

## No detours: The TRAXON network guarantees fast data transfer



Use the inside track:  
Direct and effective air  
freight communication  
with TRAXON

Why should things in air freight communication be different from air traffic itself? Direct connections are given priority whenever possible. The benefits are obvious. It's faster, easier, as well as it saves time and money. The same applies to freight traffic, especially for TRAXON.

TRAXON is the market leader and one of the most important international networks in air freight communication. TRAXON, that means:

- 10 airlines communicating exclusively through TRAXON
- 57 airlines connected directly
- 90 airlines and 3,000 forwarders with 9,000 offices worldwide

Global players such as Lufthansa Cargo, Air France-KLM Cargo and American Airlines are all using the TRAXON network. Our customers also include a host of major international forwarders.

All of them benefit from the inside track that TRAXON offers thanks to direct communication between airlines and forwarders. It doesn't pay off to "trans-

fer" along the way when a direct route brings you the following benefits:

- a marked reduction in administrative costs
- only one link to monitor
- a single system interface
- lower risk of failure
- faster than the competition

To put it briefly, the inside track with TRAXON saves money and improves quality – persuasive arguments that also apply to Cargo 2000 and e-freight, not least because of the distinct competitive advantages TRAXON provides. The TRAXON portfolio is currently in high demand in North America, where there are still needs in terms of EDI messaging. Direct access to global markets and transparent information flows have proven indispensable in such a varied and complex market. The advantages of the global TRAXON network are particularly evident in the cooperation between smaller regional players and national or international companies. Airlines from Air Canada to Continental and over 210 forwarders with more than 1,800 offices are already reaping the benefits in North America.

## A Market with Potential TRAXON's Area Managers Sales in America

North America has developed into an extremely attractive and successful market for TRAXON Europe. This is in no little part thanks to Juan Enrique Salazar and Mark Ketcham.

### Juan Enrique Salazar

Peru native Juan Enrique Salazar, 48, has been with TRAXON Europe since March 2003. After stints with American Airlines and LAN Cargo, among others, he is now based in Frankfurt, where he is responsible for the American market for TRAXON. His goal: the rapid establishment of EDI messaging in North America.



### Mark Ketcham

Likewise active as Area Manager Sales for North America is Mark Ketcham. The 38-year-old is a recognized specialist for e-communication in his field, having previously worked in managerial positions for Descartes, Tradevision, Arinc and others, in Canada and the United States. Mark Ketcham, a devoted advocate of Cargo 2000 and e-freight, runs TRAXON's California office.



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## What will the future bring for IATA's Cargo 2000 initiative?

# Cargo 2000 – Moving forward, but not there yet

by Felix Keck, Managing Director of TRAXON Europe

Competition stimulates business. That means that quality and efficiency are of particular importance for the air freight industry in competing with other means of transport. This is true for the North American market as well. Studies show that other freight sectors are increasing their competitiveness. In the area of ocean freight, for example, considerable quality improvements have been made in terms of speed and reliability.

It's no secret that customers demand fast delivery and absolute punctuality, and this at reasonable prices. In other words, quality has top priority. This is nothing new for TRAXON. We've been committed to this objective all along, and the success we've had proves we're right.

TRAXON's uncompromising claim to quality is a major reason for our involvement in Cargo 2000, IATA's quality initiative. Great strides have been made over the last ten years since the initiative's founding. Processes have been simplified, overall quality standards have been introduced, and increases in efficiency have been achieved. As IATA's strategic partner, TRAXON has played a key role in these developments with its innovative products and services. Compliance with Cargo 2000 standards is an important argument if our customers want to be competitive.

Here at TRAXON we're sure of one thing: even though we've made great strides, we're not about to rest on our laurels. Because in today's competitive climate, staying where you are means moving backwards. All the more so considering that a large part of the air freight

that comprehensive system integration clearly demands a willingness to invest, distinct cost and quality advantages can be gained by doing so. And it's the only strategy for securing a competitive edge in the long run.

It is worth remembering that the solutions are there already. As the leading communications platform in the air freight industry, TRAXON offers customized concepts from start to finish, from the consulting phase to our innovative products and services and their implementation.

„The fact that barely two-thirds of airlines claiming membership in the Cargo 2000 initiative are currently complying with these standards is a sign that there's still a lot of work to do.“

Felix Keck,  
Managing Director of  
TRAXON Europe



TRAXON Europe is the world's leading CDMP provider. The specialists in our CDMP Competence Center are there to advise our customers and answer their questions about Cargo 2000. Our TCM and TRAXONCDMP products offer the right solutions for airlines and forwarders, ensuring compliance with phase 1 and 2 requirements of Cargo 2000. Our products not only meet Cargo 2000 standards; they

sector is still not sufficiently aware of the benefits available by implementing Cargo 2000 standards. The fact that barely two-thirds of airlines claiming membership in the Cargo 2000 initiative are currently complying with these standards is a sign that there's still a lot of work to do. Many forwarders, too, have not caught on to Cargo 2000. The only solution is the consistent automation of data and information flows along the entire supply chain. While it's true

also lead to quality improvements at the message level. TRAXON's MIP reports offer an additional tool for optimizing quality. MIP, which stands for Message Improvement and Penetration Programme, aims at laying the foundations for successful e-freight, because e-freight is the next step towards the future in the air freight industry. TRAXON supports its customers on the path to quality improvement, sharing responsibility for the success of the IATA initiative.

## IATA Strategic Partner Award for TRAXON Europe

Managing Director Felix Keck expressed his gratitude on behalf of the entire TRAXON team when receiving the 5-Year-Strategic Partner Award at the World Cargo Symposium in Rome this March.

TRAXON Europe is not only a Strategic Partner but also a Preferred Partner with StB, IATA's Simplifying the Business initiative.





“TRAXON has proven its ability to manage differences. I truly believe that this versatility is the cornerstone of TRAXON’s success around the globe.”

Kester Meijer

When it comes to cargo monitoring, big players rely on TRAXON. Interview with Kester Meijer, KLM Cargo

# KLM Cargo opts for TRAXON CDMP

Kester Meijer, Director Shipment & Payload Logistics with KLM Cargo, is a strong supporter of paper free cargo communication. It is therefore no surprise that he played a major role in KLM Cargo’s decision to use TRAXON CDMP to optimize its cargo monitoring. Kester Meijer explains to TRAXON Tracker how this came about and why the decision turned out to be the right one.

**TT:** KLM Cargo is yet another important carrier to implement TRAXON’s CDMP. We’re happy to have you on board. When exactly did you start using CDMP?

**K.M.:** We switched to TRAXON CDMP in early April 2008.

**TT:** How did you get to know TRAXON CDMP, and what were your specific reasons for choosing it?

**K.M.:** Since our alignment with Air France Cargo, we decided it would be beneficial for us to combine our CDMP’s and use a single provider. TRAXON was a logical choice, because we were already using TRAXON for CCS traffic in certain regions.

**TT:** What are the main benefits of

TRAXON CDMP for your company?

**K.M.:** For KLM Cargo it’s the ability to structurally measure our quality as well as to identify pockets of non-quality and act on them. Another benefit is basing our data-driven improvement on real facts instead of hearsay. This enables us to improve the dialogue with our customers regarding quality improvements, ultimately resulting in increased customer satisfaction.

**TT:** As a global company connected to many partners, what were your experiences implementing TRAXON CDMP?

**K.M.:** It was not an easy task implementing a CDMP as Air France and KLM were working with different systems and had different requirements. It requires speed, but also a subtle approach, quality and reliability being paramount. In other words, we had to get it right from the start. With users being accustomed to high-quality service from their previous systems, their acceptance of a new CDMP required a high performance level. We’re very impressed by the commitment of TRAXON staff in making the migration a success. It’s the details that count, and

our partners were willing to put in extra hours and even work on weekends to get the job done.

**TT:** Could you give us a practical example of how CDMP helped your company and your customers?

**K.M.:** Thanks to data-driven analysis we were able to identify issues in our Amsterdam hub import process. The timely delivery of shipments and documents to our customers have improved significantly. First-line managers now have a tool at their disposal to quickly identify the real problem areas and to do something about it.

**TT:** With a variety of CDMP solutions available nowadays, what set TRAXON CDMP apart from the competitors?

**K.M.:** The broad portfolio of messaging services and the dedication of TRAXON employees were key factors in choosing TRAXON. What’s more, your willingness to think outside the box and further enhance CDMP are important for innovation. The system today is good enough, but adapting it to a rapidly changing environment is the key to the future.

## Quality has priority: TRAXON receives Cargo 2000 certification

As of now, TRAXON Europe is officially certified for phase 1 of Cargo 2000. That means that TRAXON Europe’s quality management system has been confirmed by IATA to comply with Cargo 2000 standards in measuring and recording its airport-to-airport shipments. And that’s a confirmation we’re proud of.

TRAXON Europe has made a name for itself as a devoted advocate of quality and innovative communications solutions for the air freight industry. As a strategic partner of IATA, TRAXON offers its customers tailor-made products and value-added services. And this with marked success, TRAXON being one of the market leaders in e-communication for air freight. The standards laid out by Cargo 2000, IATA’s initiative to increase quality in air freight, have always had top priority for TRAXON. The implementation of predictable process flows and binding quality standards, but also process monitoring and proactive IT systems, are examples of TRAXON’s activities in this field. The benefits the industry stands to gain are plain to see: increased efficiency, improved customer service and lower costs. TRAXON Europe is therefore particularly pleased to now be officially Cargo 2000-certified by IATA. We view this as an acknowledgement of our previous commitment and as an obligation to the future. For our customers it translates into even more security.





**The TRAXON Customer Service Center**

**Our service is not an empty promise**

Actually it goes without saying: The customer is king. But often this only applies until a deal is signed and sealed. Who hasn't been given the runaround when questions or problems crop up later? TRAXON has offered a reliable Customer Service Center for over two years now, taking over from the previous helpdesk. We want to save our customers the hassle of endless phone calls and the frustrating experience of being put on hold and transferred from one representative to another. A team of TRAXON specialists is available Monday to Friday from 9 a.m. to 6 p.m. (CET) to answer questions and meet the needs of our customers. What's more, the entire IT infrastructure is monitored in our data-processing center around the clock, 24/7!

We offer a comprehensive range of services. Inquires can be handled in several languages (e.g., English, German and French). It's up to the customer how he or she would like to contact us. Whether by phone, mobile, fax or Internet, each request is directly forwarded to the appropriate TRAXON service agent. Problems and requests are resolved by first-level support whenever possible. That means fast turnaround times, no waiting and the answers you're looking for. If the problem can't be solved immediately,

second-level support will step in and work on a solution. We constantly keep informed as to exactly what steps are being taken and when the problem will be solved.

Our Customer Service Center has proved a success. This can be seen not only in the 50 to 60 requests fielded each week, but also in the fact that the large majority of inquiries are processed the very same day. Because it's often the little errors that cause the most trouble. For example, a customer recently complained that many of his EDI messages were not being processed. It turned out that the customer had inserted an illegal character in each of the messages! All of the customer's conversion tables had to be analysed in order to locate the error. Given TRAXON's years of experience with more than 500 different customer formats, the problem was solved within a few hours.

Service is not an empty promise at TRAXON. It's a guarantee our customers can rely on. How to contact us? No problem:

- helpdesk@traxon.com
- phone: +49-(0)69-66906-112
- fax: +49-(0)69-66906-231

**All roads lead to Rome: TRAXON Europe at the 2008 World Cargo Symposium in Rome**

This year's World Cargo Symposium once again proved that all roads lead to Rome. More than 800 delegates from the entire air freight industry convened from 3 to 6 March in Rome at one of the most important cargo events of the year. As a leading e-communications provider and a gold sponsor of the event, TRAXON Europe was able to present its wide range of products and services to an interested audience. Many visitors took advantage of the opportunity to find out more about TRAXON at our company stand. Firsthand information was available from TRAXON's Managing Director Felix Keck and Head of Sales and Marketing Aike Höfft. And for two visitors

there was even more than interesting information. Jeannine Nelson of Amerijet International and Marc Gharabawi of MGL Cargo Services were the winners of a mini-lottery. Each of them went home with an original Apple iPod.

Marc Gharabawi (right), was one our lucky iPod winners.



**TRAXON events**

**June 6, 2008,  
Leipziger Air Cargo Day, Leipzig, Germany**

New concepts in air freight — that's the motto of this year's Leipziger Air Cargo Day symposium. Not everyone will profit from growth in the air freight industry. That's why companies have to examine their business models. The focus here is on profitability, customers, new markets and vertical alliances. Felix Keck, Managing Director of TRAXON Europe, will be giving a talk on "Efficiency up — costs down."

**June 12, 2008,  
Dakosy Information Day, Fraport Airport Conference Center, Frankfurt, Germany**

TRAXON's IT partner Dakosy is once again organising its traditional information event. This year's theme: atlas with a focus on air freight. Wolfgang Michler, Head of Competence Centers at TRAXON, is one of the speakers.

**Frankfurt, Germany, May 31, 2008,  
The sign of the dragon**

TRAXON will again be taking part this year in the 4th Frankfurt International Dragon Boat Festival. Following a successful and enthusiastic bid in 2007, a team of TRAXON employees and customers will once again be launching into the Main River to give it their best shot in a traditional dragon boat race. Best of luck!



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