

News from



## Oman Air Chooses SmartKargo

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Oman Air has chosen SmartKargo, providers of a 100% Cloud-based air cargo management solution, to power their cargo sales and operations, beginning June 2016.

SmartKargo is the only cargo platform that is 100% Cloud-based, which delivers a range of benefits for users, including electronic air waybills; highly flexible pricing and ratemaking to increase cargo sales; quick completion of all tasks; and 24/7/365 support from trained SmartKargo experts through three global call centers.

Mahfood Al Harthy, Chief Officer Sales, said:

“SmartKargo has one of the best solutions in the marketplace. Our objective is to have a rapid deployment of an industry-standard solution without having to spend on infrastructure, and SmartKargo meets that criterion. Moreover, SmartKargo’s robust and flexible capabilities will help us leverage our [joint venture agreement](#) with Cargolux to develop Muscat as a logistics hub, ready to flow a wide range of commodities from the USA, Europe, and Africa to destinations throughout the Gulf and Middle East, South Asia, and beyond.”

SmartKargo offers a robust set of tools for managing warehouse and ramp operations, accessible from any device with an Internet connection. And with a system “born on the Cloud,” every partner in the Oman Air cargo chain will have instant access to shipment information.

Oman Air operates a fleet of 40 widebody and narrowbody aircraft, including brand-new Boeing 787s, to 50 destinations throughout the Gulf and Middle East, and beyond to Europe, Africa, South Asia, and Southeast Asia.

Des Vertannes, Strategic Advisor at SmartKargo said:

“SmartKargo is an ideal solution for a rapidly growing airline like Oman Air. SmartKargo’s versatility combined with the rapid implementation will enable Oman Air to quickly capture the system’s many benefits. In my experience as a recently retired head of cargo at IATA, it used to take many years and millions of dollars to implement a cargo IT solution. SmartKargo’s approach, to create an industry-standard Cloud solution, is a game changer.

Jay Shelat, EVP Sales and Marketing, SmartKargo said:

“We are delighted that Oman Air has chosen SmartKargo to power its innovative and fast-growing cargo business. Oman Air joins Hawaiian Airlines, Norwegian, and eight other forward-thinking airlines that clearly understand that a future-ready cargo management solution is the only way to meet the challenges of a rapidly-evolving logistics sector. These airlines and other companies in the cargo ecosystem benefit from what we deliver: Improved revenues and better customer service. Greater efficiency and more flexibility. And instant information for better decisions.”

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