

Traxon Europe supports Lufthansa Cargo's multi-channel strategy.

Electronic access to LH airfreight services now even easier

Frankfurt am Main, November 27, 2008 – As of November 18, Lufthansa Cargo customers can now book their airfreight shipments through all major booking portals. And now the cargo airline has recently been connected via Traxon Europe to the Internet portal Cargo Portal Services (CPS).

The e-communications provider Traxon Europe is thus supporting the airline's multi-channel strategy, allowing airfreight forwarders to decide which electronic booking channel they use to book their shipments with Lufthansa Cargo.

"By connecting to CPS through Traxon Europe we've succeeded in adding another building block to our multi-channel strategy," commented Lufthansa Cargo Future eChannels Project director Rupert Lees. Cargo Portal Service is one of the most highly used internet portals, particularly in North America. Nine leading airlines are already connected to the booking system.

Traxon Europe provides the prerequisites for connecting to CPS and other airfreight platforms by establishing a communications interface as well as converting booking information into the right format. "Our service guarantees that the message flow between airfreight forwarder and airline functions smoothly in both directions, without loss," explains Traxon Europe Area Manager Beverly Seebach. "Regardless of the forwarder, LH Cargo needs only one interface." Traxon Europe converts EDI requests to view flight schedules, check availability and make bookings.

The ability to provide airfreight customers with the booking channel of their choice is part of the "Future eChannels" project that Traxon Europe and Lufthansa Cargo have been working on since 2007. The project aims to optimize the electronic services of Lufthansa Cargo and to display 50% of all incoming bookings through electronic channels by 2011.

Company portrait

TRAXON Europe, founded in 1991 and based in Frankfurt, Germany, is the world's leader in providing innovative value-added e-communication services for implementing automation in the global airfreight industry. Operating a network of offices and joint ventures around the world, TRAXON Europe links over 9,000 forwarders' offices with around 90 international airlines worldwide, which together represent 95% of IATA-registered global airfreight capacity. The company works closely with its customers, researching new solutions and anticipating their needs. The underlying philosophy is to offer value-added services and products to hard-pressed companies, allowing more efficient and more cost-effective day-to-day operations. The end result is that TRAXON's clients are able to offer their own customers a better and more cost-efficient service. Over the last few years, the company's turnover has steadily risen, from 7.2 million euros and 61 million messages in 2005 to 8.5 million euros and 92 million messages in 2006. By the end of 2007, TRAXON Europe had sent about 102 million messages. To learn more about TRAXON visit www.traxon.com.

Lufthansa Cargo AG ranks among the world's leading cargo carriers. In the 2007 financial year, the airline transported more than 1.81 million tonnes of freight and mail and clocked up 8.5 billion tonne-kilometres. The company currently employs about 4,600 people worldwide. Lufthansa Cargo focuses on the airport-to-airport business. The cargo carrier serves some 360 destinations with its own fleet of freighters and also uses the belly capacities of Lufthansa's passenger aircraft. The bulk of the freight transported by Lufthansa Cargo is trans-shipped through Frankfurt, Europe's largest airport. Lufthansa Cargo is a wholly owned Lufthansa subsidiary. In the 2006 financial year, it posted 2.84 billion euros in revenue. www.lufthansa-cargo.com

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