

## Editorial



After a conference is always before a conference. TRAXON Europe has had a very successful participation in the recent WCS 2011, and we are looking forward to seeing you again at the beginning of May at the 21st Annual CNS Partnership conference in Phoenix, Arizona (USA), and Air Cargo Europe in Munich, Germany.

One of the highlights of the Istanbul event for TRAXON Europe was the signing of a new contract with the Russian all-cargo carrier AirBridgeCargo. As an industry I feel we took another leap forward towards paperless cargo handling at the event which is a good result.

TRAXON Europe has developed the TRAXON Air Waybill Data Capture application to make the digital age happen for small and medium sized companies too. Lufthansa Cargo has recently enhanced its website with this tool. If you want to know more about TRAXON solutions and how they can help you meet the challenges of e-AWB, e-customs and e-freight visit our website or give us a call.

Last but not least, did you know that the New Year is celebrated at different dates on the Indian sub-continent? Our colleague from Tamil Nadu wishes you a happy New Year on April 14.

Where there is joy there is also sorrow. We are feeling deeply moved by the disasters that have struck Japan recently and would like to express our sincere sympathy with the Japanese air cargo community and the population at large.



Felix Keck, Managing Director TRAXON Europe

## TRAXON Customer News

### Higher quality and lower operating costs! ABC uses TRAXON CDMP

Moscow based AirBridgeCargo Airline (ABC) has become TRAXON's first customer in Russia to use the TRAXON CDMP solution. ABC and TRAXON signed an agreement to this effect at the recent IATA World Cargo Symposium (WCS) 2011 in Istanbul.

#### ABC focuses on quality

The biggest Russian scheduled all-cargo airline, AirBridgeCargo (ABC), part of the Volga-Dnepr Group, has extended its cooperation with TRAXON Europe. Tatyana Arslanova, Executive President of ABC, and Felix Keck, Managing Director of

TRAXON Europe, signed an agreement for the implementation of the TRAXON CDMP solution at ABC on March 9 at the World Cargo Symposium 2011 in Istanbul. ABC wants to further improve the performance of its own staff, that of its service providers as well as the airline's overall service quality with the help of TRAXON CDMP.



Tatyana Arslanova, Executive President of ABC, and Felix Keck, Managing Director of TRAXON Europe, signing the agreement for the provision of TRAXON CDMP services on March 9 at the TRAXON stand at the World Cargo Symposium 2011 in Istanbul.

## Solution meets comprehensive needs

The [TRAXON Cargo Data Management Portal \(CDMP\)](#) collates and evaluates performance data collected along the airfreight transport chain as specified by the IATA Cargo 2000 initiative. The information is visualized in easily understandable graphics, and then made available to all authorized partners along the transport chain in real time. Thus airlines and their partners have simultaneously always the same information available. In addition, a complete data history on shipment basis (after entering an Air Waybill number) or by station can be produced. This allows airlines to address the problems along the transport chain and initiate improvements in cooperation with their partners with the aim to reduce mistakes, manual corrections/handling, and dwell times on the ground. Progress made after implementing improvements can also be recorded in periodic reports on the CDMP.

## CDMP brings tangible results

"We are very proud that we were able to convince ABC of the benefits of TRAXON CDMP. We had only won them as customers for our fully integrated host-to-host air cargo communication services, [TRAXON EDI](#), in 2010. But TRAXON CDMP is a powerful tool to improve the bottom line", said Reinhard Schöler, Area Manager Sales for Russia and Central Eastern European markets. "We look forward to further deepen our relationship with ABC in the years to come."

## TRAXON Solutions

# Case Study: Lufthansa Cargo uses TRAXON AWB Data Capture

Lufthansa Cargo opted for the TRAXON Air Waybill Data Capture application and is now looking for more e-AWBs from clients.

## Lufthansa Cargo makes e-AWB easy for SME

Lufthansa Cargo ranks among the world's leading cargo carriers. In the 2010 financial year, the airline transported around 1.8 million tonnes of freight and mail and clocked up 8.9 billion revenue tonne-kilometres. The company currently employs about 4,500 people worldwide. Lufthansa Cargo focuses on the airport-to-airport business. The cargo carrier serves some 300 destinations in more than 100 countries with its own fleet of freighters, the belly capacities of passenger aircraft operated by Lufthansa and Austrian Airlines, and an extensive road feeder service network. The bulk of the freight transported by Lufthansa Cargo is trans-shipped through Frankfurt Airport. Lufthansa Cargo is a wholly owned Lufthansa subsidiary. Revenues in 2010 rose to around 2.8 billion euros. Profits totalled 310 million euros.

The German national carrier takes pride in using state-of-the-art technology and driving forward innovative industry initiatives such as "simplifying the business" and "paperfree cargo handling". It is also serious about serving large and small companies equally well.



The new TRAXON AWB Data Capture

The company offers customers various electronic services from eBooking, via eTracking and tracing to eClaims. Recently Lufthansa Cargo's website was enhanced with the help of the [TRAXON Air Waybill Data Capture application](#) to specially serve small- and medium-sized customers without sophisticated IT systems.

### Tailor-made solution

The AWB (Air Waybill) is a critical air cargo document that constitutes the contract of carriage between the shipper (forwarder) and the carrier (airline). The e-AWB recommended by IATA (International Air Transport

Association) removes the legal requirement for a paper AWB, significantly simplifying the airfreight supply chain process. It replaces the paper Master and House Air Waybill with the electronic IATA standard messages, FWB and FHL. With the e-AWB, there is no longer a need to print, handle or archive the paper AWB. The e-AWB is one of twenty air transport, trade and customs documents for which IATA has issued a standard electronic format.

In order to support the IATA e-AWB initiative, TRAXON Europe has developed an AWB Data Capture application for airlines and forwarders which can be integrated into their websites. The graphical user interface of this web-based solution can be adapted easily to the customer's own corporate design. The application reflects the look and feel of a paper Air Waybill and, hence, is easy to handle even for untrained users.

To send FWB and FHL and receive FSU messages, an airline customer can choose to use an in-house system with direct EDI connection such as [TRAXON EDI](#) or a software application for message exchange such as [TRAXON Line](#) - a free and easy-to-download software from TRAXON Europe.

Besides, Lufthansa Cargo offers this new interactive web-based service for small and medium-sized companies that only handle few airfreight shipments. The tool helps these companies to handle the data communication easily. The customer can manually enter the AWB and HAWB data into a form on the Lufthansa Cargo website which looks like a paper AWB form.

Lufthansa Cargo chose the TRAXON AWB Data Capture application as it has had good experience with other TRAXON products. In addition, the application was easy to integrate into the Lufthansa Cargo website, technically and in terms of design. The solution allows data capture of AWB at master and house level, and offers value-added functions such as creation of template data, AWB stock management, message box for airline responses and more. Moreover, the application can be further customized according to requests and hence meet Lufthansa special requirements for adding further data check and capture of additional information.

### Loyalty and trust

"TRAXON AWB data capture solution completely fulfills our expectation. We are very satisfied with the collaboration and support from TRAXON Europe. The new functions are a milestone towards Lufthansa Cargo's e-freight strategy as we are now offering a solution for all our customers to exchange AWB and HAWB data electronically." said Thilo Schäfer, Vice President of Global Handling from Lufthansa Cargo.

Lufthansa Cargo is a member of IATA and TRAXON Europe is a strategic partner. "e-freight and e-AWB 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. The Lufthansa Cargo operative system already met the e-freight requirements. However, the cargo airline wanted to make the transmission of AWB/HAWB data respective FWB/FHL messages easier for small and medium sized customers that do not use direct EDI communication", said Doreen Stuhr, Competence Center Manager.

## Summary

### Challenge

Small and medium sized forwarders and air cargo agents that are not yet EDI capable need to be able to send FWB and FHL messages when the airline industry goes completely paperless.

### Solution

The forwarder/customer can manually enter the AWB and HAWB data into a form on the Lufthansa Cargo website which looks like a paper AWB form.

### Benefits Realized

The application

- is up-to-date and compliant with IATA recommendations
- does not require any special hard- and software
- increases efficiency and data quality
- is user friendly with paper AWB look & feel, data storage and message box
- reduces transaction costs
- simplifies and speeds up goods acceptance
- is future oriented

## TRAXON Company News

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# Successful showcase: TRAXON Europe makes strong appearance at WCS 2011

The e-freight, e-AWB, and e-customs solutions from TRAXON Europe have attracted considerable attention at the WCS 2011. The international e-communication services provider to the airfreight industry used the event to meet existing and potential Turkish customers.



Felix Keck, Managing Director of TRAXON Europe, was very satisfied with TRAXON's participation at the WCS 2011.

## Many highlights and a big surprise

Who would expect snow in March in Istanbul? Most delegates at the WCS 2011 were completely taken by surprise. They had hoped for an air of spring and instead were caught out by a cold front that pelted the Bosphorus with blustery snow gusting down from Bulgaria. However, there were many topics to warm the hearts of the conference participants and heated debates to create a lively atmosphere despite the glacial temperatures outside.

"We are very satisfied with our participation at this key industry event", says Felix Keck, Managing Director of TRAXON Europe. "The tracks we supported generated interest and powerful dialogues. The TRAXON team did a lot of networking and has successfully concluded some business negotiations. For example, we have been able to sign up the leading Russian scheduled cargo airline, AirBridgeCargo, for our [Cargo2000 solution CDMP](#)."

TRAXON Europe had a busy stand at the conference and exhibition and used the opportunity to strengthen its ties with Turkish partners and customers. Despite the dreadful weather the gathering with local contacts on March 8th was well attended. Overall, the TRAXON sales team met numerous potential customers from all around the globe and is confident that their new contacts will eventually lead to firm contracts.

Some pictures taken at the WCS 2011 can be found right here:



## TRAXON Activities

# Let's get together!

## TRAXON Europe at the IATA CNS Partnership Conference and the Air Cargo Europe



TRAXON will be present at the 2011 Annual CNS Partnership Conference and the Air Cargo Europe exhibition and conference. Both leading industry events to be held in May.

### The USA are in the lead

The US air cargo market is the biggest in the world. It is estimated to generate approximately \$21 billion annual revenue for all cargo airlines. In 1985, IATA (International Air Transportation Association) founded the Cargo Network Service, commonly referred to as CNS, following the deregulation of the aviation industry in the USA. It provides business solutions to meet the requirements of the US air cargo industry and organizes conferences, webinars, and trainings.

### We add drive

The 21st Annual CNS Partnership Conference will take place from May 1 to 3 in Phoenix, Arizona (USA). The event will focus on „Air Cargo- A Vital Element in Global Trade“. TRAXON Europe will again be one of the sponsors. As for WCS TRAXON's focus will be on e-freight, e-AWB and e-customs. The company will be represented by Felix Keck, Managing Director, Aike Höfft, Head of Sales and Marketing, and Mark Ketcham, Director Sales, North America. They look forward to sharing with you information about our tools to support the IATA e-freight, e-AWB and e-customs initiatives and discuss with you your experiences on these and other critical industry issues.



### We look forward to seeing you in Munich

From May 10-13 the Air Cargo Europe (ACE) conference and exhibition will be held in Munich. The ACE is an ideal networking platform. It also gives you the opportunity to learn more about TRAXON's solutions such as [eCargo Pouch®](#), [Air Cargo Customs](#) and our [Air Waybill Data Capture](#) application. Our TRAXON team looks forward to seeing you at our stand 330 in Hall A4 in the New Munich Trade Fair Centre, Germany.

### Make an appointment

To arrange a meeting at either of the above mentioned events send an email directly to your preferred meeting partner by clicking the name:

[Felix Keck](#)  
Managing Director

[Aike Höfft](#)  
Head of Sales and Marketing

[Edward Dorr](#)  
Head of Operations & Infrastructure

[Carola Bodach](#)  
Senior Area Manager Sales (Southern Europe)

[Mark Ketcham](#) (only for CNS Partnership conference)  
Director Sales (North America)

[René Kircil](#)  
Senior Area Manager Sales (Middle East)

Reinhard Schöler

Area Manager Sales (Eastern Europe)

Beverly Seebach

Area Manager Sales (Germany, Switzerland and Austria)

SK Lee

Competence Center Manager CDMP

Mirjam Schubert

Competence Center Manager

Doreen Stuhr

Competence Center Manager

James Henderson

Customer Implementation Officer

Milan Urosevic

Senior Customer Implementation Officer

Ming Han Gao

Marketing Manager &amp; Business Partnerships

Karin Siegmund

Senior Marketing Manager

**Good to know ...**

## New Year's in April in India

India is well known for its varied and colorful festivals. But New Year's there is something special, because Indians can celebrate on multiple occasions.

Our colleague Shankara Narayanan Babu, Registration & Application Manager, explains how he brings in the New Year.

### Mr. Babu, how many times can you actually celebrate New Year's in India?

Quite often, in fact. I personally celebrate it three times. My wife and I come from different regions and have different cultural backgrounds, so we can celebrate New Year's twice – in addition to January 1st!



Shankara Narayanan Babu,  
Registration & Application Manager

### Does this mean each region celebrates on a different day?

Indeed they do. I come from Tamil Nadu. In the Tamil language, New Year's day is called "Puthandu" and takes place this year on April 14th. My wife is from the Andhra Pradesh region. New Year's day is called "Ugadhi" in her language, Telugu, and is being celebrated on April 4th this year.

It is also very common in India to celebrate the international New Year's on January 1st. Since my wife and I always celebrate together, we have a total of three New Year's celebrations!

### How do you celebrate the Indian New Year's?

A traditional New Year's Day is normally celebrated with the family. We congratulate each other, and eat and drink together. The first thing we do, of course, is go to the temple on New Year's morning and make a wish that the new year starts off well. We often wear traditional clothing when attending the temple – dhotis for men, saris for women.

The international New Year's is celebrated in a more casual, informal way – we wear "normal" clothing, and young people often spend the day with friends. Indians like movies, so it's almost a tradition to go to the cinema on holidays. On New Year's Day, the cinema is packed!

## Is New Year's the biggest celebration in India?

New Year's celebrations are very important to us, but Diwali is indeed the biggest festival in India. Diwali is about the „victory of good over evil.“ Diwali, or Deepavali, popularly known as the „festival of lights,“ is celebrated between mid-October and mid-November. In 2011, it will take place on October 26th. Part of the festival is that we decorate our house or apartment with a lot of lights, just as people do in the West during the Christmas season. We also do fire crackers and fireworks, just like on New Year's in much of the world. So if you wish an Indian friend all the best for New Year's, you should wish him the same for Diwali.

As you see, we may have different holidays, but the way we celebrate is often quite similar. The world is a small place after all.

