Alaska Air Cargo Launches Real-time Booking Engine Powered by SmartKargo

The Launch Marks Digital Transformation of Cargo Processes For the Airline, including eAWB and ePouch Documentation

FOR IMMEDIATE RELEASE

Cambridge, MA, Oct. 2, 2017 /PRNewswire/ -- Alaska Air Cargo today launched new booking and tracking capability powered by SmartKargo, the world's most advanced cargo management platform for airlines, ground handlers, sales agents, and regulators. Alaska's adoption of the SmartKargo Portal functionality now leverages all IATA standard C-IMP messages to communicate with the Airline's existing systems landscape, while also providing the technology to adopt the paperless transformation of key business processes, including eAWB and the capability to digitally collect, store and transmit associated documentation via e-pouch. In addition, the advanced SmartKargo Link capability within the solution facilitates interline opportunities by streamlining processes and communications for Alaska Air Cargo and its partner airlines.

The SmartKargo booking engine also features direct access to Bookings by customers via a passenger-style airline booking interface, templates for repetitive bookings, real-time pricing, real-time capacity allocation, real-time confirmations and real-time notifications. The booking engine functionality conforms with all regulatory requirements and is fully Integrated with all applicable checks required for Known Shipper Requirement and automated integration with TSA data.

"Last week, we initiated a new era at Alaska Air Cargo with the beginning of our new 737-700 freighter capability," said Jason Berry, Alaska Air Cargo managing director. "The new booking engine will now power our capability for real-time communications with our customers— providing them with the industry's most robust real-time Track and Trace user interface. In addition, the simple booking interface is pre-loaded with IATA commodity codes and other regulatory information, to streamline the process. These are just a few of the new capabilities that will help us fully extend our culture of customer excellence to our cargo customers."

"The advanced booking engine launched by Alaska Air Cargo was built to exemplify "ease-of-use" via a one-screen interface that enables customer self-service, streamlined ratings and airline-provided visibility at every shipment milestone," said Milind Tavshikar, CEO of SmartKargo. "Hands-on access to real-time data, built-in business intelligence and the technology to facilitate the digital transformation of business processes work together to support operational efficiencies, better customer experience and increased revenues, he said."

SmartKargo is a 100% Cloud-based, browser-accessed solution that has been developed by Airline and Cargo industry experts, based on IATA standards, and is configurable to address unique business scenarios for global air cargo operators. The advanced solution is built upon the Microsoft Azure Cloud with the world's most robust investment in global infrastructure. The SmartKargo Microsoft partnership provides a solution which addresses the intricate needs of global airlines and never becomes obsolete. To learn more, visit www.smartkargo.com.

About SmartKargo

SmartKargo, a QuantumID Technologies, Inc. Company, provides the world's most advanced Cargo ERP solution for Airlines, Agents, GHAs, Regulators and their partners. The solution also highlights a variety of stand-alone solutions that can be integrated quickly into an existing airline technology landscape, including real-time Mobility, real-time Business Intelligence, eCommerce Door-to-Door with Driver Management, Self-service Kiosk, Smart Warehouse functionality for self-handling and SmartKargo Link for transformation of airline cargo interline opportunity. To see the solution in action, request a demo at www.smartkargo.com.

About Alaska Air Cargo

Alaska Air Cargo transports more than 170 million pounds of cargo annually—including seafood, mail and freight —and operates the most extensive air cargo operation on the U.S. West Coast of any passenger airline. For more information visit www.alaskaair.com/content/cargo/cargo-home.

SOURCE: SmartKargo, a QuantumID Technologies, Inc. Company

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