



# Air Cargo and Data<sup>2</sup>

Finnair Cargo

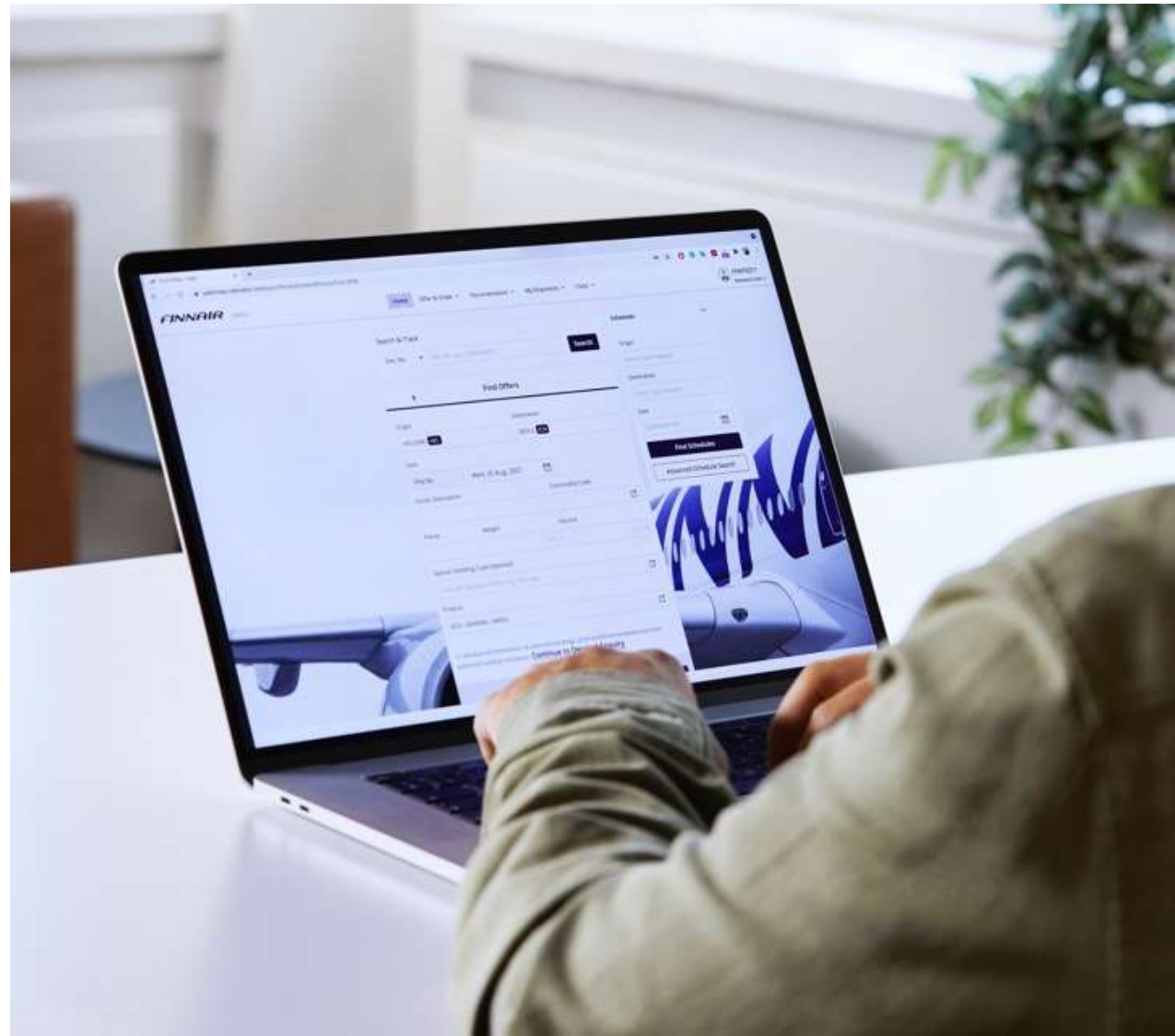


# Role of Data

In terms of data, we are at a turning point.

In the past, information and its quality were controlled loosely by authorities.

Currently, the pressure for good quality data comes from many directions.





# Influencers

- Authorities → neutral way of require more and better quality
- Competition → huge pressure related to eCommerce including integrators and postal shipments
- Efficiency requirements → operational and commercial efficiency
- Values → customer demands are changing rapidly, like sustainability and transparency



# Regulation Based Improvements

## ICS2

- Proactive approach → loading approval
- More data → HS / HCC codes

## GLOBAL LEVEL REQUIREMENTS

- Multiple countries are implementing or planning to implement ACI or PLACI

## eFTI

- Opportunity to implement new way of data sharing





# Industry Direction

## 1. ONE Record

- Easy way to share data
- Defined ownership
- Flexible for modifications

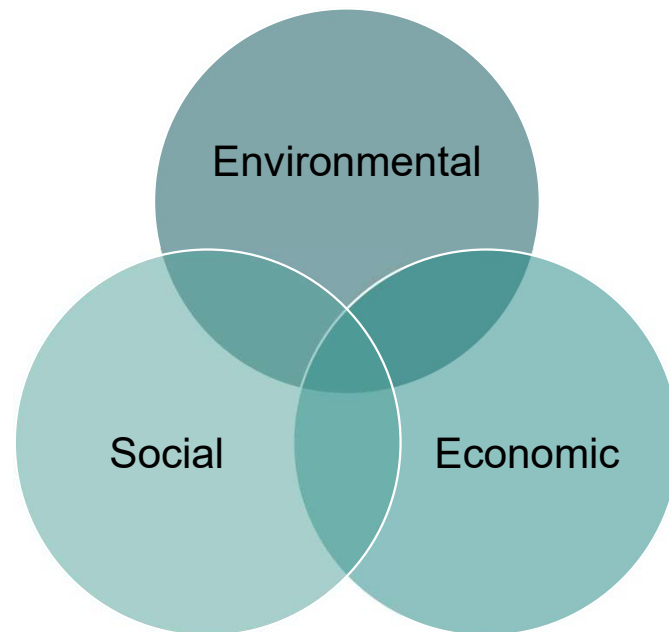
## 2. Sustainability

- Huge effort on all levels
- SAF productions lines
- Circular economy
- Standard way of measuring





# Customers



## **NEW GENERATION HAVE NEW VALUES:**

Environment → Sustainability in DNA

Transparency → as a default value

High competition → Cost efficiency



**Live data, automation and intelligent warehouse steering promise efficiency. Monitoring tools show when trucks and aircraft are arriving.**

**Automated guidance systems direct terminal forklifts to nearest tasks and warehouse automation assigns incoming goods to closest storage locations**

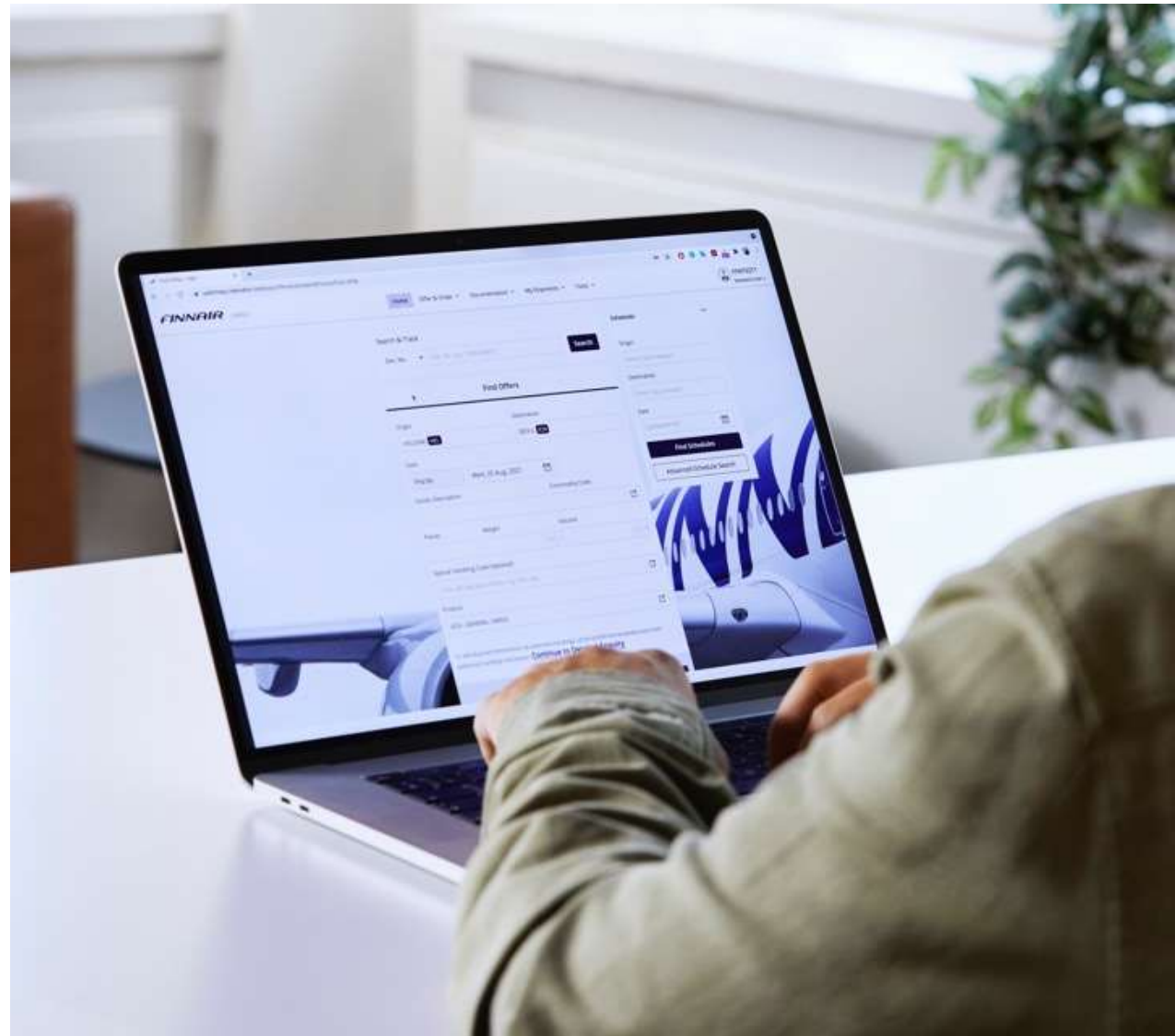


# Modern digital processes

Digital processes contribute to efficiency, quality, customer experience and sustainability:

- Data accuracy (less mistakes)
- Optimized processes based on data
- Less paper with e-freight

More about digitalization on:  
[Cargo News | Finnair Cargo](#)





**Thank You.**



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