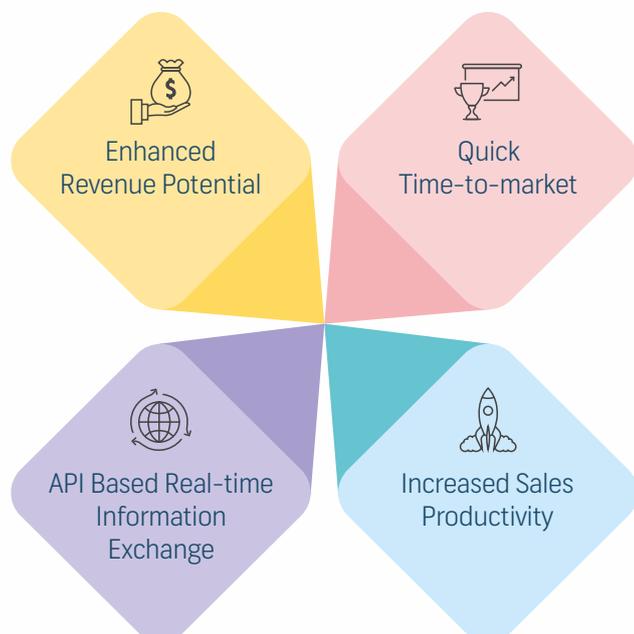# ibssoftware

Digitize and scale air cargo sales & distribution

ipartner CUSTOMER

iPartner Customer is a paradigm shift from the message based, effort intensive, asynchronous form of communication that exists today. The platform directly connects in real-time with leading digital freight market places and large global freight forwarders via APIs over the internet. A truly SaaS offering that gives new dimension to selling cargo 24x7.

- 👍 Integrate with freight forwarders and e-booking platforms via APIs in as fast as 6 weeks without having to invest in expensive IT integration projects (reduced cost, management time, future ready etc.)

- 👍 Exchange capacity & rates, enquire/ negotiate rates, create bookings, share shipment (FWB/FHL) data tracking and booking updates (improved business performance, customer delight etc.) in real-time

- 👍 Reduce legacy messaging costs through direct integration with forwarders and aggregators (direct savings in cost)

- 👍 Gain insights, improve sales effectiveness through dashboards, reports and configurable rules

Enhanced Revenue Potential

Quick Time-to-market

API Based Real-time Information Exchange

Increased Sales Productivity

Expand Customer Base: Comes with out-of-the-box connectivity with a growing group of leading digital sales channels & e-booking platforms, as well as some of the largest Tier-1 freight forwarders in the world.

Increase Revenue Potential: Quickly expand your sales & distribution channels by sharing real-time capacity & rates and accepting bookings for your most valuable products with freight forwarders and digital sales channels in new or traditionally weak sales geographies.

Reduce Costs: Instantly bring down your forwarder messaging costs by directly integrating and sharing rich information with forwarders and digital sales channels. Also eliminate need to invest in expensive IT projects for every individual integration.

Improve customer experience: Real-time sharing of bookable offers (that have cleared capacity & loadability checks and have no embargoes, rules & restrictions) with rates, ability to subscribe for booking updates and shipment tracking milestones and rich integration opportunities with forwarders ensure an enhanced customer experience.

Strategic Insights: Analyze & compare performance of each of your sales channels based on metrics and ratio based on booked revenue, AWB volumes, tonnage, yields, regional volumes et al through dashboards & reports, thus enabling airlines to take tactical and strategic decisions to improve sales productivity.

Community driven: Single instance SaaS platform for the entire iCargo customer community ensures that distribution-side channels and freight forwarders on-boarded by any iCargo airline is available to the entire community. This applies to features and use cases, as well.

ibssoftware