

## CargoWise edi Says IATA -Freight Technology Initiative is Bringing Paradigm Shift to Global Shipment Documentation Process

The global IATA e-Freight initiative was launched in 2004 to create a simpler, electronic, paper-free documentation process, and it continues to gain momentum throughout the freight forwarding industry. The purpose of the initiative is to help eliminate the old pre-printed "original" Master Air Waybill (MAWB) concept while ushering in a cleaner, greener and more efficient paperless supply chain documentation procedure.

For years, the shipping, freight forwarding and international supply chain processes have all operated on the assumption that there is only one "proper" or "original" air waybill and that is the one produced on preprinted colored NCR (No Carbon Required) copy paper for use with a dot matrix printer, or even an old typewriter. Despite technological advances, we find that some customs departments in some countries, some shippers and even some airlines and forwarders still resist the modernization process and continue to utilize the outdated preprinted MAWBs they have habitually used. It is past time, however, for the supply chain industry to recognize that a paradigm shift toward electronic documentation is taking place.

When IATA (International Air Transport Association) introduced its initiative, it recommended rule changes that provide for Neutral Air Waybills (NAWBs) to be produced in black and white, on plain paper with a laser printer to encourage an eventual move toward a completely paperless documentation process; but many in the industry cling to old habits. The entire freight forwarding process is evolving as global technological advancements occur, which means today's forwarding industry requires more efficient IT tools to support changing market demands. A new world of technology is upon us and that's where the concept of a "proper" or "original" MAWB is flawed. There is no longer such a thing as an "original" anymore. This means that the industry no longer has to rely on the old dot matrix process that is hard to manage, align, print and maintain.

*If the global freight forwarding industry embraces the concept of an electronic, paper-free documentation process per the IATA e-Freight initiative an estimated savings of \$1.2 billion a year could be realized.*

With the IATA e-Freight initiative and with the certain knowledge that we were going to break down some barriers and create a more paperless documentation process, we have created a completely digital document printing process. It works. It's simple, elegant, and removes all the mess and complexity from the process. Its documents can be printed in black and white or in color; but are always produced directly from a computer without the need for multi-part stationary or complex and archaic dot matrix printing alignment and generation. It also eliminates the cost of buying pre-printed paper.

Increasingly, in today's global transportation environment, shipment documentation should be done directly from a laser printer or digital photo copier. A growing majority of our clients are demanding that they be able to send house bills of lading, house air waybills and other transport documents electronically as faxes or emails. In the modern world everything is a copy of the image produced electronically in the computer system in bits and bytes. Today, no one can truly say what a "proper" or "original" Air



Mike Coney, Vice President Business Development - Asia

Waybill is – we just ask: “how many originals do you want”? It simply takes a click of a button. Color is not a predictor, NCR paper is not a predictor, Tractor-feed dot matrix preprinted paper is really not a predictor. Only tradition and blind faith in the status quo have sustained the concept of a “proper” AWB. Many still subscribe to the paradigms of the past, but they are just that – in the past. And there are better ways of determining validity than the mere existence of color or the use of NCR paper and dot matrix printers.

In summary, if the global freight forwarding industry embraces the concept of an electronic, paper-free documentation process per the IATA e-Freight initiative an estimated savings of \$1.2 billion a year could be realized. So throw away your pre-printed AWB stationery. Throw away your dot matrix printers. Welcome to the world of laser plain paper printing and a more electronic, paper-free supply chain process. Today and for ever more, the “proper” MAWB is dead. Long live the new, simplified and modernized “proper” MAWB.

#### ABOUT CARGOWISE® EDI

*CargoWise edi provides solutions for forwarders, customs brokers and logistics service providers focused on supply chain execution capability in an integrated ERP-like globally capable system. It is a world-leading provider of low-cost, high-value software solutions and services for the freight forwarding, NVOCC, express courier, customs brokerage, contract warehouse, container freight station, ships agency, local cartage and other supply chain services.*

*Every day, 1,300 logistics service providers, consisting of 33,000 users in 45 countries, move goods through the global supply chain using CargoWise edi's flagship product ediEnterprise. CargoWise edi offers supply chain logistics management systems that provide full integration across all departments and functionality for domestic, regional and global customers. Headquartered in the U.S., Australia and the UK, the Company operates from 12 worldwide offices across the U.S., Europe and Asia. More information on CargoWise edi can be found at: [www.cargowise.com](http://www.cargowise.com).*