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  - Out-of-date or inaccurate quotes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
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.
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

• 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!
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.
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.
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