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ACAAI CONVENTION 2022 RESILIENT AIR CARGO POST PANDEMIC

DIGITALIZING GLOBAL LOGISTICS INDUSTRY WITH LOGI-SYS DIGITAL ERP PLATFORM

Amit Maheshwari, CEO & MD, Softlink Global

Perishables, express cargo are growth areas

Prabodh Tipnis, Group Managing Director, Global Aviation India in an exclusive chat with **CARGOTALK** says more dedicated freighters will emerge in the coming years along with Air Freight Stations (AFS) to seamlessly connect 'manufacturing to uplift' chain of logistics. He also emphasises on upgrading IT and infrastructure.



 Ritika Arora Bhola

What are the key trends to watch out for in the global aviation industry in this year and beyond?

Digitalisation is widely accepted and growing robustly. Additionally, automation is being developed and enhanced on a day to day basis. Whether it is the airport, passenger services, engineering, catering, or freight services, it brings a high level of efficiency to processes. Warehouse management systems have adopted integrated systems that offer

To cope with growth opportunities, airports and warehouses have undertaken massive infrastructure upgrade projects

standardized platforms and seamless connectivity to third-party service providers. To cope with unprecedented growth opportunities, airports and warehouses have undertaken massive infrastructure upgrade projects. Besides, speeding up the processes, it has proved to be a driver for creating employment opportunities. Self-service platforms are being developed to engage third-party companies to submit data and ensure quick and error-free actions prior to the on-site process. AI and predictive analytics are used to improve airline revenue management systems.

As a GSA, what are the most important metrics that track your services' success while serving a particular airline?

Meeting airline or customer objectives is our primary target. The main goals are to maximize revenues and optimize yields. All airlines have gone through tough times during the COVID, unless airlines become profitable on routes to/from India, we may not have the opportunity to provide services to such flight operations; so, we must make it count as far as airline expectations go. The load factor is important, but so is being profitable, it is a fine balance