

## Hellmann connects with airlines via TRAXON EDI

Hellmann Worldwide Logistics GmbH & Co. KG is one of the leading German, family owned and operated, international forwarding companies. It employs 8652 people worldwide and generates a turnover of approx. EUR 2.47 billion. Its network covers 157 countries. Airfreight is an important segment of the company's activities and growing in importance as the enterprise enlarges its geographic footprint.

What makes Hellmann special is its traditionally green activities and their corporate DNA and commitment to quality. Another major focus is its claim to be easy to work with. The company has thus continuously invested in leading edge technology including IT systems that eliminate paper in the supply chain.

### Summary:

#### Challenge

In the 1990s Hellmann was looking for a CCS provider to facilitate the company's communication with airlines. The company now wants to take further steps to eliminate paper in the supply chain.

#### Solution

TRAXON EDI offered a tailor-made host-to-host answer to Hellmann's communication problem that fitted the existing in-house systems.

#### Benefits Realised

- Easy to use translates into higher productivity and lower transaction/operational costs.
- Staff can focus on more complex tasks.
- Real-time information, fully automated processing allow best in class customer service.
- Regulatory changes are automatically accommodated in updates of the system.
- Hellmann is well prepared to tackle further demands for automation in the air transport chain.
- The medium term goal is to eliminate paper completely from airfreight handling.

"We have worked with TRAXON Europe since 1995", explains Hans Helmkamp, Product Manager Hellogic at Hellmann Worldwide Logistics. "At this stage there were only a few CCS providers offering a comprehensive airfreight solution for connectivity with our preferred carriers."

### Fully integrated host-to-host solution

Hellmann chose the product TRAXON EDI, a fully integrated solution for host-to-host communication between all logistics partners (airlines, ground handling agents, GSA, shippers, customs and forwarders). TRAXON EDI supports a large variety of message types, protocols, architectures and connection options. Regardless of the type of standard message or user-defined EDI information fed into the TRAXON system, all messages are sent exactly according to sender's and recipient's requirements. This includes reformatting data and direct conversion of flat files into the IATA (International Air Transport Association) CargoIMP format as well as XML conversion.

Hellmann, in fact, uses [modules one to four of TRAXON EDI](#) for e-booking and document processing. This enables a communication between the company and all airlines connected to TRAXON via IATA EDI Standard CargoIMP. This includes AWB (Air Waybill) transmission in FWB format, e-consolidation manifest

transmission in FHL format, electronic freight bookings and receipt of freight confirmation (FFR/FFA), on-forwarding of FWB / FHL messages to Ground Handling Agents and other members of the transport chain.

## Loyalty and trust

Helmkamp is well satisfied with the collaboration and support. "Hellmann believes that rewards come from long term relationships. That is why we actively seek to build beneficial and long-lasting bonds with our staff, customers and service suppliers. In the case of TRAXON we are benefitting from over 20 years of experience in handling EDI traffic according to industry standards. We were able to integrate TRAXON

EDI without problem into our comprehensive transport management system Hellogic/cargO TMS. Furthermore the system has proved to be very reliable."

Hellmann has been an associate member of the IATA Cargo 2000 initiative for some years but wants to play a more active role in 2011. "e-freight and Cargo 2000 are two very important and necessary initiatives of IATA. The aim is to drive efficiencies and put airlines and forwarders on a par with integrators. Our operative system already meets the e-freight requirements. We now want to see how we can optimize procedures further", says Hans Helmkamp.

## Company portrait

TRAXON Europe, headquartered in Frankfurt am Main (Germany), was founded in 1991. The company's dedicated professional team provides comprehensive, leading edge electronic communication solutions and services to the airfreight industry. TRAXON Europe's innovative products help the different partners of the air cargo supply chain to electronically manage air shipments and meet Cargo 2000, IATA e-freight, WCO (World Customs Organization) and postal requirements. They optimize global process quality, increase in-time delivery and document accuracy by eliminating sources of error. TRAXON Europe not only boosts its clients' customer service and gives them a competitive edge but it also greens their CO2 footprint by eliminating the need for paper. The global network of TRAXON Europe links more than 9,000 offices of forwarders and third party providers of logistics services with some 100 international airlines. TRAXON Europe generated a turnover of about EUR 9.6 million in 2010. Around 155 million messages were transmitted that year.

For more information about TRAXON Europe, visit our website at [www.traxon.com](http://www.traxon.com).