SmartKargo

Case Study

REAL-TIME SOLUTION PROVIDES SIMPLIFICATION OF RATINGS, BOOKINGS YIELDING EASE OF USE FOR HAWAIIAN AIR CARGO

DEPLOYMENT: Honolulu, Hawaii

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Overview

Hawaiian Airlines was the first U.S. airline certified to ship cargo in 1942, and today remains a flagship carrier of the Pacific. For more than 70 years, the airline has provided high quality shipping and outstanding customer service—within the Hawaiian Islands, to the U.S. Mainland or Japan and the Asia Pacific. The Hawaiian Air Cargo business is focused on building outstanding relationships with local and international customers, freight forwarders, carriers and many others in the industry.

Business Challenge

Hawaiian was looking for a solution provider that could move quickly and respond quickly to help them meet the challenges of a changing business environment. The airline wanted to provide a simplified, streamlined process for customers. that begins the moment you request an estimate for shipping cargo. Customers typically ship a variety of commodities—especially agricultural and processed food products, personal effects such as furniture food or furniture, animals and more.

Hawaiian was looking to support their personalized service with streamlined rating, booking and shipment tracking based on real-time information. The technology layer would assist them in giving customers clear and easy-to-understand estimates, shipment solutions that are tailored to their needs.

As a result of implementing the SmartKargo Cloud ERP solution, Hawaiian Air Cargo was able to reduce the number of screens required for a booking from 7 to 1. In addition, they were able to streamline their ratings from 70,000 to 7,000 rates in the system.

Booking agents report ease of use in booking and tracking that supports customer service and builds loyalty. In addition, quick response and implementation of technology requests means Hawaiian is always nimble and able to meet the demands of changing business requirements.

A Solution – Single Screen Booking Environment

As the world's most advanced end-to-end air cargo information solution, SmartKargo simplifies the transactional duties of employees, agents and customers. The solution was quickly implemented out-of-the-box and integrated with Hawaiian's existing airline systems, both PAX and Cargo, via APIs.

The solution provides real-time access *to* shipment data from any browser and provides mobile apps to track and manage shipments from booking to delivery. The system's ease of use by Hawaiian's Cargo personnel means that employee training requirements are minimal.

Real-time access *to* shipment data from any browser, mobile apps to book, track and manage shipments from end-to-end, and dashboards that provide instant business intelligence—provide a flexible and scalable platform on which to operate a global air cargo operation. In addition, advanced features such as Self-service kiosks, like the ones customers have grown to expect as airline passengers, are available to airlines for customer self-service and enhancing customer experience while streamlining sales and operational processes.

Microsoft's Azure Cloud complies with the highest industry standards and is among the most secure. This combined with the data residency option available from Microsoft Azure in many countries around the world.

Microsoft has invested $15 Billion in global cloud infrastructure—which allows SmartKargo to serve the global requirements of international airlines, their customers and partners. The SmartKargo partnership with Microsoft means the solution is:

• An end-to-end, scalable and secure operating environment

• A failsafe solution with built-in redundancies

• Advanced technology that never becomes obsolete

Rapid Responsiveness and Quick Deployment

The implementation for Hawaiian was completed in about 5 months—*from blueprinting to go-live*—and the launch unfolded with no interruptions in cargo handling. The SmartKargo team worked seamlessly with the professionals at Hawaiian Air Cargo and stayed onsite following the launch to provide full support.

The Hawaiian team noted that the ease of use of the system and its interfaces, have allowed employees to master it quickly, as compared to the previous system. SmartKargo Booking functionality can be deployed as an agent only or as a customer-facing system that enables shipper self-registration, self-management, contact management, booking and real-time tracking and notifications via mobile devices. Each airline can designate which aspects of the system they want to deploy. Mobile capabilities are available through an app on iOS and Android platforms and are available out-of-the-box. In addition, functionality that enables Door-To-Door B2B or B2C capabilities—including driver management—are available for the facilitation of eCommerce by an airline or its customers.

Direct access to Capacity and Bookings, with pricing by product or flight, is especially beneficial to Freight Forwarders and Shippers. The PAX style booking interface provides templates for repetitive bookings, real-time confirmations, TSA validations, automatic notifications and ability to upload documents via e-pouch. In addition, connection with external devices is simple—including barcode label printing at the piece level.

The SmartKargo Approach

SmartKargo is an integrated system of modules that work together to meet the varied needs of all partners in the cargo chain, from shipper to recipient. Although airlines are the principal users, the system is beneficial for ground handlers, sales agents, and eCommerce retailers who will find that the system is designed to increase revenues, lower costs, and improve customer service across the cargo chain.

SmartKargo was developed by Airline and Cargo industry experts, based on IATA standards, and is configurable to address unique business scenarios for global air cargo operators. The developers of SmartKargo, a team of IT engineers and experts trained at MIT, worked closely with airline cargo veterans to build a system that leverages three pivotal factors—Cloud computing, mobile platforms, and data analytics.

As a cloud-based, Software as a Service (SaaS) solution, SmartKargo customers pay only for what they need and use. After a modest implementation fee, customers pay based on their air cargo volumes—a simple and transparent approach.

SmartKargo's system architecture is flexible, which yields two key benefits. First, it can be easily and quickly adapted to meet specific carrier needs; and second, it will evolve to meet the future needs of both the industry and specific customers.

Exceeding Customer Expectations

SmartKargo delivers visibility and transparency enabled by real-time data and simple user interfaces—from shipper to recipient. The easy-to-use, browser-based interface enables customer access from any computer or mobile device. After implementation, SmartKargo provides a package of additional programming per year, as needed. SmartKargo's existing customers report significant improvements in ROI and key performance indicators, in three main areas:

- **Higher yields,** resulting from SmartKargo's more accurate capacity utilization and dynamic pricing control
- **Higher tonnage,** resulting from real-time interfaces with the passenger system, as well as GSA ability to access the system for bookings
- **Higher flown as booked (FaB),** because better information produces

greater accountability

We invite you to join the forward-looking airlines in North America, South America, Europe, and Asia that are seeing how SmartKargo can increase cargo revenues and improve customer service. Bottom line, SmartKargo delivers greater efficiency, more flexibility and increased revenue opportunity via real-time, actionable data.

From booking to delivery, accounting, tracking, reporting and much more, SmartKargo does it all. We would be delighted to answer your questions and demonstrate how SmartKargo can help drive your business to new heights. Because SmartKargo is so advanced, it helps to see it in action.

For more information or a demo, please contact the SmartKargo sales team at sales@smartkargo.com or www.smartkargo.com.

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