

# Oman Air Cargo Launches Business Transformation Platform, Powered By SmartKargo

## Airline to Leverage Real-time Data and Shipment Visibility to Drive Operational Excellence and Customer Service

Oman Air Cargo, one of the most innovative and fast growing air cargo carriers, announced today that it has launched its new 100% Cloud-based Cargo ERP Solution, implemented by SmartKargo, the world's most advanced cargo management platform for airlines, ground handlers, sales agents, and regulators. Oman Air chose the state-of-the-art solution to maximize the potential of its Cargo business—leveraging the solution's advanced, real-time capability to bring digital transformation to all aspects of the business—to improve revenues and customer service.

The smart and intuitive SmartKargo booking system is noted for its “ease-of-use”, providing web-based access for agents and employees of Oman Air—with capability for customer bookings via a mobile app to follow in coming months. The solution facilitates the paperless transformation of key business processes across the board, including eAWB and the capability to digitally collect, store and transmit associated documentation via e-pouch, leveraging standard IATA C-IMP messaging.

“We chose the SmartKargo cloud solution due to the robust infrastructure, platform and advanced technology that it is built upon. We can now provide easy, secure access via integration with any business partner across the world, with little effort,” said Mr.

Mohammed Al Musafir, Senior Vice President – Commercial Cargo at Oman Air. “The full SmartKargo ERP solution was deployed in less than two months. Within the first 24 hours, the Go-Live system registered a tremendous response from users globally,” he added.

Advanced insights into the business are made possible in real-time with Revenue and Capacity Management that is informed by immediate access to data, full shipment visibility and robust reporting. The advanced SmartKargo Link capability within the solution will also facilitate Oman Air Cargo's interline opportunities by streamlining processes and communications with partner airlines—opening up new revenue potential.

“I am delighted to say that the successful implementation of the Oman Air SmartKargo system has been a phenomenal success for us all. The team and support have been amazing and we look forward to leveraging latest technology in advancing our business for years to come,” Mr. Al Musafir said.

“Oman Air demonstrated an amazing level of teamwork with SmartKargo, allowing us to take the vision of their management and implement it quickly, said Jay Shelat, EVP Sales & Marketing at SmartKargo.

“We are honored to be a part of the phenomenal success of Oman Air.”

SmartKargo is a 100% Cloud-based, browser-accessed solution that has been developed by Airline and Cargo industry experts, based on IATA standards, and is configurable to address unique business scenarios for global air cargo operators.

The advanced solution is built upon the Microsoft Azure Cloud with the world's most robust investment in global infrastructure. The SmartKargo Microsoft partnership provides a solution which addresses the intricate needs of global airlines and never becomes obsolete. To learn more, visit [www.smartkargo.com](http://www.smartkargo.com).

