

With the help of TRAXON, worldwide customs communication has become child's play for Air France-KLM Cargo



It is evident today that in the near future effective customs communication can only be guaranteed by a global solution concept. Air France-KLM Cargo has recognized this fact. In TRAXON, they have found a partner that offers solutions for their existing requirements as well as concepts for the global electronic data interchange (EDI) of the future. The TRAXON network makes communication with customs authorities a cinch.

According to Edward Dorr, Head of Operations and Infrastructure at TRAXON Europe, "One of the most important aims of TRAXON customers is to avoid unnecessary concerns about varied data formats and customs standards."

With the successful implementation of Canada Customs ACI, Air France-

KLM Cargo has now taken a further step towards global customs communication. TRAXON-based solutions for other countries, such as the U.S., France and India, are in place, and more are soon to follow.

Pascal Morvan, Senior VP for Cargo Operations and Logistics at Air France, is convinced by TRAXON's global solutions. "We quickly realized that what started with the U.S. CBP in 2004 with Air AMS for advance electronic submission of shipment data would soon spread around the world, but with very different policies and technologies. That is why we decided to develop a global solution together with TRAXON Europe. We now use one standard message set with TRAXON, who then makes sure that the data is delivered to the required customs in the correct format and on time."

Latin America – A future market with great potential

Interview with Juan Enrique Salazar, Sales Manager TRAXON Europe GmbH

TRACKER: Latin America is still miles away from the consistent use of electronic systems in airfreight processing. How do you view future developments in this region?

J. E. Salazar: Latin America is an emerging market of high importance and offers enormous possibilities. Many countries in the region are growing rapidly. However, many local decision-makers are still to be convinced of the economic benefits to be gained from electronic freight and customs communication.

TRACKER: Which TRAXON products and services are of particular interest for the region?

J. E. Salazar: TRAXON Line Client, a web-based software developed by TRAXON which offers all basic functionalities to forwarders, and TRAXON EDI, for example, have been very successful.

TRACKER: Tell us something about TRAXON's strategy for Latin America.

J. E. Salazar: TRAXON has been very successful in the Mexican market, with 90 forwarder offices connected there at present and plans to extend its activities to other countries in the region. For many years now, ground handling agents from Argentina have been sending messages to our airlines. Varig Log has been a long-time customer. And meetings in several Latin American countries have helped us forge strong links, especially with freight forwarders associations, IATA and local airline representatives.

We will continue to intensively communicate the benefits to be obtained from the consistent use of TRAXON products. That means that we will rely, in particular, on our local field service, whose close customer contacts offer the best guarantee for future success. I am confident that TRAXON will play a key role in the Latin American market.



+++ Also in this edition +++ TRAXON's solutions to optimize processes +++ TRAXON is one of IATA's preferred partner +++ The future North American market +++ New customs regulations in the EU? +++ Don't miss it: Events to come

TRAXON Europe is an active supporter of the IATA initiative CARGO 2000

IATA Cargo 2000: TRAXON's solutions to optimize processes

by Felix Keck, Managing Director of TRAXON Europe

Increasing efficiency and quality in airfreight processing is a major challenge for all players in the airfreight supply chain. A seamless and reliable information flow is a prerequisite to planning and coordinating processes with precision. The services of TRAXON Europe provide the necessary e-Booking, e-Air Waybill and proactive status information sent from airlines to forwarders (e-Status Update), the precondition for complete and thorough monitoring.

TRAXON Europe is an active supporter of the IATA initiative "Cargo 2000." In accordance with Cargo 2000 standards, the monitoring of airfreight shipments is based on a Route Map, defining the important milestones a shipment is required to meet in order to be dispatched on time. TRAXON's solutions, TRAXON Cargo Management (TCM) and TRAXON CDMP (Cargo Data Management Portal), monitor the shipment process with

respect to Route Map milestones and offer extensive functions to optimize processes.

TRAXON Cargo Management (TCM) is the ideal quality monitoring solution for forwarders and airlines. TCM supports Phase 1 and 2, and is based on an application from TRAXON partner British Telecommunications PLC. It has been in use by TRAXON's customers for a number of years now.

TRAXON CDMP, a new development for airlines, has been tested and successfully implemented. Lufthansa Cargo is the first customer to make use of the new TRAXON application. In fact, Lufthansa Cargo had been using TRAXON

TCM to outsource the monitoring of 100 % of its shipments since the beginning of 2006. Wolfgang Michler, former Cargo 2000 Implementation Manager at Lufthansa Cargo and the latest addition to the TRAXON team as Head of Projects, is convinced that TRAXON CDMP is the ideal tool for airlines to optimize their airfreight network performance.

„We feel a strong commitment to the IATA initiative CARGO 2000“

Felix Keck,
Managing Director
of TRAXON
Europe



With the new development of TRAXON CDMP for airlines and its tried-and-tested solution for forwarders, TCM, TRAXON offers the optimal solutions. Their implementation helps optimize processes in the airfreight transport chain, save costs, and meet all requirements of the IATA initiative "Cargo 2000."

Well on the way to paperless airfreight communication

TRAXON becomes preferred partner in IATA "Simplifying the Business/e-Freight" program

It's no secret anymore that airfreight processes have to be simplified. There is less consensus about the hows and whys. That's the reason IATA established its e-Freight "Simplifying the Business" program. TRAXON Europe has now become an official member of this exclusive circle of freight specialists.

Felix Keck, Managing Director of TRAXON Europe, describes the common goal as such: "Our goal is to standardize processes, improve the quality of information, and thereby ensure that paperless airfreight processing becomes the prevailing practice."

TRAXON has been involved in the IATA initiative "Cargo 2000" since the year 2000, a project promoting uniform standards and quality in the airfreight sector. Being awarded the status of a preferred partner is an affirmation of TRAXON's successful cooperation in the initiative. The key to this success is the satisfaction of TRAXON's customers. More than half of all the airlines participating in the e-Freight project and around 90 percent of the forwarders use and profit from TRAXON's range of services in the area of e-communication. Managing Director Felix Keck sees this as a confirmation: "I'm very pleased at the opportunity to now officially support IATA as a preferred partner."



Johan Ruthstrom, Business Partnerships Manager, talks about TRAXON's plans on the North American market for 2007

Interesting prospects and promising new customers in 2007

TRAXON further expands its North American offensive

Tracker: What's the motivation behind TRAXON's expansion on the North American market?

J. Ruthstrom: North America is one of the biggest untapped markets for electronic data interchange in the airfreight industry. As the premier provider of electronic information exchange in Europe, we recognized this potential and have developed a strategy to make TRAXON a key player in the North American market as well.

Tracker: What goals has TRAXON achieved there already?

J. Ruthstrom: TRAXON has succeeded in entering the market and bringing a major North American-based multinational forwarder and a U.S. airline on the TRAXON network. This is important to ensure that we can serve this market effectively and establish our capabilities and infrastructure before bringing a larger customer base on the TRAXON network. At the moment we have some 400 forwarder offices connected in the U.S. All in all, TRAXON acquired a significant array of new customers in 2006, for example, the American and Canadian offices of Panalpina. Adcom Worldwide, a renowned freight specialist in the U.S., has also opted for TRAXON. And we have successfully launched partnerships with two established U.S. software houses, IES and CargoWise edi. Both have created host-to-host interfaces with TRAXON so we can now offer our services to their clients as well.

Tracker: What is the key to TRAXON's success?



Johan Ruthstrom
Business Partnerships
Manager
with TRAXON

J. Ruthstrom: TRAXON's success has been determined by two factors: its superior customer service and its pricing policy. TRAXON doesn't just have its core business in the airfreight industry – the airfreight industry is its only business. Because of TRAXON's singular focus, it is not distracted by other initiatives and has developed its core competency so as to continually meet customer expectations. Secondly, TRAXON has applied its established pricing policy in North America as well. The policy, which has been embraced by most air carriers worldwide, aims to promote electronic message exchange and reduce the enormous and redundant paper process in the airfreight industry. With our Zero Cost Option, forwarders can benefit from a transaction and subscription fee waiver on e-Status and e-Status Update, provided they send 90 % or more of their AWBs to connected carriers electronically. This translates into significant cost savings, reducing their bottom line.

Tracker: What are TRAXON Europe's future goals and strategy in North America?

J. Ruthstrom: We plan to keep focusing on establishing TRAXON Europe in North America, expanding and improving our carrier network, and to target strategic carriers and forwarders. We also want to continue working on brand recognition with the help of several promotional and marketing events. We'll be attending this year's CNS conference as well.



TRAXON Europe and TRAXON India Air Cargo Forum 2006: Expressing common interests

TRAXON Europe and TRAXON India had their first shared exhibition stand at the Air Cargo Forum in Calgary, Canada, from September 12 to 14, 2006. The joint stand was part of a strategic marketing concept which both partners successfully implemented at the ACF in Calgary, an important contact fair for executives from the airfreight industry.

The TRAXON team was led by Managing Director Felix Keck. The exhibition offered an opportunity to present the range of TRAXON's solutions to an interested audience, particularly with respect to TRAXON's activities on the North American market. Numerous new contacts were made, paving the way for new business relationships. This enthusiastic response underscored the competitiveness of TRAXON's products and its market presence as the leading service provider for electronic airfreight processing.





Guy Deschamps, Sales Manager at TRAXON, wants customers shipping to and from Europe to know:

TRAXON is on your side. Tackling the new European customs regulations.

Intensifying global security regulations will soon make advance cargo information mandatory in the European Union. Canada, India and the U.S. have already implemented such regulations. The EU, which began the process for transit shipments in 2004, is in the process of adding import and export as the next steps in this direction.

TRAXON maintains close contacts with forwarders, airlines and their associations in Europe. They sometimes request our support at meetings with the EU, for example, regarding the Regulated Agents and Known Consignors Database. The core issue of the EU customs program is advance and electronic cargo information on shipments to (and then from) the EU. The situation is not unlike recent developments in Canada and the U.S.

TRAXON is committed to helping the industry cope with new customs

and security regulations. Our solutions are designed to maximize practicability and cost-effectiveness. TRAXON has already implemented solutions for Air France-KLM Cargo. After setting up NCTS in 2004, we introduced the new Delta P service in 2006, converting and transmitting flight manifests post-arrival for all import shipments to Charles de Gaulle Airport. This service will be extended to HAWB-level information as French customs implements the next phase of EU regulations. Together with the French forwarders association TLF OAC and the civil aviation authority, we have also been involved in helping to implement the European security database in coordination with the U.S. Known Shippers Database.

All of these projects are part of our value-added strategy, which is to limit as far as possible the negative impact of new regulations in terms of costs and processes.

>> TRAXON Air Mail: Three more countries and one additional free functionality! <<

TRAXON Air Mail: Multiple messaging at no extra cost! Austria, Sweden and Denmark are the latest countries to be linked up with TRAXON Air Mail. This service allows airlines and postal services to communicate more efficiently by enabling EDI transmissions to airlines for postal shipments and providing regular, proactive information updates to postal companies. Some of these companies include several shipments (CARDIT messages) in one transaction. Yet not every airline system is able to support this. That's why TRAXON has now come up with a specific development enabling the original message to be broken down into as many messages as postal shipments. This additional processing is performed at no extra cost. One more reason to opt for TRAXON Air Mail! The service is already leveraged by Air France Cargo and Alitalia, connecting 13 postal services worldwide.



At the request of our customers, the current version of our Airlines Service Matrix in EXCEL format is now available on the TRAXON website download area!

TRAXON events

February 27 – March 1, 2007,
World Air Cargo Event 2007, Dubai



The second World Air Cargo Event is drawing participants not least for the opportunities available in a fast developing region. Felix Keck, managing director of TRAXON Europe, is one of the main speakers.

April 29 – May 1, 2007,
CNS Conference, San Diego, USA



Rancho Bernardo Inn, San Diego, California
April 29-May 1

TRAXON is participating as a sponsor at the 17th CNS Conference. This year's guests include experts from the airfreight business offering information about the newest developments and opportunities in the sector.

June 12 – 15, 2007 Air Cargo Europe,
New Munich Trade Fair Centre,
Munich, Germany



The "Air Cargo Europe" exhibition, together with the "Air Cargo Europe Conference," will again be held in Munich, in conjunction with the Transport Logistic Trade Fair. With over 40,000 visitors and a global orientation, "Air Cargo Europe" is an absolute highlight of the trade-fair year. TRAXON Europe will be there too. You can find us in Hall A4 at Stand 426.

Your Contact

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