



Cargo IS
Cargo Intelligence Service

Breaking the Code of Air
Cargo Business

Cargo Business Intelligence (BI)

- Provides critical market information on
 - How am I performing versus the market?
 - Which are my best performing stations?
 - Where should I target my sales force for new business opportunities?



Strategic decision making

CargoIS allows you to perform critical business analyses to:

- Effectively target sales and marketing efforts
- Optimise revenues
- Develop new routes
- Conduct profitability analyses
- Benchmark performance
- Plan more effective business strategies
- Generate management reports

CargoIS is BI at it's best

- Data is mined from processed AWB's from:
 - 300+ Airlines
 - 20 thousand Agent Branch offices
 - 1.5 million shipments every month
 - USD 25 billions of airfreight revenues
 - 60-country coverage... and growing

- Transactional vs. Reported data



Facts vs. Data

AWB piece-level critical data

- Agent/Airline
- Origin & Destination
- Net Revenue
- Other Charges
- Weight Breaks
- Number of Shipments
- Yield



Facts vs. Data

➤ Data Source:

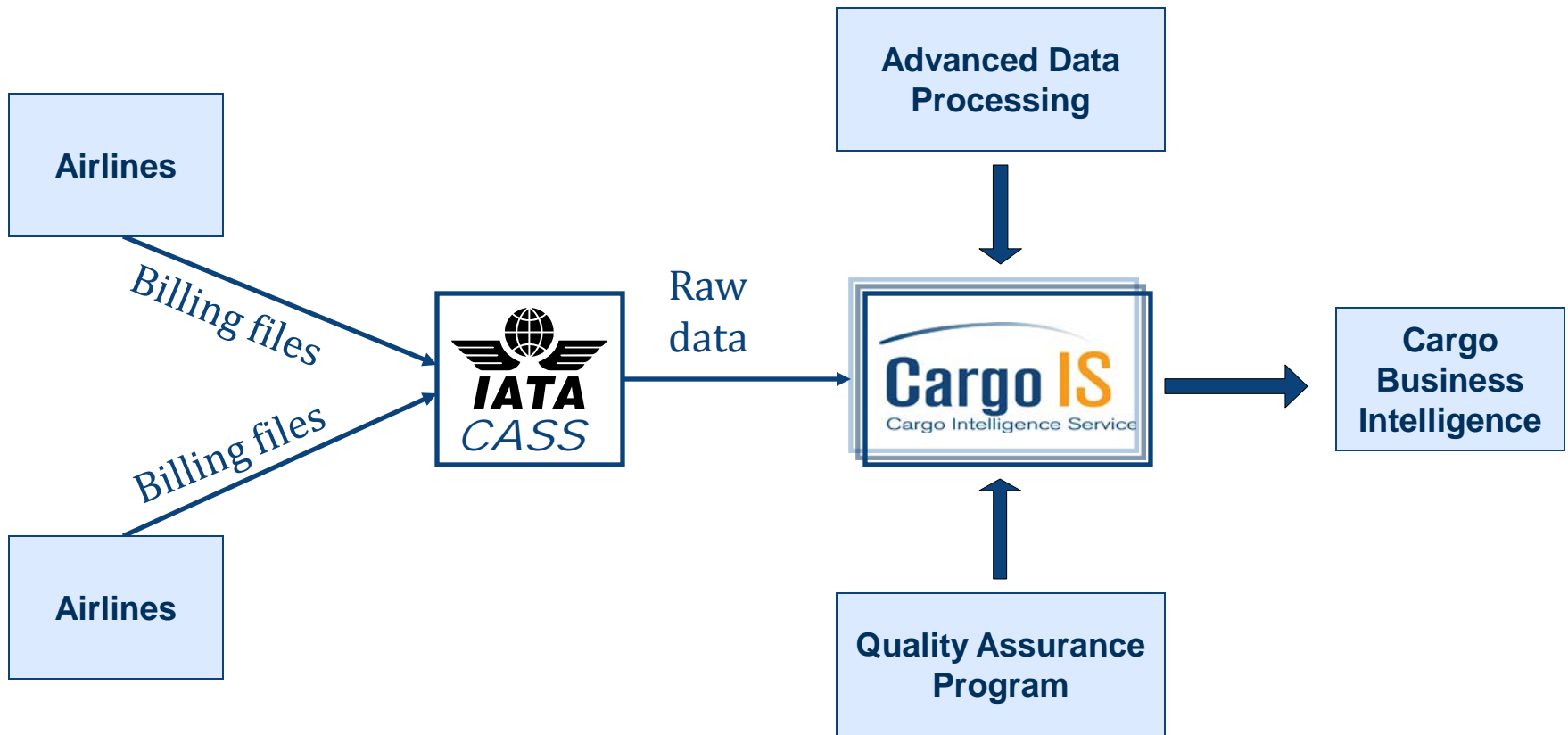
➤ MAWBs processed through CASS worldwide operations

```

AAA JP   YY DD MM to YY DD DD YY MM DD USD
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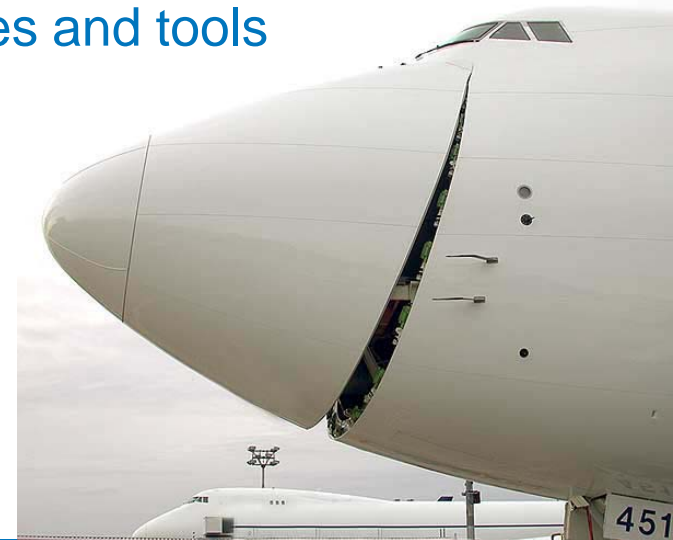
Raw transactional data
validated and
aggregated to create
Business Intelligence

Facts vs Data



CargoIS Products

- **BIP Package:** unparalleled depth and breadth of cargo information
 - 1.5 Million records of AWB per month
 - Can be integrated with in-house databases and tools
 - Flat files in ASCII format
 - Delivered once a month



CargoIS Products

➤ **BIP Package:** unparalleled depth and breadth of cargo information

➤ Flat file sample:

```
Report year/month;Sales year/month;CASS country code;Origin city code;Destination city code;Origin station code;Destination station code;IATA agent c
WB count WB4;Airline AWB count WB4;Market Net Revenue WB5;Airline Net Revenue WB5;Market weight WB5;Airline weight WB5;Market AWB count WB5;Airline A
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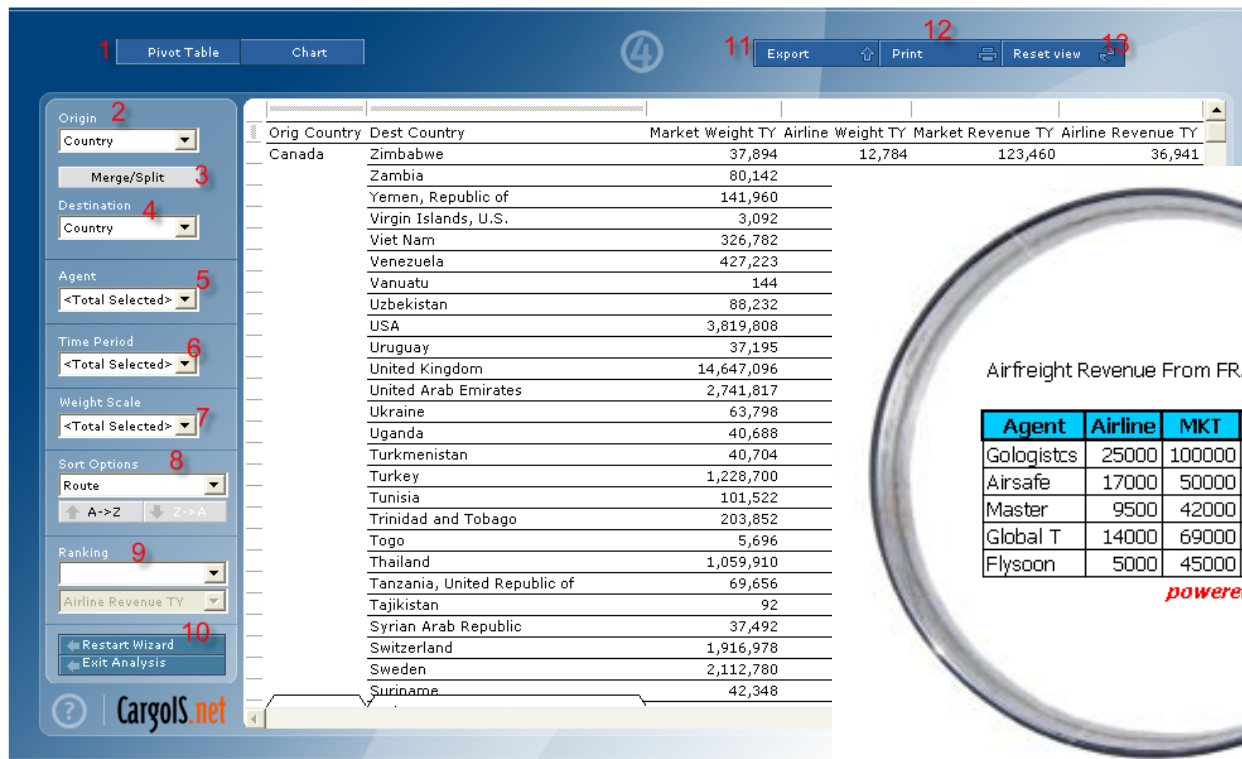
CargoIS Products

- **CargoIS.net:** googling your next business opportunity
 - User friendly and interactive online reporting tool
 - Enables to perform customized analysis of CargoIS data
 - Data can be downloaded in various formats
 - Pre-templated and customized reports available



CargoIS Products

➤ **CargoIS.net:** googling your next business opportunity



The screenshot shows the CargoIS.net interface with various filters and a data table. A magnifying glass is positioned over a detailed view of the data.

Table 1: Main Data Table

Orig Country	Dest Country	Market Weight TY	Airline Weight TY	Market Revenue TY	Airline Revenue TY
Canada	Zimbabwe	37,894	12,784	123,460	36,941
	Zambia	80,142			
	Yemen, Republic of	141,960			
	Virgin Islands, U.S.	3,092			
	Viet Nam	326,782			
	Venezuela	427,223			
	Vanuatu	144			
	Uzbekistan	88,232			
	USA	3,819,808			
	Uruguay	37,195			
	United Kingdom	14,647,096			
	United Arab Emirates	2,741,817			
	Ukraine	63,798			
	Uganda	40,688			
	Turkmenistan	40,704			
	Turkey	1,228,700			
	Tunisia	101,522			
	Trinidad and Tobago	203,852			
	Togo	5,696			
	Thailand	1,059,910			
	Tanzania, United Republic of	69,656			
	Tajikistan	92			
	Syrian Arab Republic	37,492			
	Switzerland	1,916,978			
	Sweden	2,112,780			
	Suriname	42,348			

Table 2: Magnifying Glass View - Airfreight Revenue From FRA to...

Agent	Airline	MKT	Share
Gologistics	25000	100000	25%
Airsafe	17000	50000	34%
Master	9500	42000	23%
Global T	14000	69000	20%
Flysoon	5000	45000	11%

powered by CargoIS

CargoIS Products

- **CASStats:** CASS settlement data by a click of a mouse
 - Quick and flexible online reporting tool
 - User-friendly interface for easy navigation and report creation
 - Five types of reports available:
 - Market
 - Airline region
 - IATA region
 - Weight scale
 - Top city



CargoIS Products

- **MF reports:** know your market to know your business
 - Monthly market focus reports designed for local cargo managers
 - Reports traffic originating from your local CASS
 - Ranks your company against the competition
 - Ranks the top players in your market

CargoIS Products

- **Standard Reports (SR):** understand your route
 - Company versus marked performance on a lane per lane level
 - Contains information on:
 - The number of AWBs
 - Tonnage
 - Revenue
 - Yield



CargoIS Coverage

<u>Americas & USA</u>
Canada
USA
Mexico
Costa Rica, El Salvador, Guatemala, Dominican Republic
Panama & Venezuela
Colombia
Peru
Bolivia
Ecuador
Chile
Argentina and Uruguay
Brazil

<u>Europe</u>		<u>Africa</u>
Portugal & Spain	Netherlands Belgium, Luxembourg	Egypt & Morocco/Tunisia
Sweden, Denmark, Norway & Finland	Czech Republic, Slovakia, Hungary & Poland	Kenya, Tanzania & Uganda
Lithuania, Latvia & Estonia	Greece & Cyprus	South Africa & Mautitius
France & Switzerland	Bulgaria & Romania	<u>Middle East</u>
Germany & Austria	Italy & Malta	UAE, Bahrain, Kuwait, Oman, Qatar & Jordan
UK & Ireland	Turkey	Saudi Arabia

<u>Asia & AsiaPac</u>
China, Hong Kong & Taipei
Japan & Korea
Singapore, Indonesia, Malaysia & Philippines
Thailand & Cambodia
Bangladesh, Pakistan
Australia, Fiji, Papua, French New Guinea
New Zealand & Vanuatu
To come
India, Sri Lanka, Vietnam...



Need more information?

Please contact us at:

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Or visit our website:

http://www.iata.org/ps/intelligence_statistics/cargois/index.htm

Thank you!

