

# AWERY

AVIATION SOFTWARE



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**TIACA Event – Central Asia  
Astana, 19<sup>th</sup>–21<sup>st</sup> June 2024**





# The Company - Who are we?



Awery is an aviation software development company and IT service provider, this year celebrating its 15<sup>th</sup> anniversary.

We are supported by 85 experienced employees, serving 120+ clients globally.

## The Awery Way:

**More Efficiencies**

**Better Process Control**

**Best User Experience**



# Awery's Airline, Express and GHA Customers





# Awery's Cargo GSSA Customers

AWERY  
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FEDERATION OF AIRLINE  
GENERAL SALES AGENTS





## What problems are we solving?

### **Problem:**

The industry's reliance on email as the main source of communication; typically slow and requires human to human interaction.

### **Solution:**

Awery's eMagic tool harnesses AI and Machine Learning to convert emails into usable data.

# What does the tech look like

**Summary by Copilot**

You intend to send personal effects on route LGG to NBO and requested the best rate for the shipment 1.

The shipment details include Load No. 121212, ITEM General Cargo, DESTINATION NBO, GROSS WEIGHT- KGS 183.4, CHARGEABLE WEIGHT -KGS 252, and VOLUME (CBM) 1.509 1.

AI-generated content may be incorrect

**TEST QUOTE LGG to NBO** Quoted

**Vitaly SMILIANETS** <vitaly...> Tuesday, 16 April 2024 at 13:14  
 To: Vitaly SMILIANETS; vitaly@cargobooking.aero

**Load No.** 121212  
**ITEM** General Cargo  
**DESTINATION** NBO  
**GROSS WEIGHT- KGS** 183,4  
**CHARGEABLE WEIGHT - KGS** 252  
**VOLUME (CBM)** 1,509

Length Cm	Width Cm	Height Cm	PKGS
40	31	31	
40	31	31	
104	38	35	
58	41	39	
90	57	42	
105	53	52	
82	76	72	
97	35	73	

**TOTAL G/W**  
 Volume Wght

**CargoBooking** My Day

**CREATE CARGO QUO...**

Origin \*  
 LGG - Liege; Liege

Destination \*  
 NBO - Nairobi; Jomo Kenyatta International

Total Pieces \* 8 Total GW \* 183.40

Charg. WT. \* 252 Volume (m³) 1.509

Charg. WT: 252 kg Volume: [Unit: Kg, Lbs, Cm]

Product type \*  
 GENERAL CARGO

Commodity  
 Select Commodity Description

Ready to load  
 20/06/2024

AWB No.  
 AWB No.

SHC Codes  
 Select Codes

Handling information  
 Handling information

Screened  Skip s

**PIECES DETAILS**

QTY 1

Length (cm) 40

CREATE QUOTE ON 「CARGOBOOKING」

**Give immediate efficiency on data retyping and minimize the errors, better than MS Copilot and others**

**Convert email flow to structured quote and book process with detailed performance and analytics**

Fastest Cheapest Max. Stops ONLY FLIGHTS WITH SPACE HIDE TRUCKS RESULTS

→ → Create Flight + Create Option Without Flight +

→ → Connecting Flights

**α**

By: A Company Making ...

15:10 22:55 00:50  
 Fri 21 Jun HKG DOH Sun 23 Jun JFK

i ✳ HKG → DOH A07683 Fri 21 Jun 15:10 - Fri 21 Jun 18:40 B787-9 25,000.0 Planned 23,856.0 kg 300.000 296.716 cbm  
■ DOH → JFK A07683 Sat 22 Jun 17:35 - Sun 23 Jun 00:50 B787-9 25,000.0 Planned 23,284.0 kg 300.000 295.074 cbm

Product type	Charg. WT.	Volume	2.90 USD/kg
GENERAL C...	572	1,642	1,658.80 USD

[Check](#)

**α**

By: A Company Making ...

15:10 22:55 00:50  
 Sun 23 Jun HKG DOH Tue 25 Jun JFK

i ✳ HKG → DOH A07683 Sun 23 Jun 15:10 - Sun 23 Jun 18:40 B787-9 25,000.0 Planned 25,000.0 kg 300.000 300.000 cbm  
■ DOH → JFK A07683 Mon 24 Jun 17:35 - Tue 25 Jun 00:50 B787-9 25,000.0 Planned 25,000.0 kg 300.000 300.000 cbm

Product type	Charg. WT.	Volume	2.90 USD/kg
GENERAL C...	572	1,642	1,658.80 USD

[Check](#)

**α**

By: A Company Making ...

15:10 22:55 00:50  
 Tue 25 Jun HKG DOH Thu 27 Jun JFK

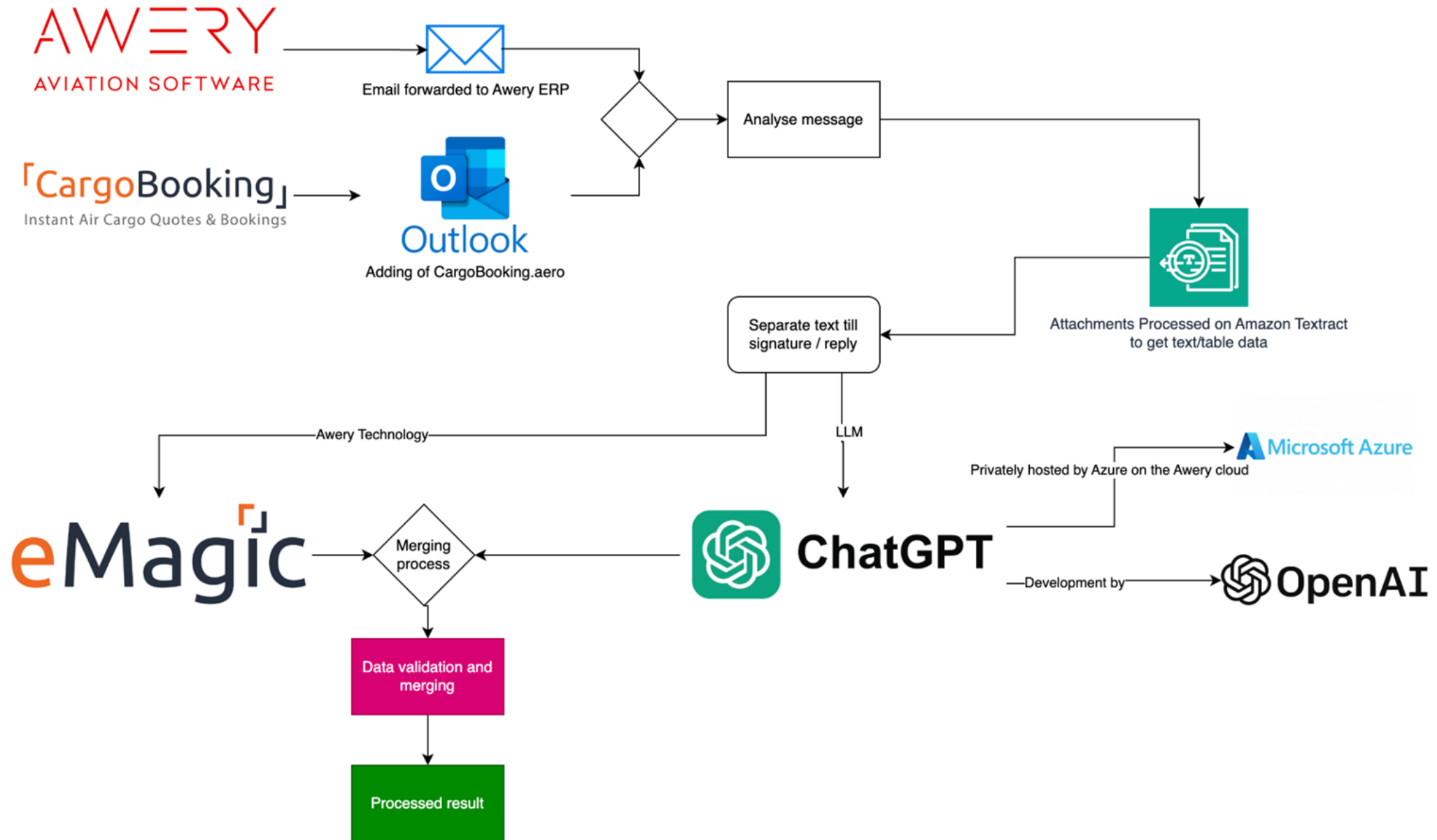
i ✳ HKG → DOH A07683 Tue 25 Jun 15:10 - Tue 25 Jun 18:40 B787-9 25,000.0 Planned 25,000.0 kg 300.000 300.000 cbm  
■ DOH → JFK A07683 Mon 24 Jun 17:35 - Tue 25 Jun 00:50 B787-9 25,000.0 Planned 25,000.0 kg 300.000 300.000 cbm

Product type	Charg. WT.	Volume	2.90 USD/kg
GENERAL C...	572	1,642	1,658.80 USD

[Check](#)



# What does the tech look like





## What problems are we solving?

### **Problem:**

Less than 10 percent of cargo booking transactions are completed online

### **Solution:**

Awery's CargoBooking platform that digitalises the entire cargo booking process; it is an instant search, quote, compare, and book solution.

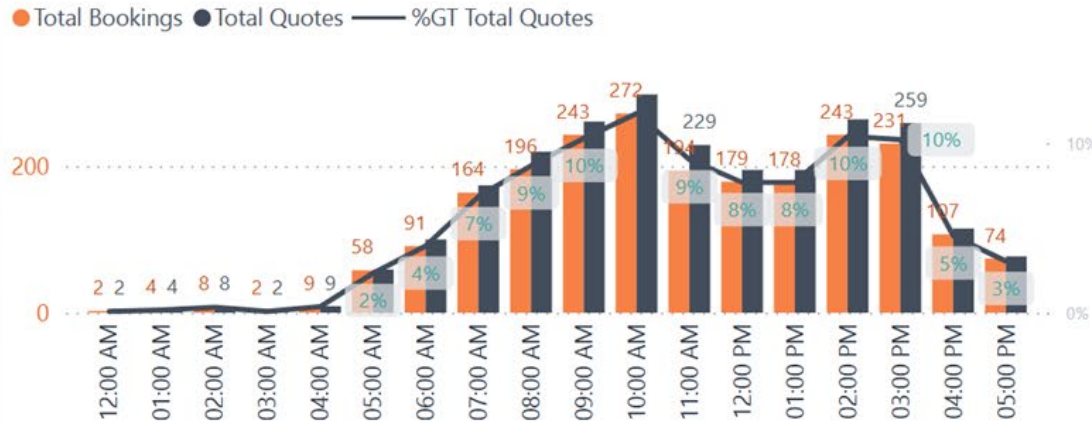


# Data driven businesses deliver better results

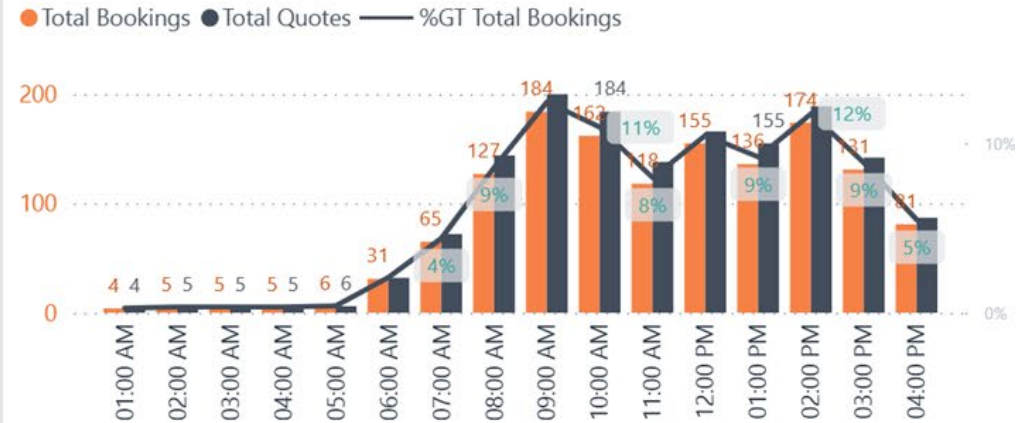
CargoBooking

Brand: All | Company: All | Airline: All | Agent CB: All | Year: 2023 | Month: JAN | Period: MTD

Request Created (time)



Booking Created (time)



Request Created (time)

Hour Group	Requests	%GT Total Quotes	Total Bookings	Quote Conversion	AVG Time from Offer to Email (by Quote)	AVG Time from Book Request to Book Created
Night	113	1%	84	74%	0.79	
Early Morning	1,722	19%	475	28%	3.55	0.24
Late Morning	3,010	32%	749	25%	6.12	0.37
Afternoon	3,319	36%	882	27%	5.08	0.34
Late Afternoon	756	8%	194	26%	1.33	0.00
Early Evening	216	2%	43	20%	0.72	0.06
Late Evening	169	2%	31	18%	7.31	
<b>Total</b>	<b>9,305</b>	<b>100%</b>	<b>2,458</b>	<b>26%</b>	<b>4.72</b>	<b>0.28</b>

Booking Created (time)

Hour Group	Total Quotes	Total Bookings	%GT Total Bookings	Quote Conversion	AVG Time from Offer to Email (by Quote)	AVG Time from Book Request to Book Created
Night	5,367	25	2%	0%	3.50	
Early Morning	25	25	2%	100%		
Late Morning	248	223	15%	90%	0.10	
Afternoon	522	464	31%	89%	3.07	0.00
Late Afternoon	652	596	40%	91%	2.39	0.00
Early Evening	124	117	8%	94%	0.09	
Late Evening	33	33	2%	100%	0.23	
<b>Total</b>	<b>6,994</b>	<b>1,506</b>	<b>100%</b>	<b>22%</b>	<b>3.15</b>	<b>0.00</b>



## What if Cargo could talk?

AI is a “**personal assistant**” to Cargo shipments

It can predict a problem before it occurs and create a solution

It will enable quicker and better decision making - but still within pre-set parameters managed by human intelligence

A recent McKinsey report estimated employing AI could bring an immediate 8-25% LF improvement



## Digitalization trends

**Digital Bookings**, with further direct integration to FF systems

**ONE Record** and other **Unified Digital protocols/API** for easier data sharing

Market Analysis with intellectual analysis of big data and **AI/ML predictions**

Dynamic pricing move to **Continuous pricing** based on additional market and economic environment data

**Online payments**, discounted price in case of prepayment

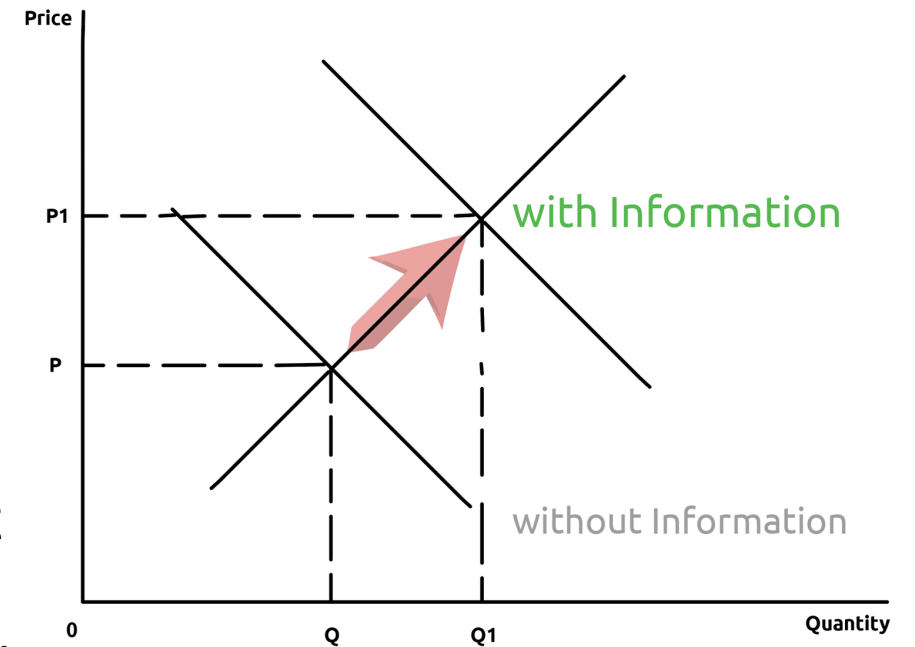
**Cancellation charges as standard** for big shipments

**More digital and more sustainable cargo** which will bring greater efficiency and visibility/traceability

**Eco friendly technologies**

Growth of **Digital Consolidators** (digital Forwarders/GSA)

Correct and proper live information plays a vital role in decision-making



**ONE  
Record**



Generative AI will be able to automate the supply chain process

It will provide true dynamic capacity and rate distribution, milestone planning and alerts - **cargo will soon be able to “talk”**.

**AI will assist with processing, analytics and build predictions.**

**AI will be a proactive tool to increase efficiency**, reduce cost, improve asset utilization and help adapt more quickly to the ever-changing environment.

**AI's value is not in replacing humans, but to remove the manual processes** and automate routine tasks, those enabling focus to be on more value added tasks and **will encourage new entrants to the Air Cargo industry** with skill sets and experience to take the industry forward



# AWERY

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## THANK YOU!

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