

SAS Cargo Group to Launch Full Digital Air Cargo Capability with WebCargo

The world's No 1 in delivering air cargo quality, SAS Cargo Group A/S joins Digital Air Cargo (DAC) frontrunners with upcoming launch of fully digital eBooking, dynamic rates, and capacity availability on WebCargo.

November 26, 2019 COPENHAGEN/BARCELONA: Today [SAS Cargo](#) announced partnering with [WebCargo](#), a Freightos Group Company, to provide freight forwarders a 21st century [Digital Air Cargo](#) (DAC) experience with fully digital live rates and capacity and eBooking. Via WebCargo, SAS Cargo dynamic rates, capacity and eBookings will be instantly available to 1,600+ freight forwarders and more than 26,000 unique users around the world. Together, these forwarders drive over 30% of global air cargo by tonnage.

Since 2018, only a few airlines have transmitted truly dynamic rates and specific capacity in real time. Typically cargo carriers provide air cargo pricing and booking information manually. When combined with shipper turnaround time, this adds up to 2-3 days prior to booking, adding costs and making air cargo unnecessarily inefficient.

"At SAS Cargo we have a vision of making air freight easier, and we know that today's customer expects a quick and fully digitized customer experience." says Leif Rasmussen, President and CEO at SAS Cargo "We believe that the combination of our continuous focus on quality in all our operations and the additional digital connectivity to our already existing online booking platform, will provide extraordinary benefits to our customers."

WebCargo uniquely enables direct API connectivity, which means the entire eBooking process happens online. When a freight forwarder selects a rate, the eBooking is transmitted to the airline instantly without any manual process. This differs from other solutions which still require the air cargo carrier to manually confirm the booking in the system. WebCargo also enables forwarders to view live rates side-by-side with their negotiated contract rates.

"The partnership with WebCargo is a very exciting addition to our own online booking site, through which 80% of our customers book their shipments. This expands our visibility

worldwide and perfectly builds upon our established digital products and services, like instant booking confirmation, dynamic pricing and a fully automated and digitized document manager, making them available for a broader audience.” says Martin Dellepiane Larsen, Head of Network & Revenue Management at SAS Cargo.

For over a decade, WebCargo has helped top forwarders automate rate management and back-office operations. Today, over 1,600 logistics providers use WebCargo nearly one million times every month to perform eBookings, access live or negotiated contract pricing, and air cargo capacity availability, with more forwarders signing up every day.

“The Freightos Group is excited to partner with SAS Cargo Group to bring our Digital Air Cargo vision to life,” said Freightos Group Founder and CEO Zvi Schreiber. “Together we’re improving air cargo for all stakeholders through automatic communication between airlines, GSAs, forwarders and shippers making air cargo more competitive and predictable, helping to expand the world air cargo market.”

About SAS Cargo Group A/S

SAS Cargo Group A/S is the cargo and logistics branch of SAS, Scandinavian Airlines. Having managed the cargo capacity on the entire SAS network since its foundation in 1946, SAS Cargo was established as an independent and wholly owned subsidiary to SAS in 2001.

SAS Cargo is the leading air cargo carrier to, from and within Scandinavia, offering cargo capacity between its three main hubs (Copenhagen, Oslo and Stockholm) and 125 destinations in Europe, the US and Asia as well as through its extensive trucking network.

With its head office placed at Copenhagen Airport, right in the middle of one of Europe’s strongest life science clusters – Medicon Valley – the safe CEIV transportation of temperature sensitive products has always been a top priority for SAS Cargo.

SAS Cargo is rated amongst the very top in IATA’s iQ quality ratings.

The SAS Cargo vision is: We Make Air Freight Easier.

About WebCargo a Freightos Group Company

[WebCargo](#)® is the most advanced digitization platform for logistics service providers.

WebCargo Air is the leading platform for live air cargo rate distribution and bookings between hundreds of airlines and 1,600+ forwarders. Partners using fully digital eBooking



on WebCargo include leading airlines, like Lufthansa, Air France KLM, IAG Cargo, and United.

WebCargo AcceleRate is the leading platform for enterprise freight forwarders to manage rates and automate sales, spanning ocean, air and land. Customers include Hellmann, Nippon Express, CH Robinson, FedEx Logistics and dozens more.

WebCargo [joined Freightos Group in 2016](#), the world's largest digital freight platform for the trillion-dollar international shipping industry. Founded by serial entrepreneur [Zvi Schreiber](#), Freightos is a logistics technology pioneer with a worldwide presence, and has raised \$94.4 million from leading venture funds, including GE Ventures and the Singapore Exchange.