

# Bringing Air Freight Pricing Online

Reducing Complexity and Paving  
the way for end-to-end integration

# The Challenges

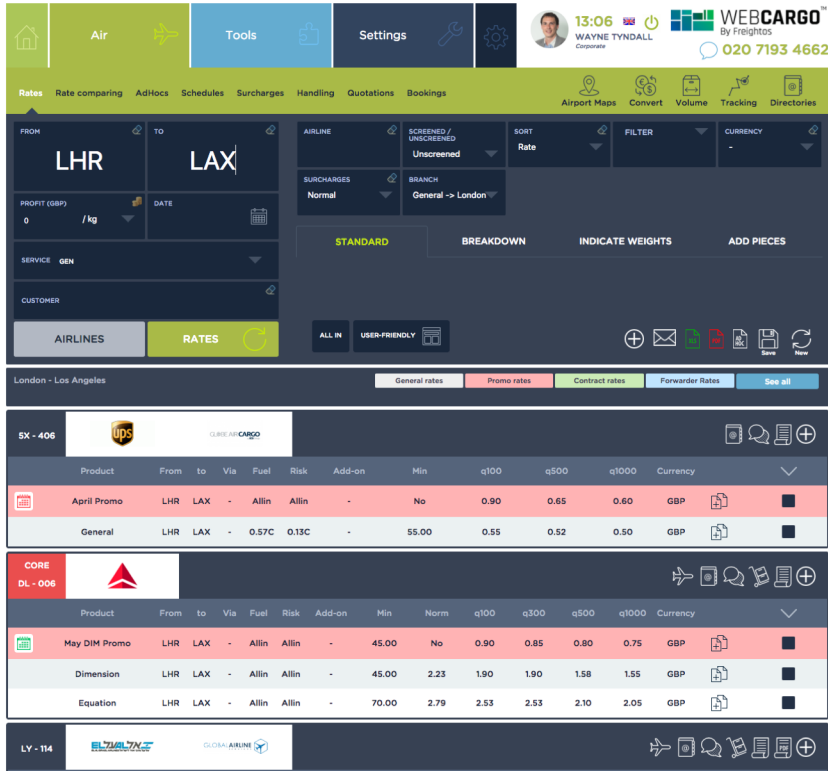
- The Challenges in managing air freight pricing
  - Carriers lack of standard formats
  - Carriers lack of automated delivery methods
  - Inconsistency in terminology
  - Forwarders need to apply unique markups, surcharges, routing options
  - Frequency of updates, promotions
  - Many participants for door-to-door moves
- Lead to
  - Difficulty to estimate all-in pricing for shipments
  - Slow responses to inquiries for freight shipments
  - Out-of-date or inaccurate quotes
  - Large number of billing inquiries
  - Inconsistency in booking data - makes broad tracking impossible

Solutions to meet **IATA & CASS** Forwarders' needs. Powered by direct rate updates from 150+ air carriers & GSA's.



Relied upon by 1200+ IATA forwarders and more than 16000 active users worldwide. An international and multilingual team with offices in Barcelona & Miami

# Rate Distribution



The screenshot shows the WebCargo interface for a rate distribution search. The search parameters are LHR to LAX. The interface displays a table of rates for various products, including 'April Promo' and 'May DIM Promo'. The table columns include Product, From, to, Via, Fuel, Risk, Add-on, Min, Norm, q100, q300, q500, q1000, and Currency.

Product	From	to	Via	Fuel	Risk	Add-on	Min	Norm	q100	q300	q500	q1000	Currency
April Promo	LHR	LAX	-	Allin	Allin	-	No	0.90	0.65	0.60	0.60	0.60	GBP
General	LHR	LAX	-	0.57C	0.13C	-	55.00	0.55	0.52	0.50	0.50	0.50	GBP
May DIM Promo	LHR	LAX	-	Allin	Allin	-	45.00	No	0.90	0.85	0.80	0.75	GBP
Dimension	LHR	LAX	-	Allin	Allin	-	45.00	2.23	1.90	1.90	1.58	1.55	GBP
Equation	LHR	LAX	-	Allin	Allin	-	70.00	2.79	2.53	2.53	2.10	2.05	GBP

- The industry is hungry for a better way to distribute pricing - emailing PDF's and excel files are inefficient and cause delays and errors when forwarders quote
- Technology streamlines distribution, increase visibility, and reduce billing issues
- Forwarders can directly compare pricing, surcharges, and rate levels with ease and quote with the click of a button.
- Data confidentiality is key, and technology is the solution to ensure proper management.

# Adhoc / Spot Pricing

- Adhoc quoting is largely over the phone, or by email. Airlines don't receive the info they need to quote forwarders, and forwarders waste time trying to collect and compare quotes
- Adhoc quoting can be automated. Forwarders send spot requests to carriers or to agents for spot quotes, and carriers or agents can reply to a simple e-form with answers.
- Easy to understand, complete, traceable data for all parties.

Code	GB644764	Commodity	Shoes
Quotation number	00315	Service	GEN
Customer	Sally Smith Company	Packing type	
Date	18/10/2017 - 09:39	Security status	UNKNOWN SHIPPER
Cargo ready date	19/10/2017	Gross Weight	3200 kgs
Cargo delivered date (handling-origin)	20/10/2017	Pieces	40
Maximum arrival date	24/10/2017	Volumetric Weight	3413 kgs
Response Time	8 H	Volume	20.48 cbms
Requested rate per kilo (All-in)	1.00	AWB	
Maximum acceptable rate per kilo (All-in)	-	Responses	2 / 2
Type of request	Door to Door	Delivery address	123 Main Street
Pick up Address	123 High St		

Shipment details									
Amount	Weight	Length	Width	Height	Turnable	Stackable	Crated	Forkliftable	
40	80	80	80	80	Yes	Yes	Yes	Yes	

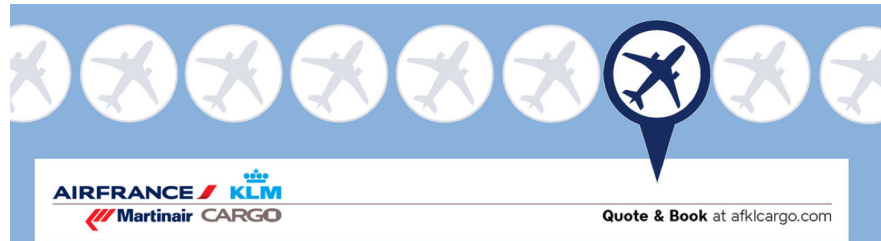
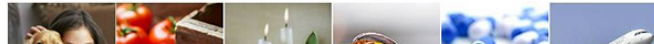
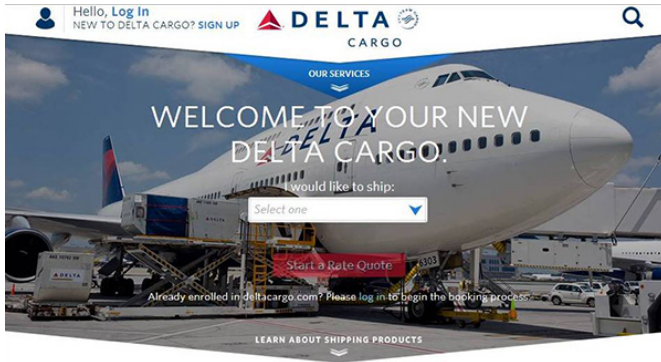
  

Remarks												
AdHoc requests												
Re-send	Type	Itinerary	Validity date	Market	AdHoc	Target	Total Market	Total Adhoc	Use	Attach a file	PDF	Reject
	Adhoc	SX LHR - EWR	UFN	0.46€	0.45€	1.00€	1569.98€	1535.85€	Used			

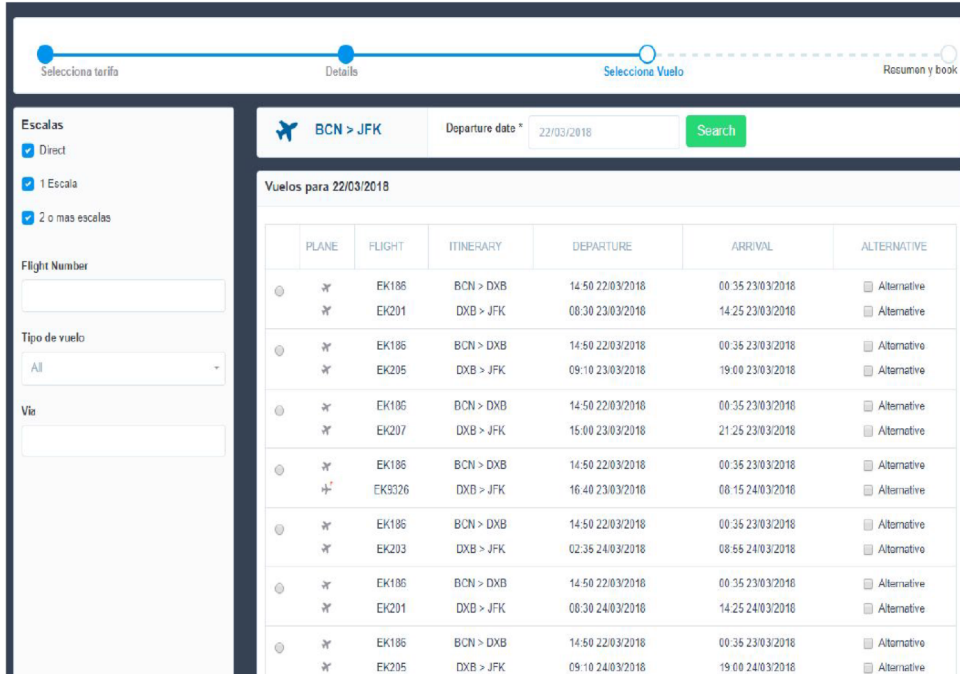
Local charge requests										
Re-send	Type	Base	Previous	AdHoc	Reject	Difference	Use	Reject	Attach a file	PDF
	Local charge	New York	8724.68 €	8706.74 €		-17.94 €	Used			

# Dynamic Pricing & the Future



- Carriers: Maximize profitability based on available capacity. Rate sheets valid for 6 months don't equal effective revenue management!
- Forwarders: Maximize quoting speed / accuracy – with instant rate quotes from carriers
- Shippers: Quick turn around from quote to book with the best available pricing options & service levels

# Capacity



The screenshot shows the WebCargo search interface. At the top, there are four steps: 'Selecciona tarifa', 'Details', 'Selecciona Vuelo', and 'Resumen y book'. The current step is 'Selecciona Vuelo'. Below this, the search criteria are: 'BCN > JFK', 'Departure date: 22/03/2018', and a 'Search' button. The results are titled 'Vuelos para 22/03/2018' and are presented in a table with columns for PLANE, FLIGHT, ITINERARY, DEPARTURE, ARRIVAL, and ALTERNATIVE. The table lists multiple flight options, including direct flights and one-stop flights via DXB, with their respective departure and arrival times and alternative options.

	PLANE	FLIGHT	ITINERARY	DEPARTURE	ARRIVAL	ALTERNATIVE
⊕	✈	EK186	BCN > DXB	14:50 22/03/2018	00:35 23/03/2018	Alternative
	✈	EK201	DXB > JFK	08:30 23/03/2018	14:25 23/03/2018	Alternative
⊕	✈	EK186	BCN > DXB	14:50 22/03/2018	00:35 23/03/2018	Alternative
	✈	EK205	DXB > JFK	09:10 23/03/2018	19:00 23/03/2018	Alternative
⊕	✈	EK186	BCN > DXB	14:50 22/03/2018	00:35 23/03/2018	Alternative
	✈	EK207	DXB > JFK	15:00 23/03/2018	21:25 23/03/2018	Alternative
⊕	✈	EK186	BCN > DXB	14:50 22/03/2018	00:35 23/03/2018	Alternative
	✈	EK3026	DXB > JFK	16:40 23/03/2018	08:15 24/03/2018	Alternative
⊕	✈	EK186	BCN > DXB	14:50 22/03/2018	00:35 23/03/2018	Alternative
	✈	EK203	DXB > JFK	02:35 24/03/2018	08:55 24/03/2018	Alternative
⊕	✈	EK186	BCN > DXB	14:50 22/03/2018	00:35 23/03/2018	Alternative
	✈	EK201	DXB > JFK	08:30 24/03/2018	14:25 24/03/2018	Alternative
⊕	✈	EK186	BCN > DXB	14:50 22/03/2018	00:35 23/03/2018	Alternative
	✈	EK205	DXB > JFK	09:10 24/03/2018	19:00 24/03/2018	Alternative

- Today – access to capacity is often a bigger problem than finding a rate
- Forwarders have to call around to carriers just to find space – and surprise! – available pricing can be 10x or more what a tariff rate would be to gain access to capacity
- Carriers starting to develop API's with capacity check information
- WebCargo can connect via API to a carrier and check for available space for a particular shipment
- The next link: Confirming pricing based on capacity and shipment details = eliminating billing inquiries and surprises to shippers

# Customer Facing Quotes

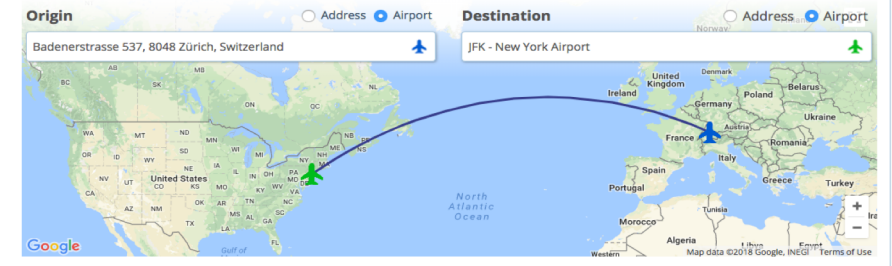
- Linking buy rates from carriers in an automated system allows for quick and easy quote creating for forwarders after adding their margins
- Workflow – search, request spot or pull dynamic rate, add mark ups, instant quote to shipper!

Quotation												
QUOTATION 00356		DATE 17/04/2018		COMPANY WebCargoUK Demo								
FROM <b>LHR</b>		TO <b>NRT</b>		AGENT Wayne Tyndall								
London		Tokyo		PHONE +44 (0) 20 812 36381								
				EMAIL wayne@webcargonet.com								
VALIDITY 17/04/2018 - 30/04/2018				CUSTOMER Sally Smith Company								
WEIGHT 800 Kg / 5.12 m3 (CW 853 Kg)				PERSON Sally Smith								
INCOTERM DAP				PHONE +44 208 123 4556								
SERVICE Door to Door				EMAIL: sally@sallysmith.co.uk								
				ADDRESS White House								
				TW14 0RN, London								
Shipment details												
Amount	Weight	Length	Width	Height	Gross Weight	800 Kgs						
10	80 kgs	80 cms	80 cms	80 cms	Volumetric Weight	853 Kgs						
					Chargeable weight	853 Kgs						
					Volume	5.12 cbms						
					Pieces	10						
Charges in London												
Service	Rate	Units	Total									
Screening	£0.13 / Kg   Min: £25.00	853 Kg	£110.89									
Customs	£8.50 / Shipment	1 Shipment	£8.50									
- Surcharge	20.000%	8.50	£1.70									
Collection/Delivery - tw14	£43.41 / Shipment	1.00 Shipment	£43.41									
Documents	£50.00 / Shipment	1 Shipment	£50.00									
<b>Total</b>			<b>£214.50</b>									
Airfreight rates												
Product	Transit time	To	Via	Freight	Rate	Fuel	Risk	Freight	Surcharges	Validity	Currency	Total
Economy	5-7 Days	NRT		+500kg	1.00	Allin	Allin	853.00	Allin	UFN	GBP/kg	£853.00
Deferred	3-4 Days	NRT	SONLHAN	+500kg	1.10	Allin	Allin	938.30	Allin	UFN	GBP/kg	£938.30
Premium	1-2 Days	NRT	MNL	+500kg	1.10	Allin	Allin	938.30	Allin	UFN	GBP/kg	£938.30



# Online Sales

- Shippers want to go online and search for a quote – just like you would with a PAX service – not wait hours or days for quotes
- Industry leaders like K&N, DHL, Agility, Geodis, and Panalpina have launched online quoting tools
- Systems like WebCargo are needed to auto-convert buy rates to sell rates and intelligently return accurate pricing / service levels and monitor customer interaction and results



## Cargo Details

Quantity: 1 | Weight per unit: 120 kg | Length: 80 | Width: 80 | Height: 80 cm

Total Weight: 120.00 kg | Total Volume: 0.51 cbm

Commodity: General cargo | Insurance:  | Currency: CHF

xRay

Clear form | Search

Cargo Details: 1 package / 120.00Kg, 0.51 cbms | Origin: Badenerstrasse 537, 8048 Zürich, Switzerland | Destination: JFK - New York Airport | Edit

xRay

**Basic**

- ✓ Extended Transit Time
- ✓ Next day pick up
- ✓ Basic event track and trace
- ✓ 80% reliability to hit the transit time

**USD 405.00**  
Valid until: 25 May 2018  
Transit time: Est. 3-5 days

Select

**Premium**

- ✓ Most direct routing to destination with short transit time
- ✓ 6 working hours pick up
- ✓ Active event notification
- ✓ 90% reliability to hit the transit time

**USD 436.00**  
Valid until: 25 May 2018  
Transit time: Est. 2-3 days

Select

**Express**

- ✓ Most direct routing to destination with shortest transit time
- ✓ 6 working hours pick up
- ✓ Pro active shipment monitoring
- ✓ 95% reliability to hit the transit time

**USD 826.00**  
Valid until: 25 May 2018  
Transit time: Est. 1-2 days

Select

\* All prices indicated on this page are subject to the following conditions.



# E-Booking

- Carriers want greater online booking levels
- Forwarders want to book online, but don't want to learn 150+ complicated systems for booking
- WebCargo brings the two together and offers one online platform linking airline and forwarder for quick and easy e-Booking.

● Selecciona tarifa
● Details
● Selecciona Vuelo
○ Resumen y book

**Información del booking**

<p><b>Datos de la carga</b></p> <p>Pieces: 9</p> <p>Gross Weight: 810 kgs</p> <p>Peso volumétrico (1/6): 1094 kgs</p> <p>Chargeable weight: 1094 kgs</p> <p>Volume: 6.56 cbms</p>	<p><b>Tarifa de compra aproximada</b></p> <p>Rate / Kg: 2.15 €/kg</p> <p>Freight: 2352.10</p> <p>Surcharges: 131.28</p> <p>Total: 2483.38</p>	<p><b>Shipment details</b></p> <p>Load: BCN - JFK / 1094 Kgs</p> <p>Commodity: 55555</p> <p>Flight Date: 22/03/2018</p>	<p><b>Datos de la compañía</b></p> <p>Airline: Emirates</p> <p>AWB: 176-12345675</p>
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**Información de los bultos**

PIECES	WEIGHT	LENGTH	WIDTH	HEIGHT	TURNABLE	STACKABLE	CRATED	FORKLIFTABLE
9	90 kg	90 cm	90 cm	90 cm	No	No	No	No

**Información del vuelo**

PLANE	FLIGHT	ITINERARY	DEPARTURE	ARRIVAL	ALTERNATIVE
388	EK186	BCN > DXB	14.50 22/03/2018	00.35 23/03/2018	No
388	EK201	DXB > JFK	08.30 23/03/2018	14.25 23/03/2018	No

Back
Book



## **Beyond Pricing and Booking -**

1. Posting bookings to execution and tracking systems (APIs and EDI today - industry blockchain hyperledger tomorrow?)
2. Integration with multi-modal pricing and booking (Freightos Marketplace)



Learn more at [webcargonet.com](http://webcargonet.com)