

Cargo industry profits from Traxon's "traffic light" system

The persuasive solution. A newly developed GUI makes Traxon's CDMP clearer, user-friendly and more ergonomic.

Frankfurt am Main, February 11, 2009 – Traxon Europe's web-based application, Cargo Data Management Portal (CDMP), enables airfreight processes between airlines and forwarders to be measured and monitored in line with Cargo 2000 standards. This same system has now been given an ultra-modern and user-friendly user interface.

Based on customer feed-back, Traxon Europe decided to completely revamp the GUI of its CDMP platform several months ago. User-friendliness and ergonomics were the key focus. "We endeavored to keep in contact with our CDMP clients from start to finish, incorporating their feedback into the project along the way. User acceptance and satisfaction were our top priorities," commented project manager Agnieszka Kubiak of Traxon Europe.

The optimized, modern screen and simplified navigation reflect Traxon Europe's goal to provide transparency and high quality. Just a few mouse clicks are all it takes to evaluate compliance with Cargo 2000 guidelines and create the monthly reports required. The new welcome screen offers quick access to wiki-based online help functions, as well as to up-to-date information via system updates and KPI (key performance indicators).

This is how the system works. CDMP users are provided with immediate information about the status of a shipment and its complete data history after entering and retrieving an air waybill number. A detailed description of each process milestone is given whenever a change in schedule has occurred. A company's airfreight processes can be analyzed and continually improved with the help of monthly quality reports.

"Our CDMP works like the traffic-light system, with different colors for different status information. Green milestones signalize that transport has gone smoothly. Red ones, on the other hand, are an alarm signal for unexpected changes," the project manager explains, underlying the advantages of Traxon's optimized platform for shipment monitoring.

Nearly 50% of all Cargo 2000 shipments worldwide are now being monitored by Traxon CDMP. Apart from Lufthansa Cargo, users of the platform include Air France Cargo and KLM Cargo.

Company portrait

TRAXON Europe was founded in 1991 with headquarters in Frankfurt am Main. It is the world's leading provider of innovative value-added services to the airfreight industry in the field of e-communications and automation. The TRAXON Europe's global network links more than 9,000 forwarding offices with approximately 90 international airlines. This accounts for about 95 percent of IATA-registered global airfreight capacity. TRAXON Europe works in close cooperation with its customers to find innovative solutions and anticipate their needs. Part of the company's philosophy is to provide success-oriented companies with value-added services, enabling them to boost their efficiency. TRAXON customers can then in turn offer improved and more cost-efficient services to their own clients. TRAXON Europe's turnover has steadily risen in recent years to reach around 10 million euros in 2008. About 107 million messages were transmitted that same year.

For more information about TRAXON Europe, visit our website at www.traxon.com.

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