



Connecting Services, Connecting Businesses

*POWERED* by





## PROFILE

Established  
**1991**

Team  
**70+**

Global Network  
**20+**

Products & Services  
**60**

## KEY DATA

 Users  
**18K**

 Airlines  
**100+**

 GHA  
**20**

 Customs Connectivity  
**50**

# Covid-19 & Geopolitical Tensions Disrupted Air Cargo Industry

**Business Daily**  
ECONOMY LIFE & WORK OPINION VIDEOS SPECIAL REPORTS  
COLUMNISTS  
**As Covid slows down, war leaves logistics in turmoil**

*Edge Weekly*  
**Cover Story: Supply chain disruption unlikely to end anytime soon**  
Kang Siew Li / The Edge Malaysia  
July 21, 2022 14:00 pm +08

**aircargo NEWS**  
Home News Data Hub Events IATA WCS Freighters World Advertising Air Cargo News Awards E-Ed  
**When will air cargo's supply-demand balance return to pre-Covid levels?**  
08 / 04 / 2022  
By Damian Brett

**SUPPLYCHAINDIVE** Deep Dive Opinion Data Library Events  
Coronavirus Regulation Freight Logistics Operations Procurement  
**War in Ukraine, China lockdowns spur 'a step back' for air cargo**  
Published April 11, 2022  
Max Garland Reporter

**American Shipper**  
Home / News / Air Cargo / Air cargo market risks downturn as export orders contract  
**Air cargo market risks downturn as export orders contract**  
airport delays suppress capacity, offset potential price decreases 4 minute

**ING**  
Home Markets Macro Sectors Forecasts Meet the team THINK Economic and Financial Analysis  
**Russia-Ukraine crisis to reshape supply chains, flatten world trade**  
11 March 2022  
Authors Inga Fechner Rico Luman

**Bloomberg** Asia Edition  
Live Now Markets Economics Industries Technology Politics Wealth Pursuits Opinion Businessweek Equality Green CityLab Crypto More  
**Inflation, Supply-Chain Issues and Covid in China to Hit Airfreight Demand, Cathay Warns**  
By Danny Lee  
September 1, 2022 at 2:00 PM GMT+8

**AJOT** American Journal of Transportation  
The industry's trusted trade and transportation news resource for over 100 years  
FREE Daily Newsletter  
Home Insights Premium Newsroom By the Numbers Digital Edition  
**'Dark clouds' hang over a slowing global air cargo market, as demand drops 9% in July**  
By: AJOT | Aug 10 2022 at 10:25 AM | Air Cargo

# “Never Let A Good Crisis Go To Waste”

Acceleration of digital adoption

Physical retail increasing distribution via online channels

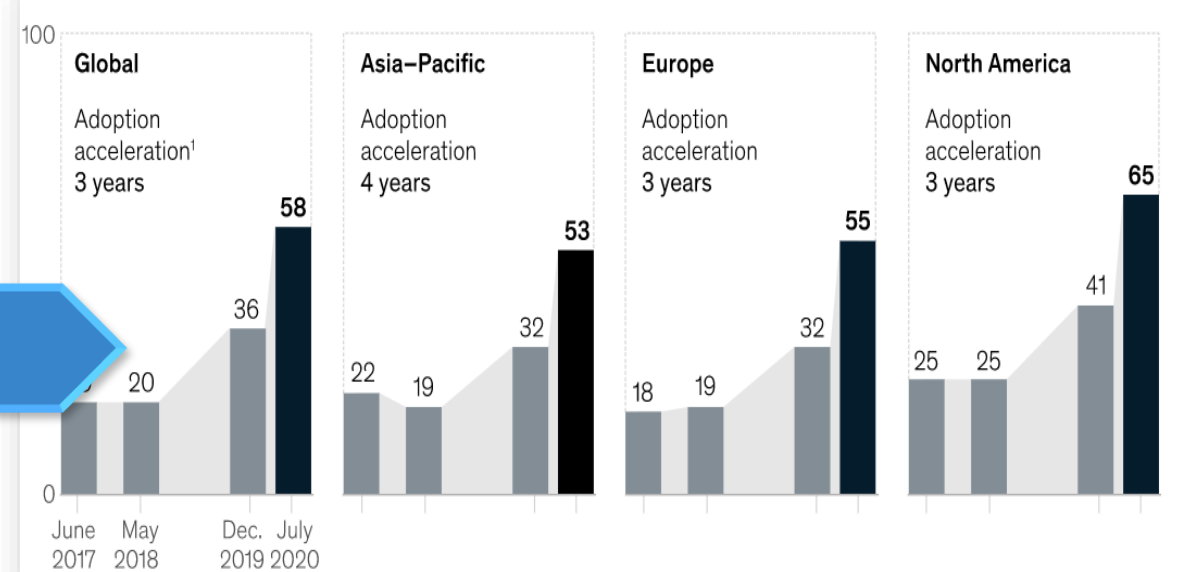
Hybrid work arrangement is the new norm

Conversion of passenger a/c to cargo only passenger a/c

Use of online and on-demand platforms

Use of technology to enable collaboration & remote working

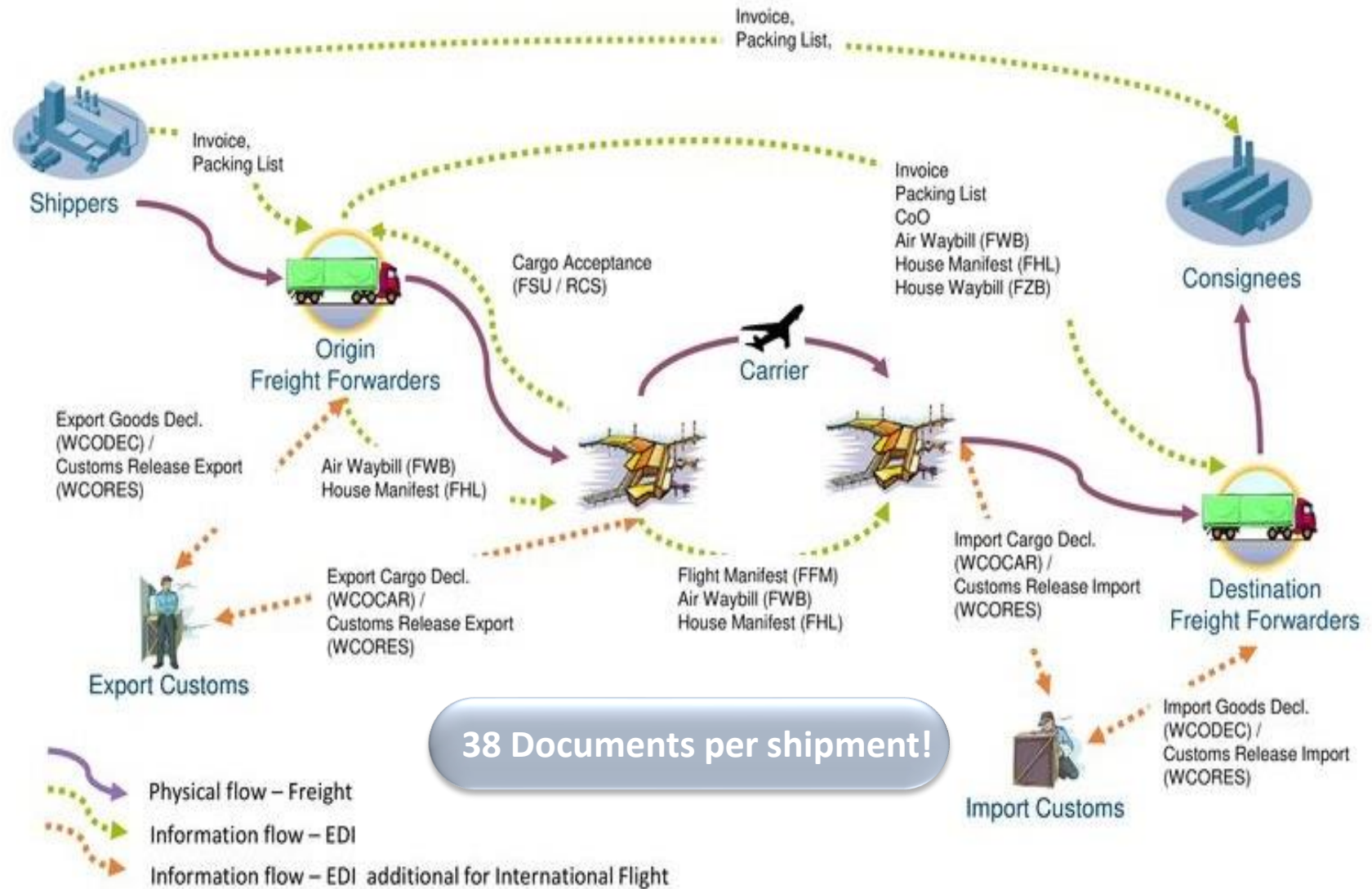
Average share of customer interactions that are digital, %



# The Air Freight Industry Is Struggling To Go Digital

Freight is one of **the few industries** with many layers of non-digitalised intermediaries

- Manual processes can make it inefficient and time-consuming
- can often slow down the process and add unnecessary costs.
- can make it difficult to track shipments and often leads to lengthy delays.



# Consequently, Freight is Inefficient

**Complex coordination**  
 Numerous parties involved in each air freight shipment

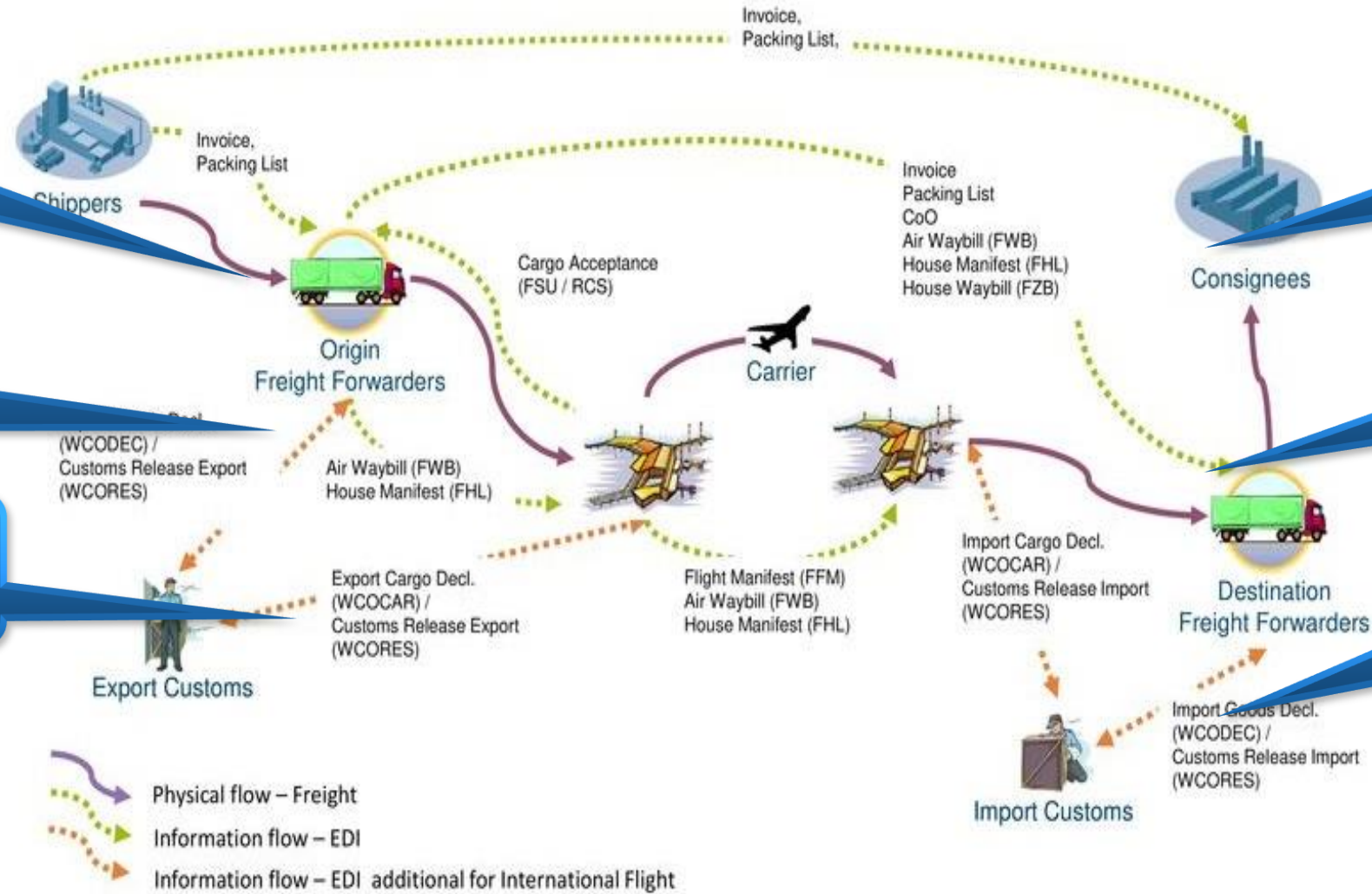
**Time intensive**  
 Hours spent on managing each shipment

**Capacity utilisation**  
 Plenty of air cargo space is underutilised pre-covid

**Slow quotations**  
 Long turnaround time for quotations

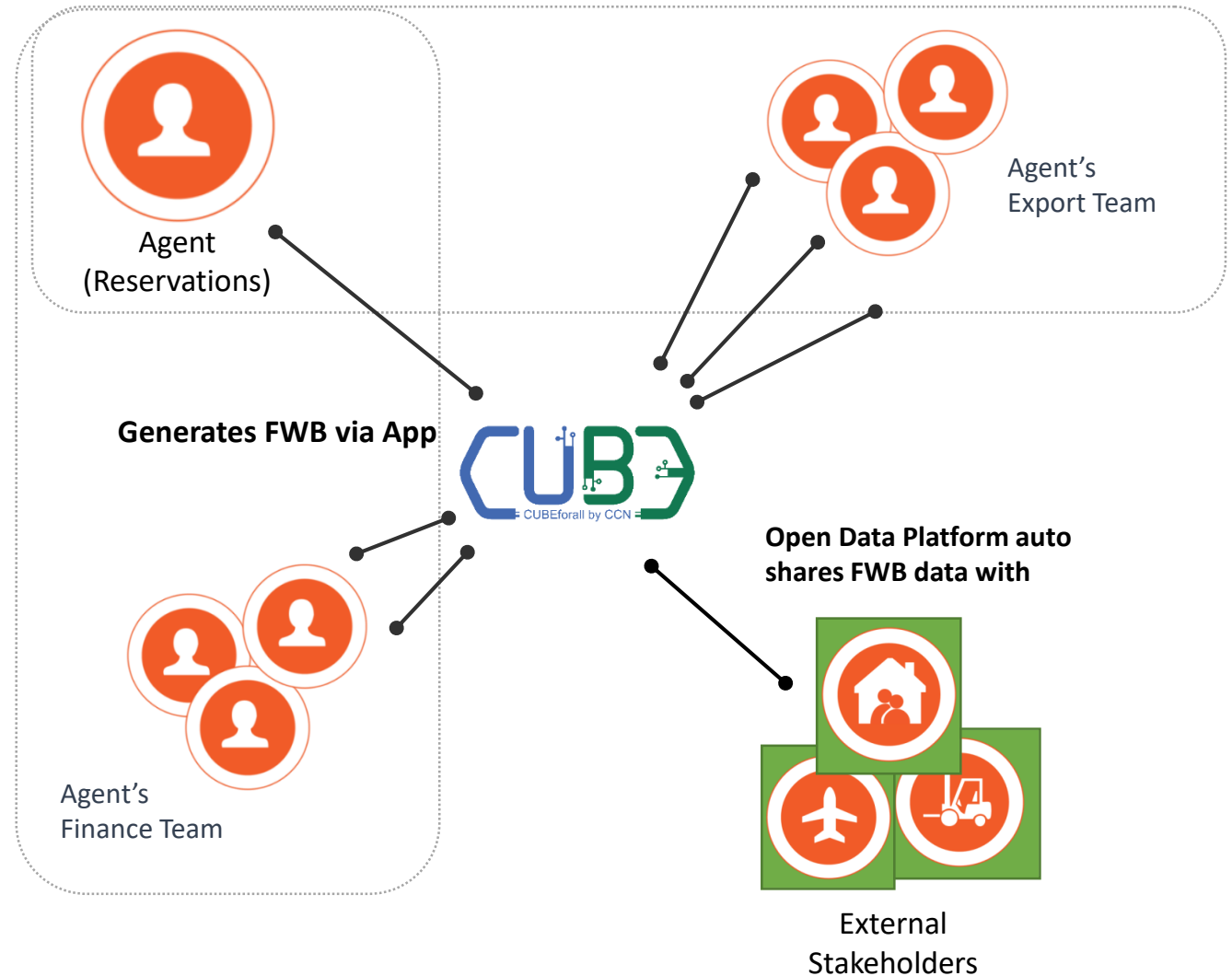
**Poor visibility**  
 Poor visibility due to lack of data collaboration

**Volatile pricing**  
 Pricing subject to significant changes with market movements



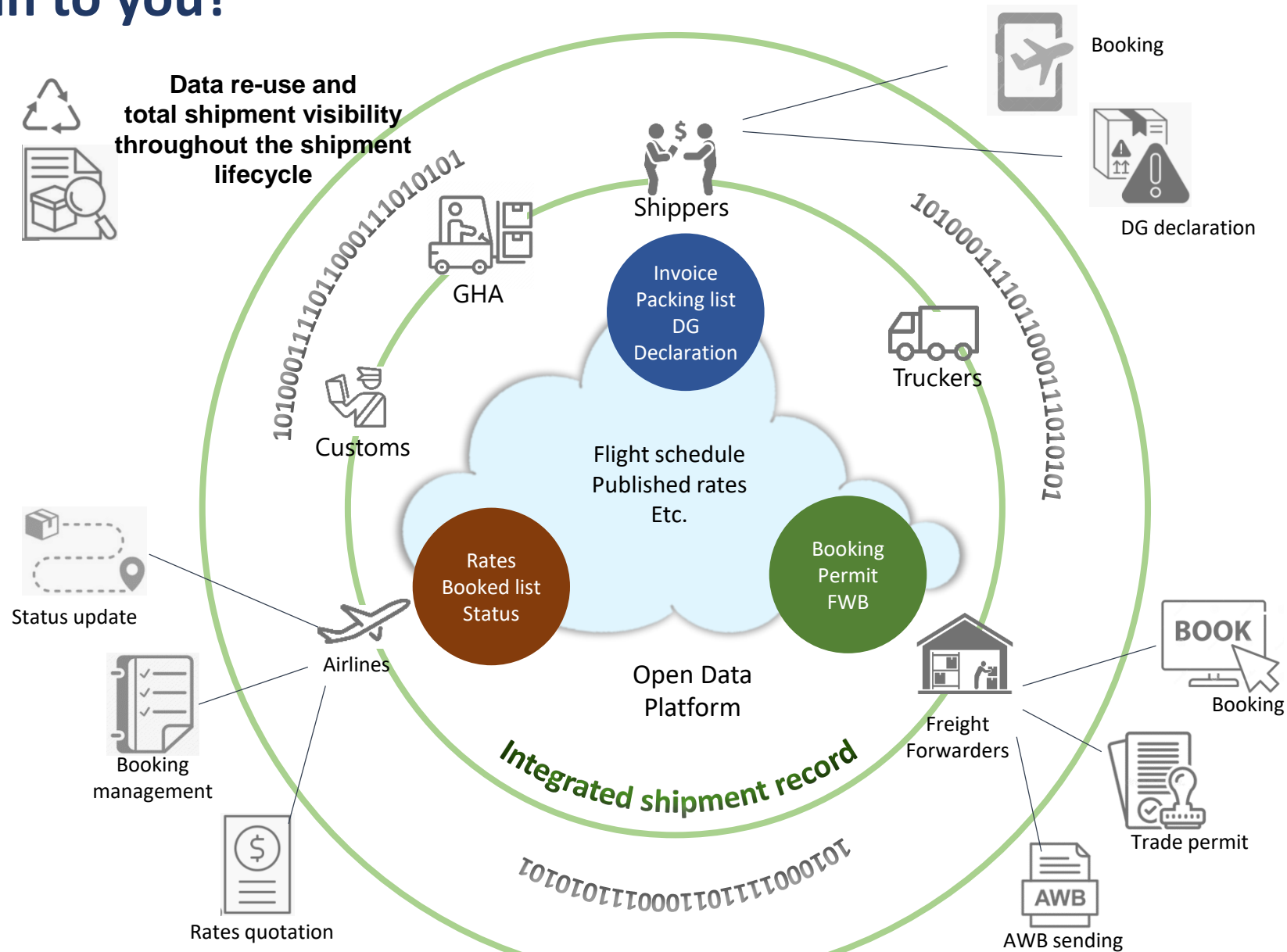
# Share and collaborate with anyone, anytime

Streamline processes and keep all your key stakeholders on the same page. Invite suppliers, vendors and other teammates to collaborate from a single platform



# What does CUBEforall mean to you?

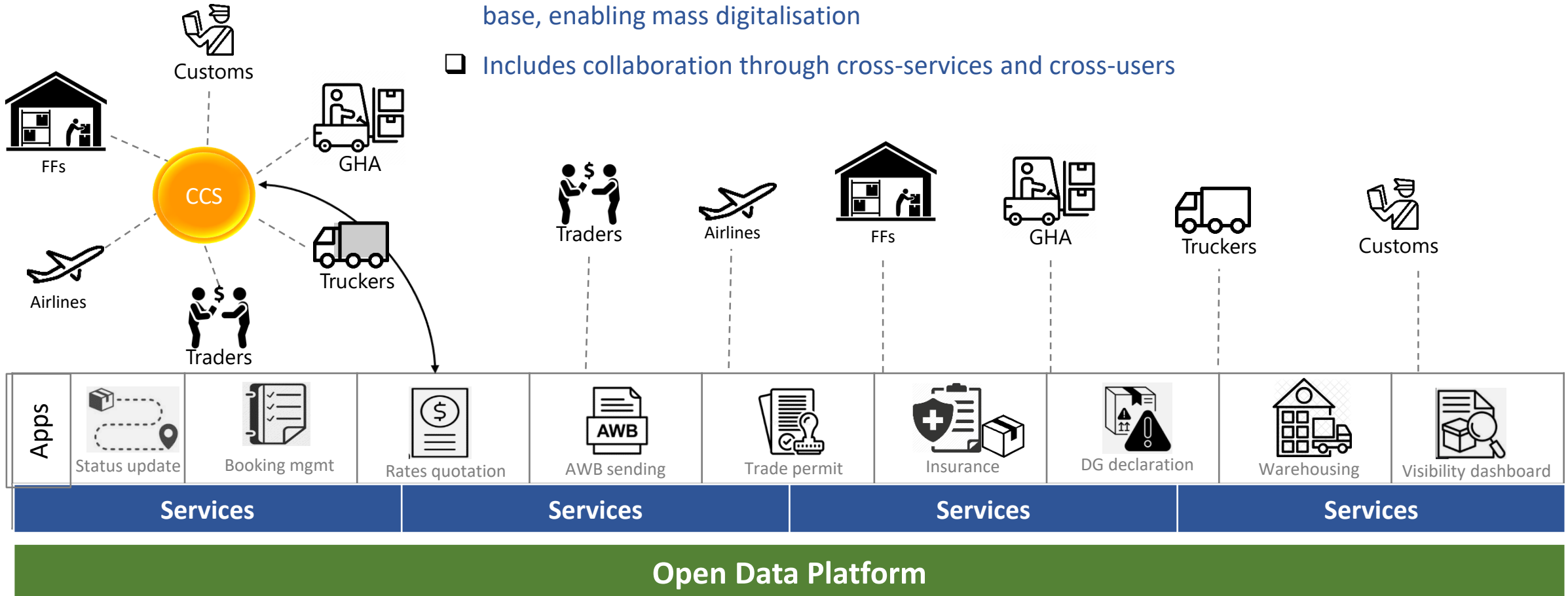
- More than having different service providers on one platform
- Data is truly collaborated across services for seamless integration
- Wide range of services by global providers





# Open Data Platform – Enabler for Mass Digitalisation

- Truly collaborative, data at source, data sharing, data integrity
- Any provider can offer solutions leveraging on available data set and user base, enabling mass digitalisation
- Includes collaboration through cross-services and cross-users



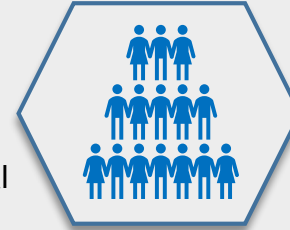
# Collaboration & Network expansion with CUBEforall users and Partners

One stop shop for air cargo products and services, including management of bookings



Enables data sharing amongst internal & external stakeholders

Best of Breed – Multiple 3<sup>rd</sup> party services for users to choose on CUBEforall

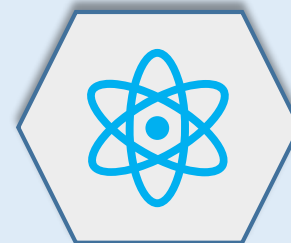


Digitizing processes & documentation

CUBEforall Users

CUBEforall Partners

Leverage through one another's strengths to reach greater heights



Overall synergy through data collaboration between partners

Innovation from team cooperation delivering value added services



Driving benefits and value add to the air cargo community

# AIR CARGO ECOSYSTEM - COMMUNITIES OF USERS ON CUBEforall



100+ Airlines

18,000 Users

80+ Partners\*



# BOOKINGS MADE EASY

01

## **ALLOTMENT BOOKINGS**

Make DFA, BSA, regular bookings with your respective airline partners through the CUBEforall platform.

02

## **AD HOC BOOKINGS**

Search for flights, compare flight options & book your preferred option. Instantaneous confirmation.

03

## **MANAGE BOOKINGS**

Manage all of your bookings via Booking Concierge (BC) dashboard at a single source.

# BOOKING CONCIERGE DASHBOARD

## Booking Stages

Comprehensive overview of the bookings that were submitted to your airline partners

**My Bookings** My Airlines Create Booking Refresh

38 Draft 📄 0 In Queue 📁 187 Sent ➡ 25 Error ⚠ 3 Wait List ⏸ 11 Confirmed ✅ 0 Cancelled ⊖ 3 Rejected ❌

Search: AWB No, Origin, Destination, Goods Description, Last Updated By or Airline Recipient

AWB No	Origin	Destination	Pieces	Weight	Goods Description	Booking Status	Last Updated Date Time (UTC + 8)	Created By	Last Updated By	Airline Recipient		
618 - 31827386	SIN	CGK	10	1	test	SENT	20/Oct/2022 15:45	FORWARDING SINGAPORE	testacct9090@yahoo.com	SQ-SIN	⋮	☰
724 - 29384235	SIN	MNL	20	24	test	SENT	13/Oct/2022 01:28	FORWARDING SINGAPORE	testtestbc2@hotmail.com	LX-SIN	⋮	☰
618 - 98232341	SIN	KUL	10	220	test	SENT	13/Oct/2022 01:27	FORWARDING SINGAPORE	testtestbc2@hotmail.com	SQ-SIN	⋮	☰
618 - 34532610	SIN	MNL	10	20	test	SENT	13/Oct/2022 00:57	FORWARDING SINGAPORE	testtestbc2@hotmail.com	SQ-SIN	⋮	☰
618-34235666 (copy)	SIN	JFK	10	33	test	DRAFT	04/Oct/2022 15:28	FORWARDING SINGAPORE	testtestbc2@hotmail.com		⋮	☰

## Global Search

Search for shipments by any key words (AWB number, origin, destination etc)

## AWB Overview

Shipment details can be easily referenced.

## Management of Bookings

Make changes to bookings online or approach airline partner for resolution.

## Ease of Use

Intuitive and user friendly interface

Goods Description \*

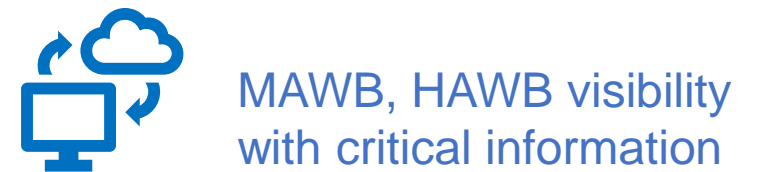
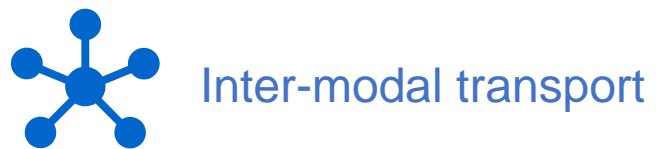
Pieces \*  Weight (kg) \*  Volume (mc) \*

Special Handling Codes     +

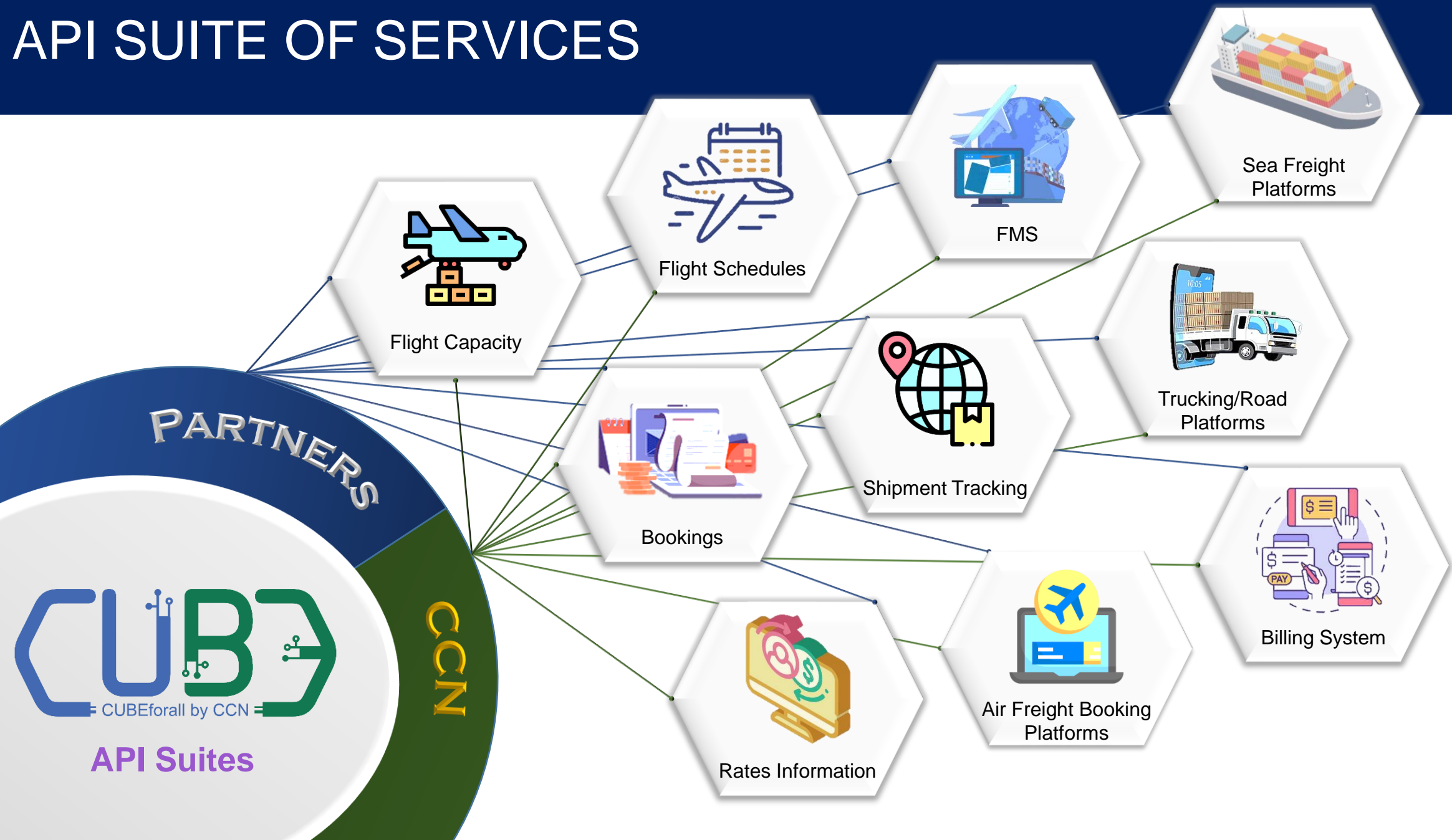
**Flights** Operational

Flight Number	Flight Date	Departure / Board Point	Arrival / Off Point	Allocation Code	Allotment
---------------	-------------	-------------------------	---------------------	-----------------	-----------

# END TO END TRACKING



# API SUITE OF SERVICES



# SUSTAINABILITY

Weight of shipment in (kg)  
888

Freighter

Cool Cargo

Emissions calculation for refrigerated temperature controlled/cooled freight (cool cargo)

Select the starting and end point of the route:

From  
SIN

To  
NRT

Calculate

**Emissions values**

CO<sub>2</sub>e (TTW)  
**2183.11 kg**

- CO<sub>2</sub> 2157.05 kg (TTW)
- CO<sub>2</sub>e 2667.66 kg (WTW)

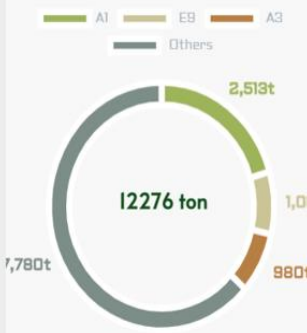
**Transport distance**  
5453 km

Carbon calculator

JUN 2022

## Sustainability Dashboard

### TOTAL CARBON EMISSIONS



12276 ton

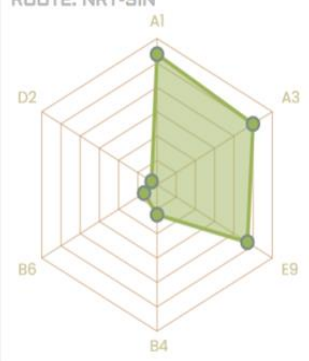
### CRITICAL CATEGORIES

Here is where you are emitting the most CO<sub>2</sub>

Route	CO <sub>2</sub> Emissions (t)
NRT-SIN	1,724
SIN-DUB	894.65
SIN-NRT	851.89
PVG-SIN	595.69
SIN-PVG	438.83

### CO<sub>2</sub> EMISSIONS BY AIRLINES

ROUTE: NRT-SIN








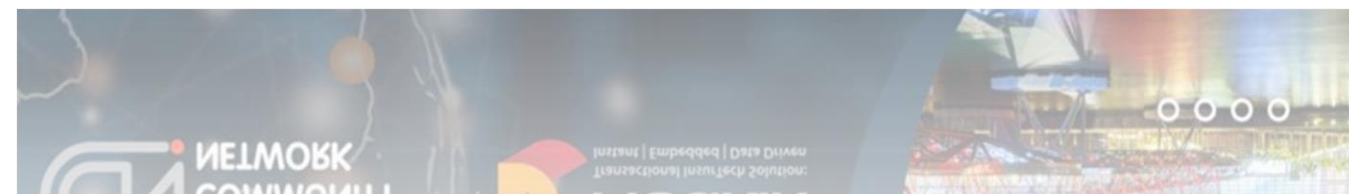


## KEY ENABLERS

-  AI/ML
-  Open Data Platform

## BENEFITS

- On demand, instant cargo insurance quotes
- Seamless user experience with integration to the air cargo booking process
- Forwarders can provide a higher level of service to their shippers through real-time insurance quote and purchase
- Insurance data can be extended to analytics and monitoring tools and for shipment visibility.







X



## KEY ENABLERS

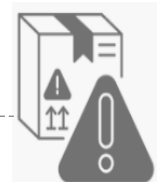
-  DG regulations updated continuously, ensuring compliance
-  Integrated with the booking process



Booking app



AWB app



DG declaration

## BENEFITS



- DG declaration without the need to use another platform – all within CUBEforall platform
- Reduction in errors due to manual lookup and entries
- Faster processing during cargo acceptance



X



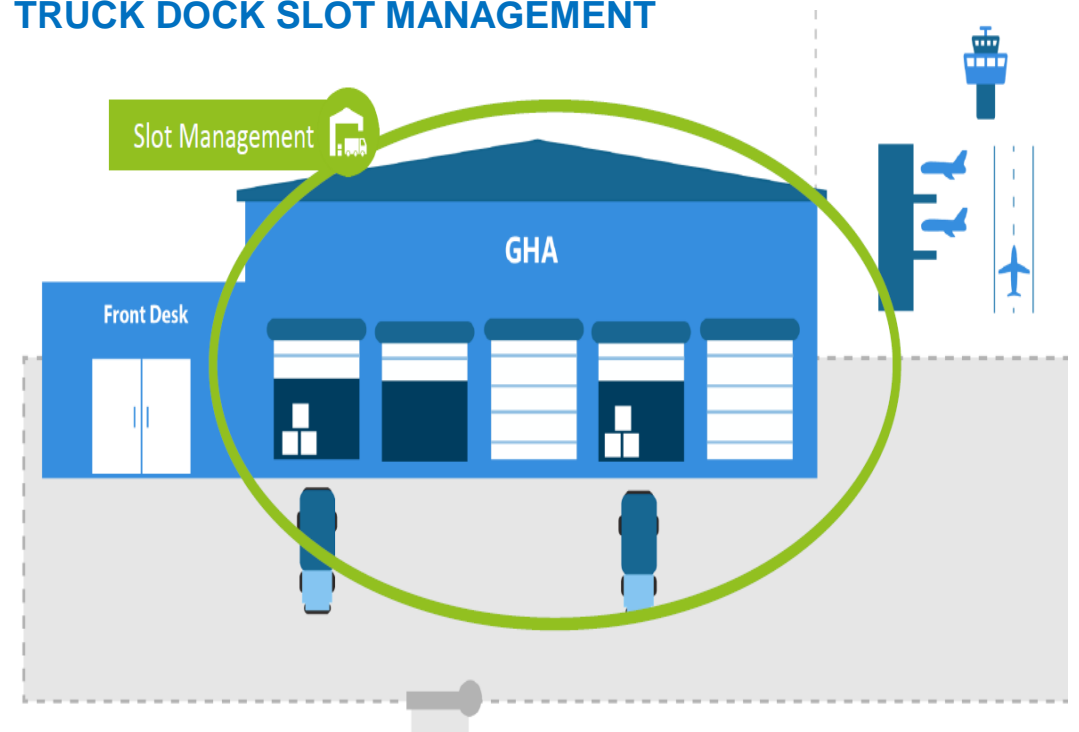
## KEY ENABLERS

-  Optimizing resource utilization & planning
-  Automated booking process

## BENEFITS



- Avoid idle times & congestion
- Seamless user experience with integration to the air cargo booking process
- Eliminate excessive paperwork & related administrative tasks

## TRUCK DOCK SLOT MANAGEMENT



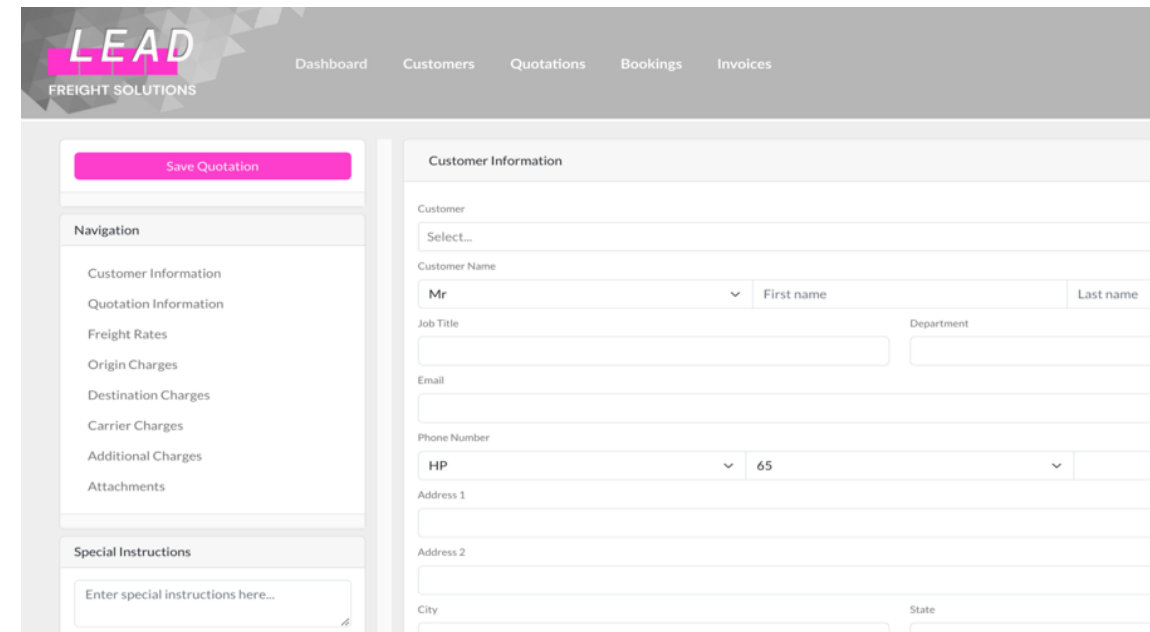


## KEY ENABLERS

-  Integration with CUBEforall platform, end to end connectivity
-  Cloud based modular FMS application

## BENEFITS

- Modular based system; users are able to pick and choose modules that suit their requirements
  - CRM
  - Quotations
  - Booking
  - Invoicing
- Data integration to the CUBEforall platform



**LEAD**  
FREIGHT SOLUTIONS

Dashboard Customers Quotations Bookings Invoices

Save Quotation

Navigation

- Customer Information
- Quotation Information
- Freight Rates
- Origin Charges
- Destination Charges
- Carrier Charges
- Additional Charges
- Attachments

Special Instructions

Enter special instructions here...

Customer Information

Customer

Select...

Customer Name

Mr First name Last name

Job Title Department

Email

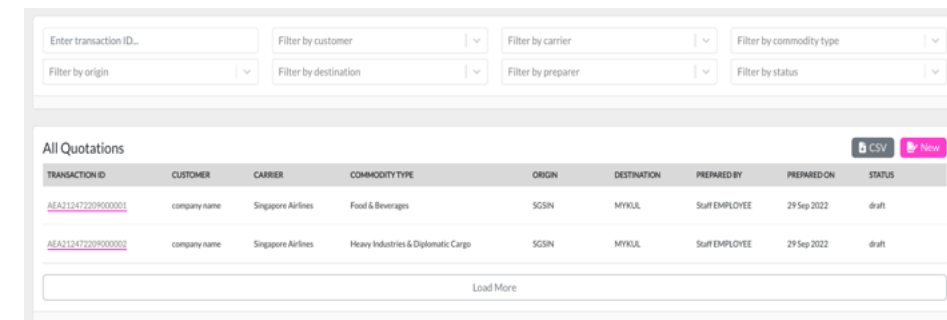
Phone Number

HP 65

Address 1

Address 2

City State



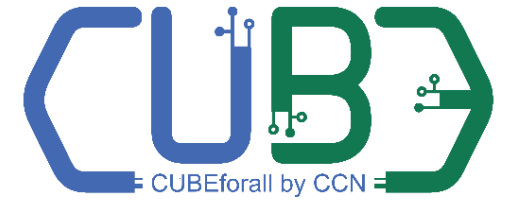
Enter transaction ID... Filter by customer Filter by carrier Filter by commodity type Filter by origin Filter by destination Filter by preparer Filter by status

All Quotations

TRANSACTION ID	CUSTOMER	CARRIER	COMMODITY TYPE	ORIGIN	DESTINATION	PREPARED BY	PREPARED ON	STATUS
<a href="#">AFA212472209000001</a>	company name	Singapore Airlines	Food & Beverages	SGSN	MYKUL	Staff EMPLOYEE	29 Sep 2022	draft
<a href="#">AFA212472209000002</a>	company name	Singapore Airlines	Heavy Industries & Diplomatic Cargo	SGSN	MYKUL	Staff EMPLOYEE	29 Sep 2022	draft

Load More

# JOIN US NOW

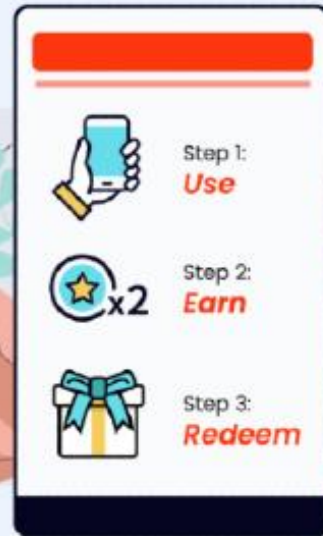


## 3 simple steps

1. Use
2. Earn
3. Redeem

## CUBEforall 1<sup>st</sup> Reward Program for the Air Cargo Community

Earn CUBEPoints when you use our new services  
and redeem attractive rewards!



Available for download on:



### Sign up for CUBEforall



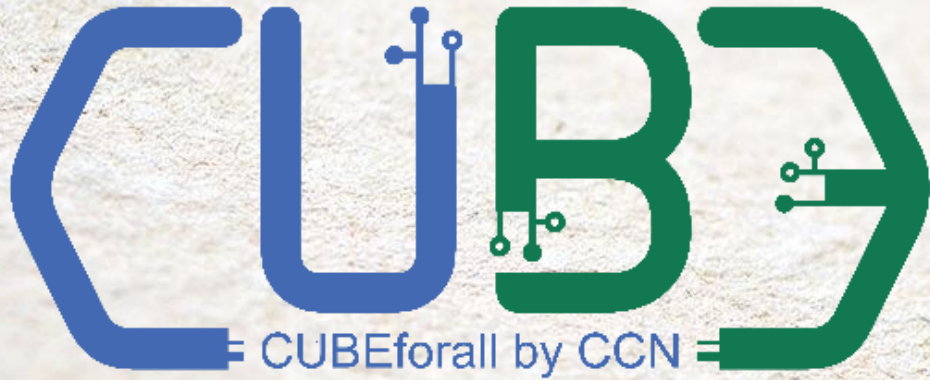
### Download CUBEforall Rewards



Android



iOS



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Connecting Services, Connecting Businesses

*The only platform to grow your  
business, get more shipments and  
streamline your operations*

Thank You