

Martinair improved messaging quality with TRAXON's MIP CCS Reports

Martinair Cargo, a company of the airline group Air France-KLM, has been using TRAXON's MIP reporting tool since December 2007. "At that time we decided to focus on one CCS (cargo community system) only for worldwide message distribution, TRAXON Europe," explains Peter Baart, Director Strategic Development Cargo at Martinair. "The aim of TRAXON's MIP CCS reporting tool is to eliminate messaging quality problems in connection with paperless air cargo handling. I am convinced that the MIP project is one of the most effective IATA (International Air Transport Association) projects in recent years.

Summary:

Challenge

Airlines need accurate documents to handle cargo shipments cost efficiently, fast and reliably. Unfortunately, many shippers and forwarders submitted documents that required manual corrections. This became a major challenge with the advent of electronic documents and the introduction of paperless airfreight handling

Solution

Right from the beginning TRAXON Europe creates MIP reports introduced by IATA automatically according to the IATA standard. The TRAXON system compiles statistics to monitor the number of FWB and FHL received, the number of documents with incorrect messages, the type of errors and improvements in data quality for the benefit of the airline.

Benefits Realised

- TRAXON's MIP Reports fully comply with IATA MIP Strategy Paper requirements.
- Enable to identify areas of improvement for penetration and message quality.
- Regular check and control on data makes error management easier.
- Cost savings on manual data entry and amendment, as well as on data duplication and rejection.
- Optional data analysis based on reports provides customers further possibilities to measure internal data.
- No technical investment needed.

During the early stages after rolling out the MIP CCS reporting tool we were able to straighten out several errors and other problems (e.g. unnecessary duplications) in EDI message flows. This has considerably reduced our monthly messaging costs. In addition, it resulted in a clear picture of the required flows and of flows which needed to be eliminated or blocked. In the meantime FWB (electronic air waybill) penetration has increased from 45% to 56%. FWB duplication has been reduced from 25% to 18% and rejections created by CCSs were reduced from 7% to just over 2% now. Of course, these benefits cannot all be attributed to the introduction of MIP CCS reports but the MIP program helped to drive the improvements," says Peter Baart.

Data quality is of foremost importance for successful e-freight processes. To address quality problems, the IATA launched the e-freight Message Improvement Program (MIP). This aims to increase the quality and penetration (e-coverage) of electronic documents exchanged between supply chain partners, while reducing unnecessary duplication of messages and manual correction. The scope of e-freight MIP is currently restricted to measurement of the FWB and FHL messages, representing the master air waybill and house manifest respectively.

Using TRAXON's MIP CCS report tool Martinair is able to assess the e-coverage penetration and the number of incorrect messages. An analysis of the corrections required and subsequent discussions with the supply chain partners allow Martinair to continuously improve the data quality. The

progress is recorded and measured against targets.

The TRAXON MIP solution comprises CCS Summary and CCS Detailed Reports based on FWB and FHL. TRAXON provides these reports which include only data from CCSs once a month to the airline customer. Another option supported by TRAXON is Airline Summary and Airline Detailed Reports. These contain both airline and CCS data. On customer request TRAXON can send the latter ones directly to IATA. Other customized reports such as the equivalent for freight forwarders (Message Quality Reports) are available as well.

MIP CCS Reports bring additional value to airlines which are using TRAXON's CCS services (message exchange via TRAXON) or other airlines which are not directly connected to TRAXON Europe, but are using CCSs which are ready to provide all missing CCS information to TRAXON. (Special agreements between TRAXON Europe and other CCSs have to be made).

According to Peter Baart further efforts are required by individual airlines to get larger niche players to speed up the implementation of EDI. For Martinair an interesting niche are customers and partners in the flower industry in Latin America and Africa. However, whilst e-freight is an important topic it does not enjoy top priority in the current economic climate.

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.

Copyright 2010, TRAXON Europe