

## Lufthansa Cargo makes eAWB 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 totaled 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 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.

### 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 Realised

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

### 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 eAWB 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 eAWB, there is no longer a need to print, handle or archive the paper AWB. The eAWB 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 eAWB 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. In addition, the application can be further

customized according to customer's requests and hence meet Lufthansa special requirements for adding additional 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 eFreight 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. "eFreight and eAWB 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 eFreight 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.

### 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.

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

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