



ALASKA AIRLINES TO DEBUT CUSTOMER CENTRIC CARGO PORTAL

For Immediate Release: April 12, 2017

Cambridge, MA – SmartKargo today announced the implementation of its new Booking Portal for Alaska Airlines Cargo. The booking engine is part of SmartKargo’s latest iteration, Version 4, which facilitates simplified bookings as well as paperless standards set by IATA in their e-AWB initiative. In launching SmartKargo Customer Centric Booking Portal, Alaska Airlines will be one of the first air carriers to enable direct real-time access of cargo inventory to all global customers.

“Our team is energized by the opportunity to partner with SmartKargo to bring leading-edge technology to streamline doing business with us,” said Jason Berry, Managing Director, Cargo for Alaska Airlines. Our goal at Alaska Cargo is to stay current with technology usage and provide the same level of customer experience that our passengers are routinely used to. SmartKargo portal is built on a highly configurable platform and we were pleased by the short time it took us to deploy,” he added.

“SmartKargo for Alaska Airlines is built on the massive cloud infrastructure built by Microsoft,” said Greg Jones, Managing Director of Airline Solutions for Microsoft. “It’s great to see mainstream applications in the enterprise taking advantage of the scalability our platform provides, leveraging both the power and efficiency of Microsoft Azure. We are pleased to see that our cloud technology and partnership with both SmartKargo and Alaska Airlines are playing a role in the transformation of an industry once dominated with paper processes,” he said.

“We are very pleased to provide Alaska Airlines Cargo with an agile booking system to facilitate their growth and customer success,” said Jay Shelat, EVP of Sales for SmartKargo. “Alaska is a forward-looking carrier that will utilize the system to drive its growing business throughout North America.”

For more information visit www.SmartKargo.com.

About SmartKargo

SmartKargo is an award-winning technology innovator serving the air cargo industry with leading cloud-based shipment management technologies. SmartKargo’s “born in the cloud” solution was engineered by a team from the Massachusetts Institute of Technology and features instant access to shipment information for all members of the cargo chain. SmartKargo drives digital transformation in a fraction of the time required to design an in-house solution. The flexible and scalable product can also be integrated seamlessly with other systems to provide speed-to-market for key initiatives such as Mobility, Business Intelligence and E-Commerce.

Media Contact: Jen Pemberton, SmartKargo, jen@smartkargo.com; +1 214 701 8655

Sales Contact: Jay Shelat, SmartKargo, jay@smartkargo.com, +1 817 262 9642