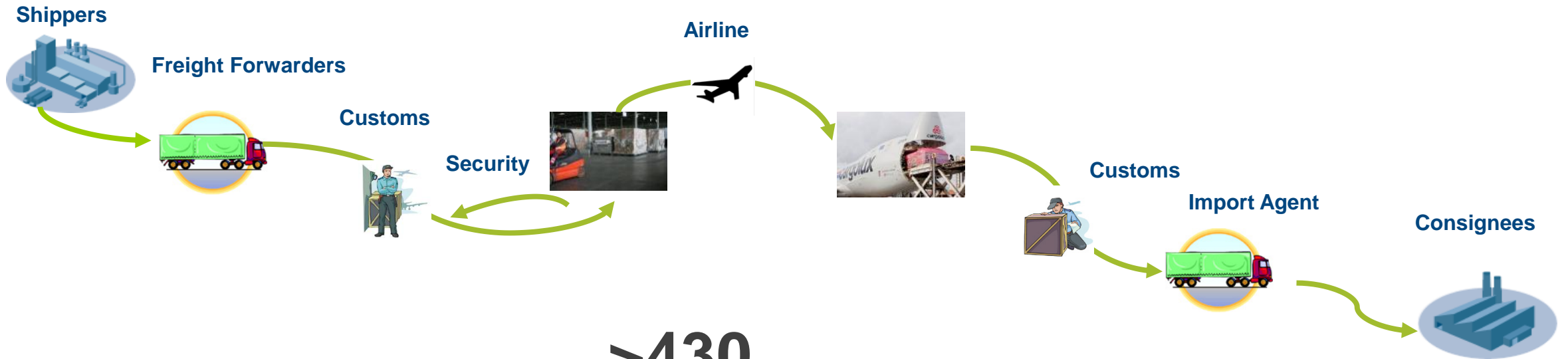
# Cargo and passengers– similar but different challenges



Passengers “Handle Themselves”  
Cargo needs to be “Handled”



# The air cargo community – interconnected logistics



Virtual integrated logistic chain

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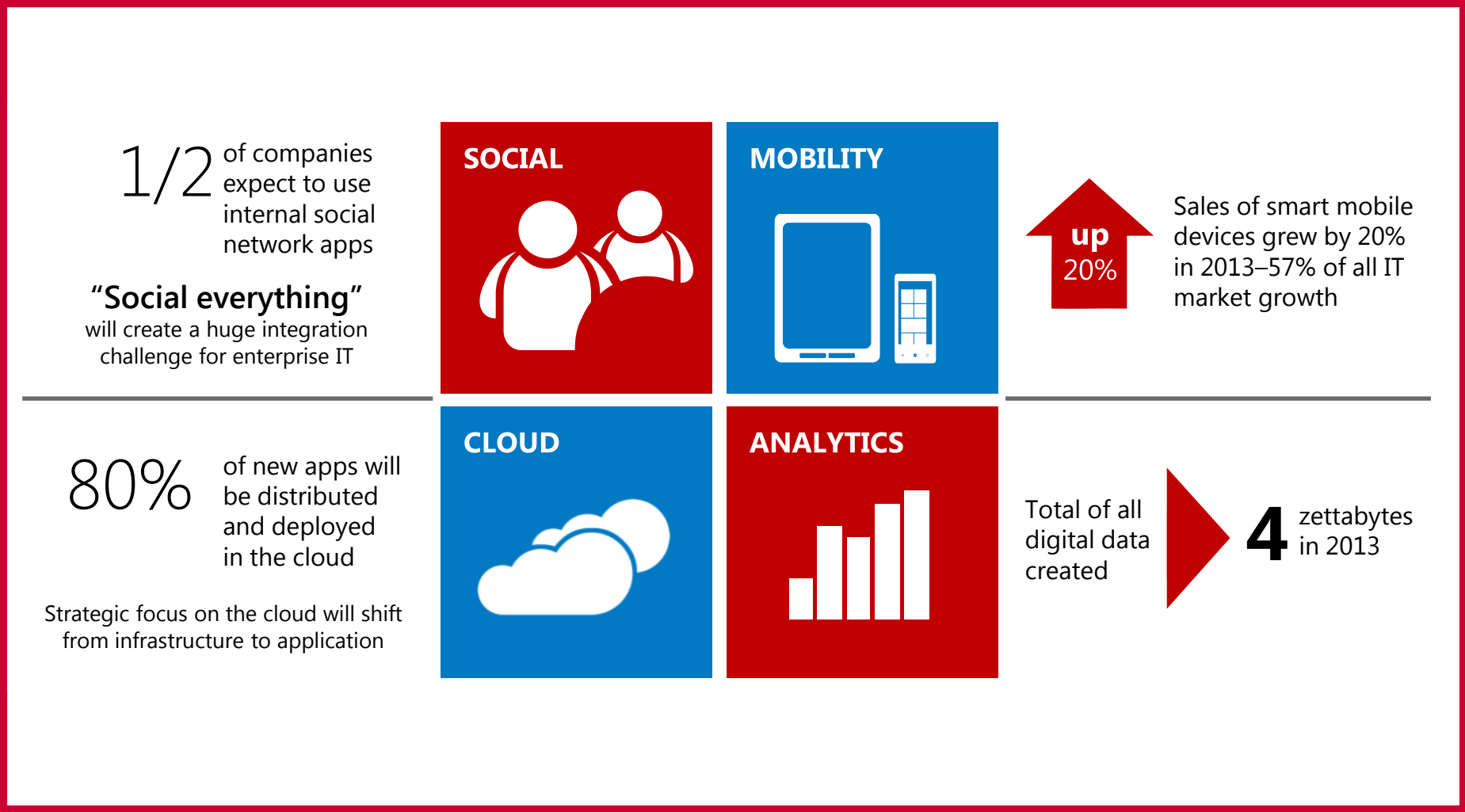
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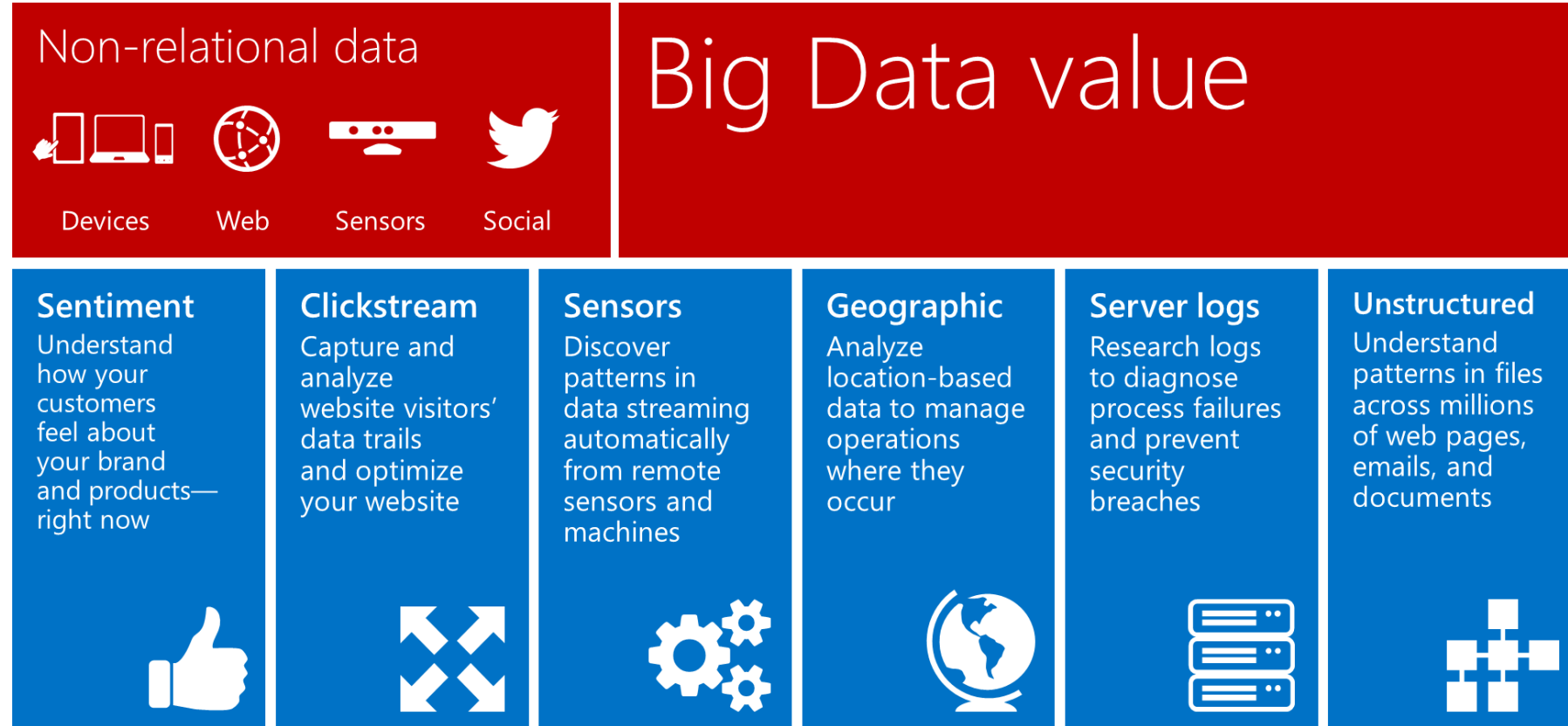




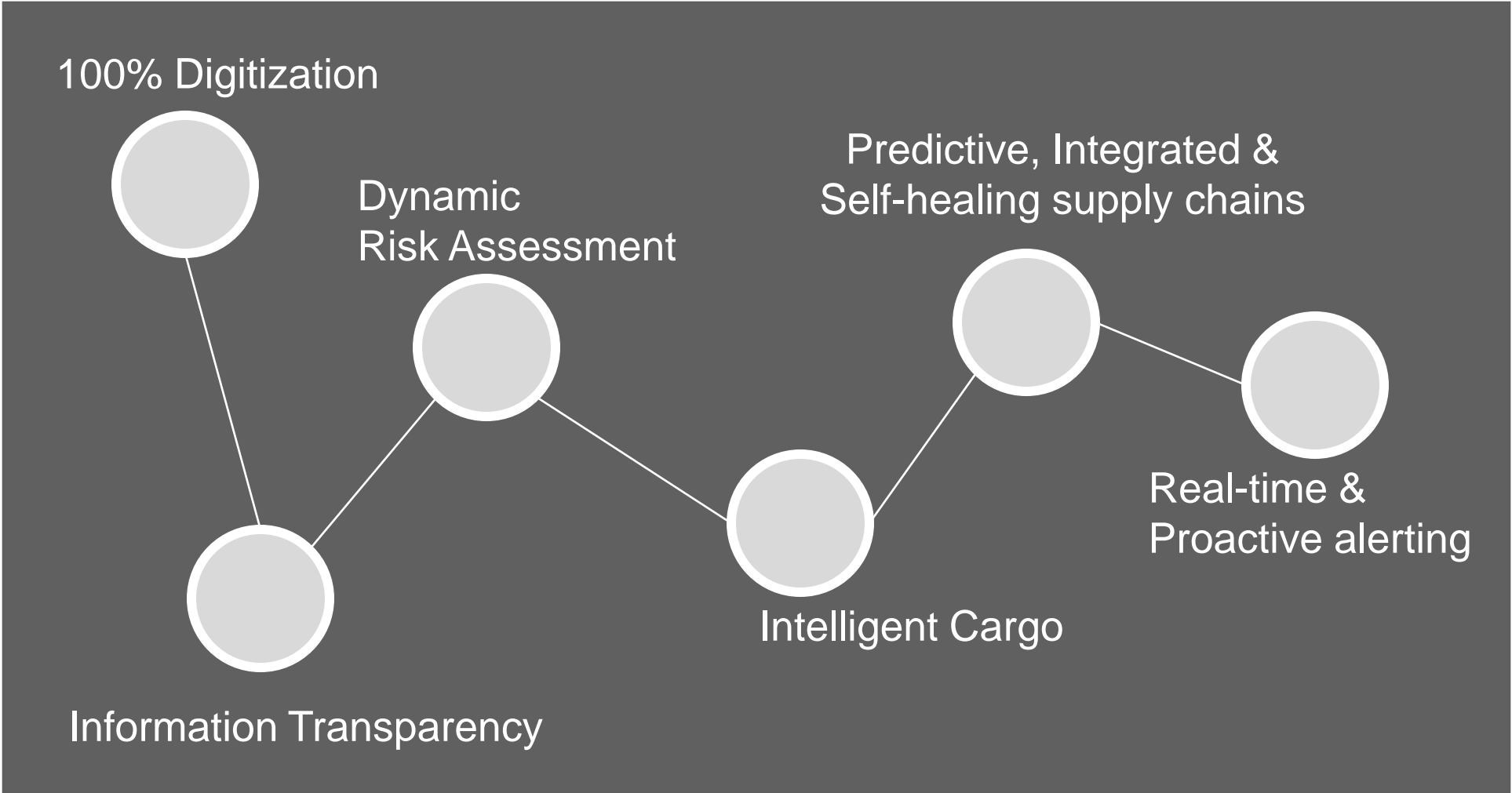
# 4 Megatrends Will Dominate the Next Decade



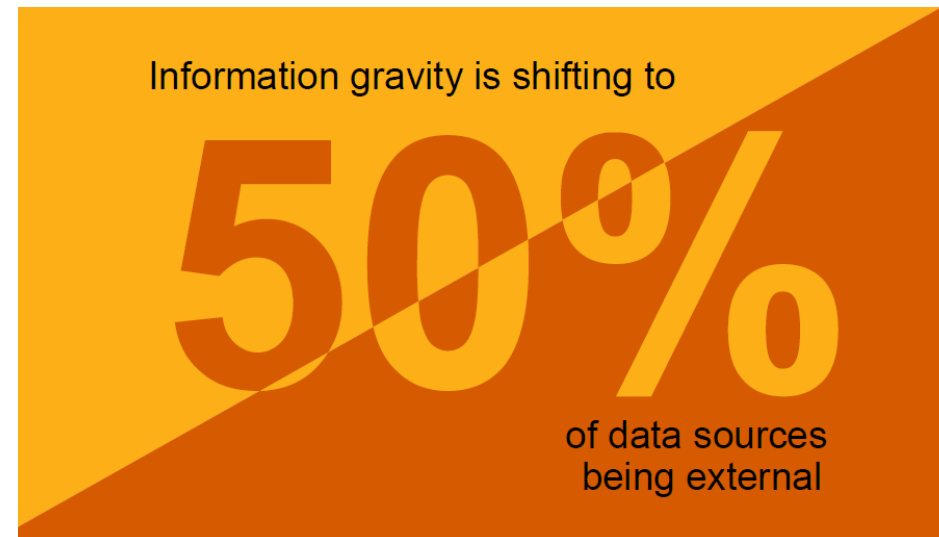
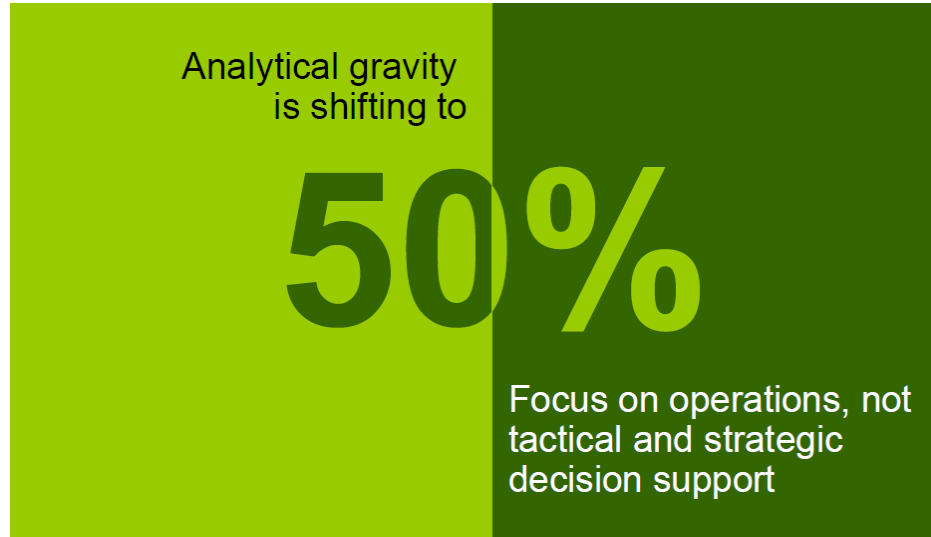
# What are the new types of data leading to information?



# Air Logistics Transformation

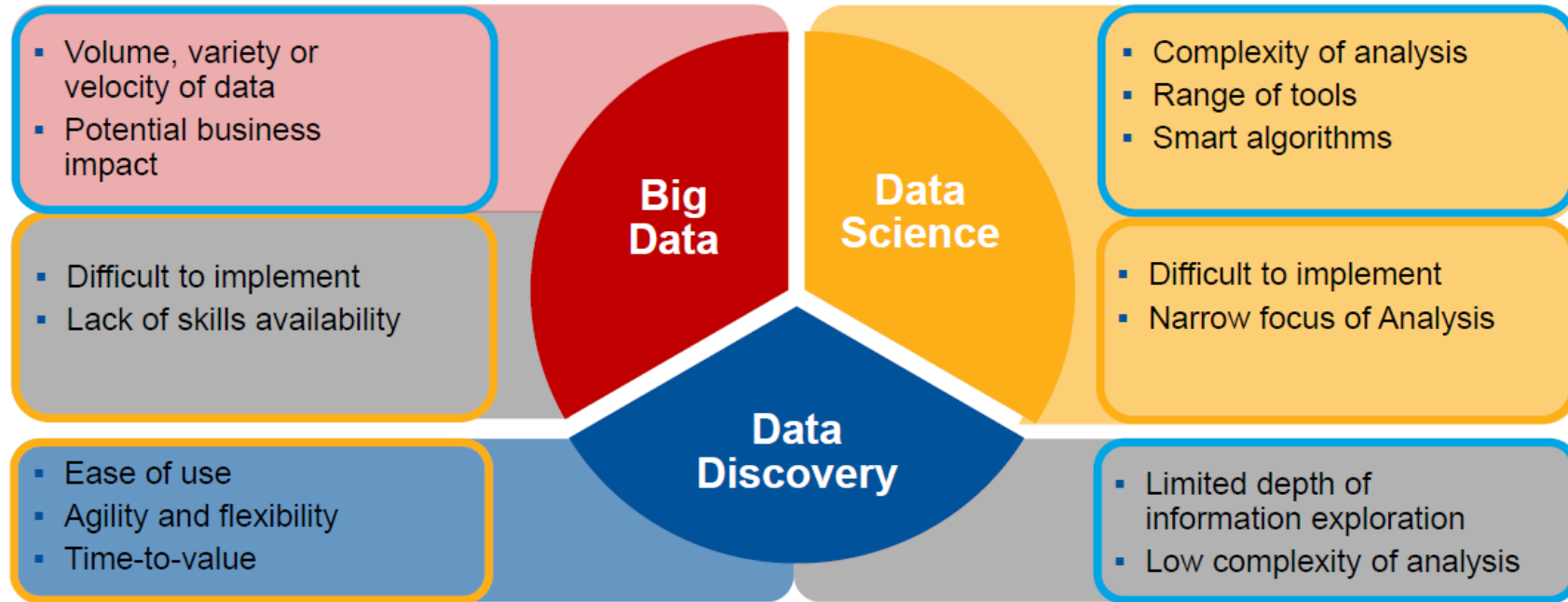


# “Real-Time” Decisions Need “Real-Time Intelligence”



Source: Gartner

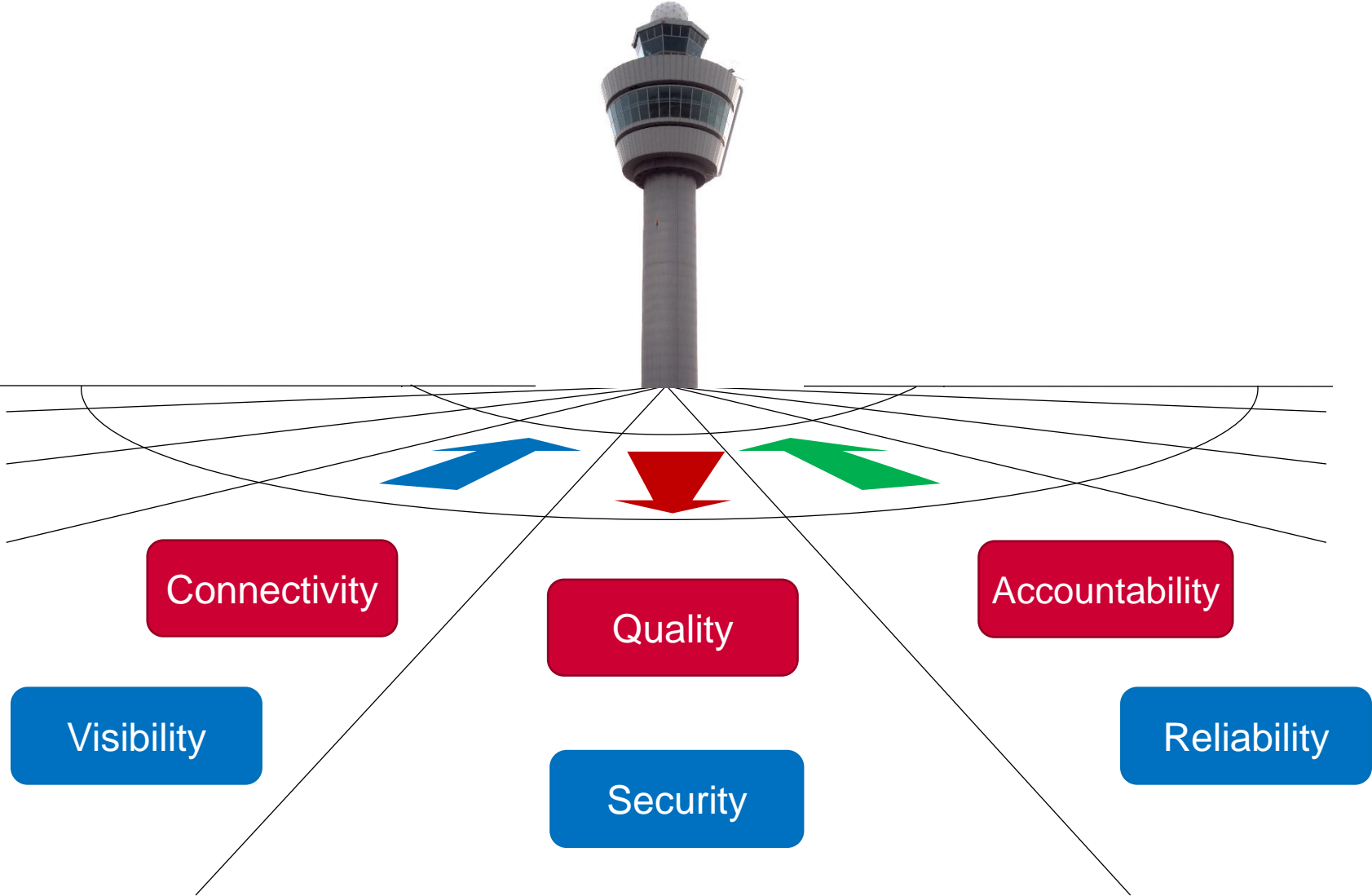
# Tools/Capabilities With Different Strengths and Limitations



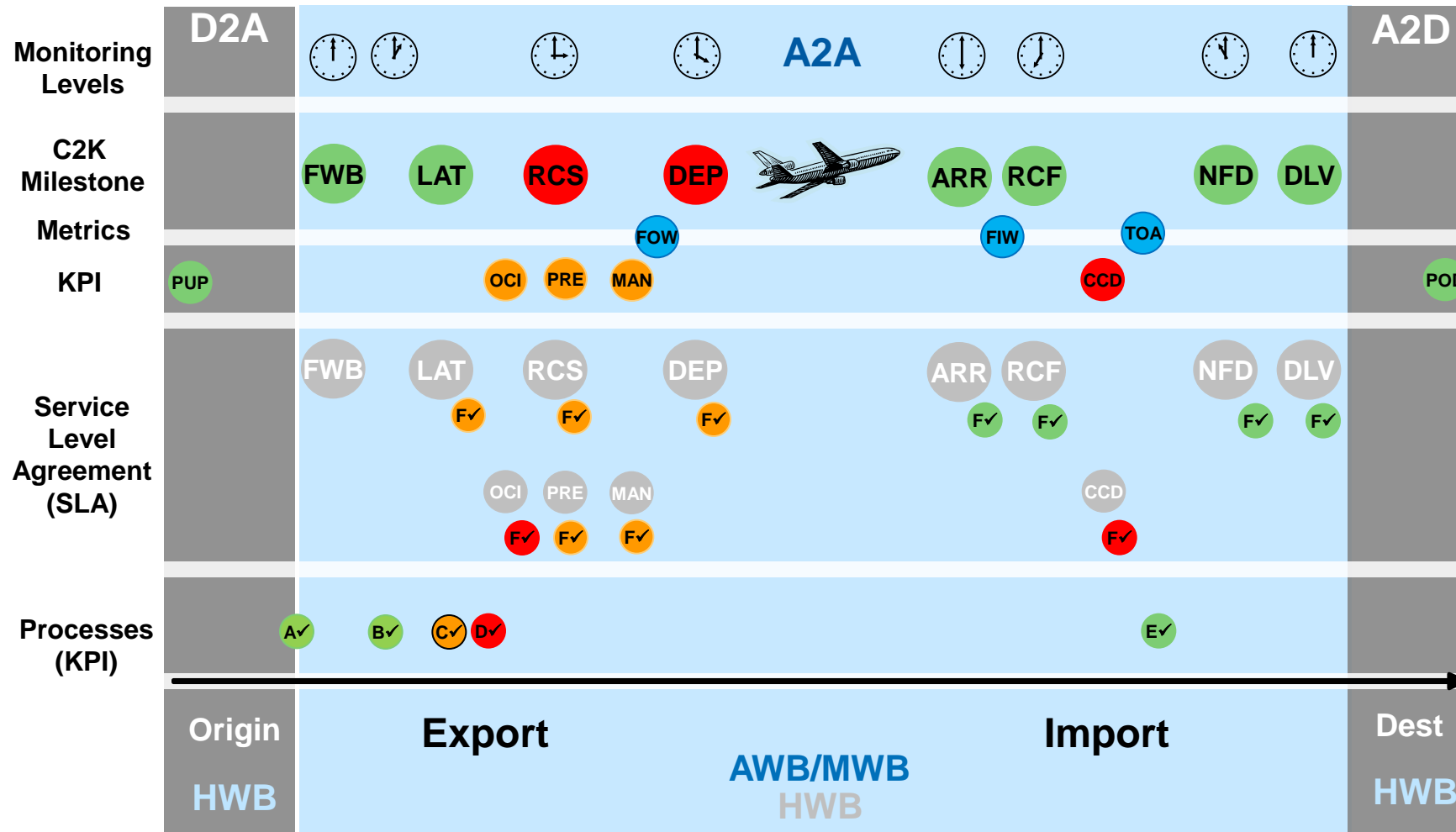
Source: Gartner



# The Control Tower



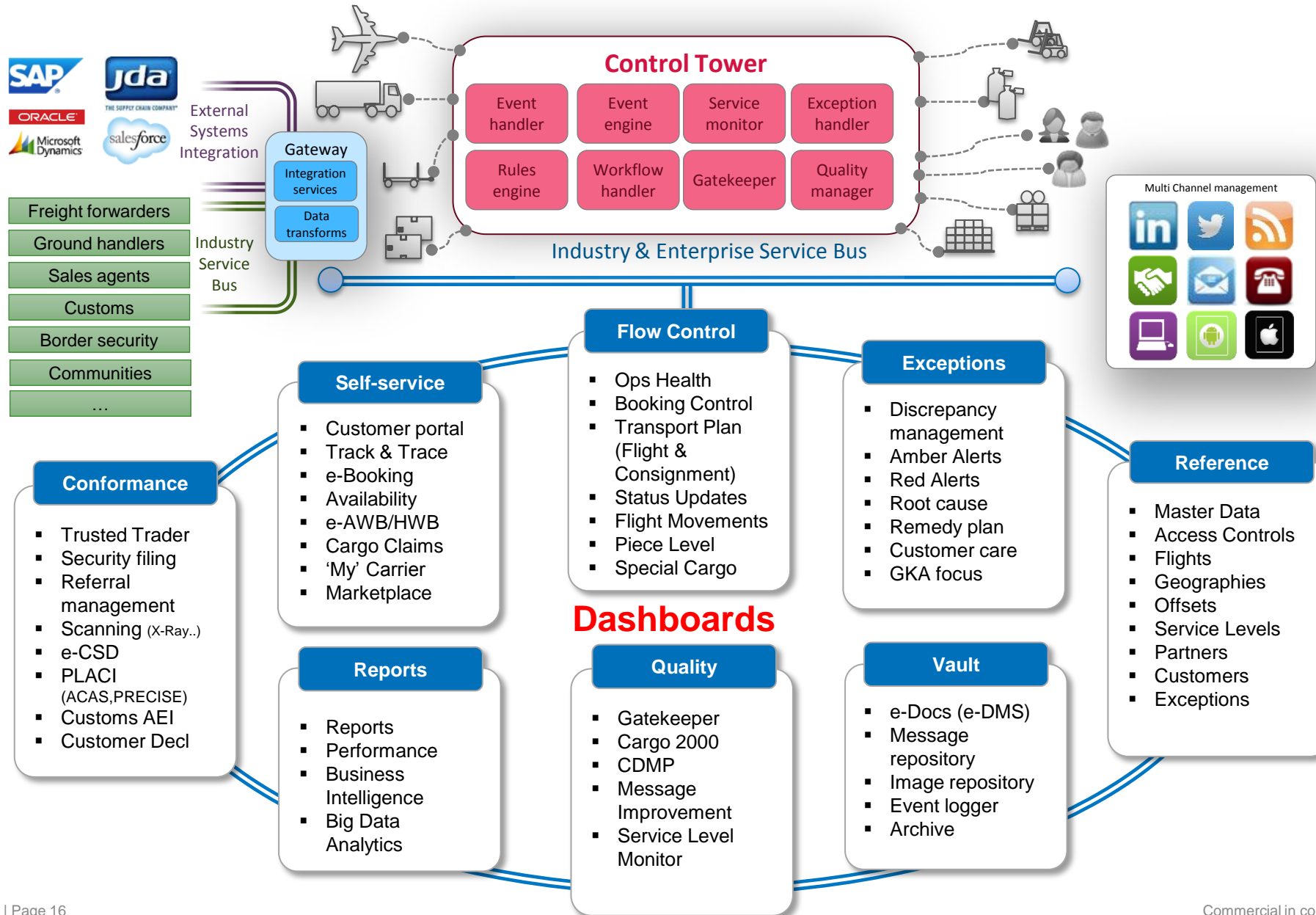
# Control Tower monitoring levels



Process examples:

- (A✓) Driver arrival
- (D✓) Dangerous Goods check
- (B✓) Booking conformance check
- (E✓) Bank authorization for CC shipment
- (C✓) Security screening /filing
- (F✓) Status message check

# CHAMP Control Tower





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- Cargo does not self handle, passengers do.
- The time where information retention was power is over.  
Information transparency across the end-to-end logistic flow is now a key differentiator on the market.
- Exponential increase of data with the majority outside of your perimeter for higher value information
- Information value is getting much more short term
- Data Discovery will lead to new decision power

# Thank you

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