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creating value

Microsoft Gold Partner

Customer Case Study: Lion Air/Lion Parcel

CMMI LEVEL 3

Information Security Management System ISO 27001 Certified

Lion Air, is an Indonesian low-cost airline. Based in Jakarta, Lion Air is the country's largest privately run airline, the second largest low-cost airline in Southeast Asia and the largest airline of Indonesia. With Wings Air and Batik Air, Lion Group is the country's largest airline's group. The airline operates domestic as well as international routes,

Precursor

Lion Air is using Cargo Flash's nGen Cargo Reservation system since 2010 and in the year 2014 Lion Air approached Cargo Flash with a business opportunity they wanted to pursue which was Door and Door Ecommerce but were faced with the following challenges:

Challenges:

- No system to book ecommerce shipments on as Cargo System is different
- No warehouses owned by them for creating hubs and collection centers
- Not willing to hire own teams for 1st and last mile pickup/deliveries
- No connectivity with the ecommerce portals
- Very limited budget released by board

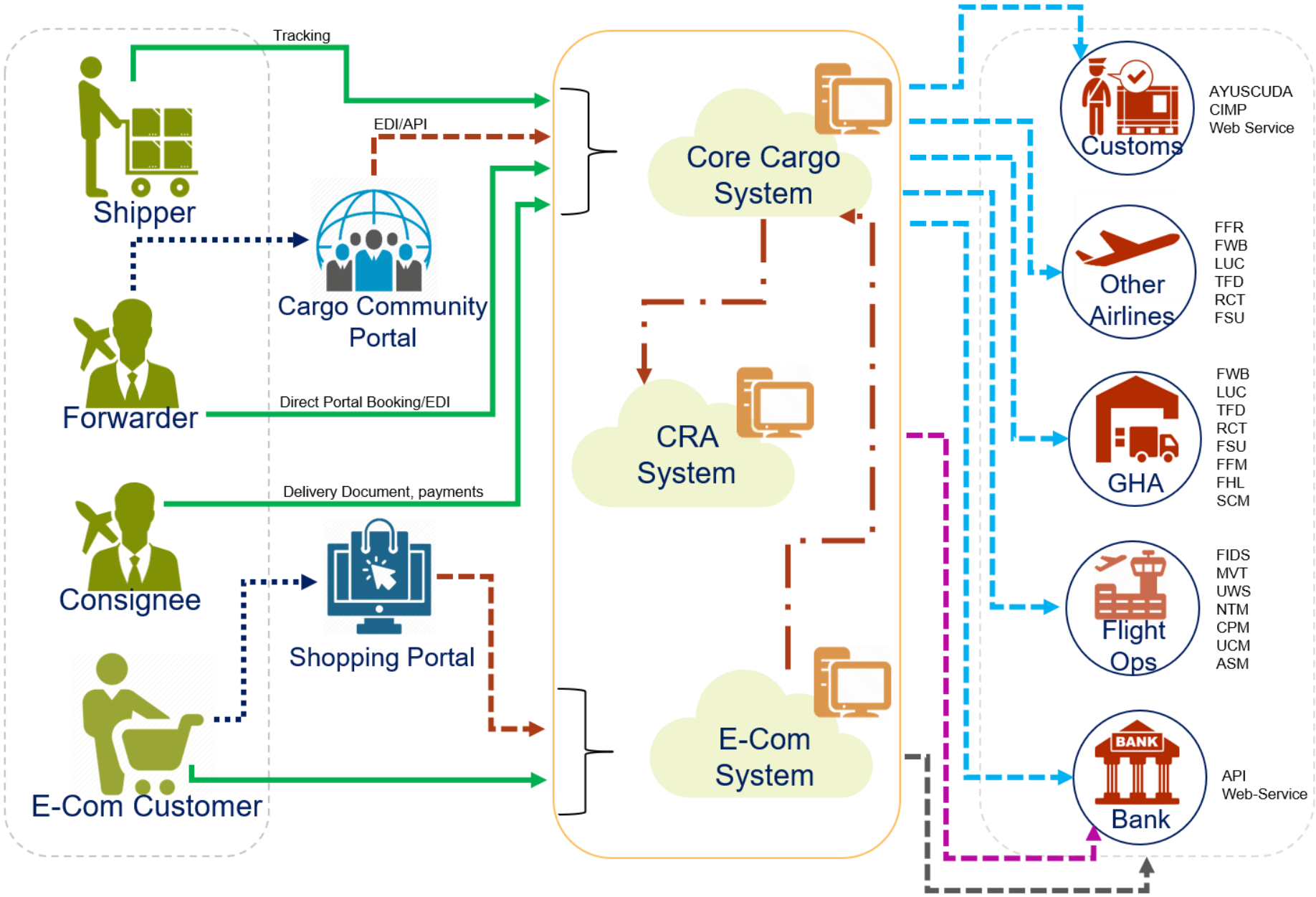
Partnership for Growth

Cargo Flash **Lion Air**

- Cargo Flash enhanced its existing Door to Door Express management system
- This system was seamlessly connected to the core Cargo system to consolidate multiple ecommerce shipments to single MAWB
- System allowed registration of multiple warehouse vendors to seamlessly handle the outsourced hubs and collection centres
- System also allowed registration of multiple 1st and last mile delivery vendors
- System started talking with the ecommerce portals through APIs and received instant information whenever any purchase was made on ecommerce portal and it got converted into a booking on nGen
- The complete solution was offered on the cloud to make it cost effective to Lion Air

The nGen Ecosystem seamlessly connected all stakeholders of Lion Air through a single application which includes the Cargo Reservations, Warehouse Management and Handling, Cargo Revenue Accounting and the E-Commerce system

Connected Ecosystem



Some info on system

- Flexible booking option for C2C using mobile application.
- Piece level scan for real time tracking update
- Real time status update for complete transparency.
- Real time actionable business intelligence
- Google Map enabled Pickup and Delivery Route management.

Empowered Lion Air to handle consignments directly from e-Commerce/ B2B/ C2C Customers without any intermediaries.

API integration with Ecommerce customers for Booking and other service requests (Pickups/ Delivery) catering to both Ecommerce Fulfilment centre model as well as marketplace model.

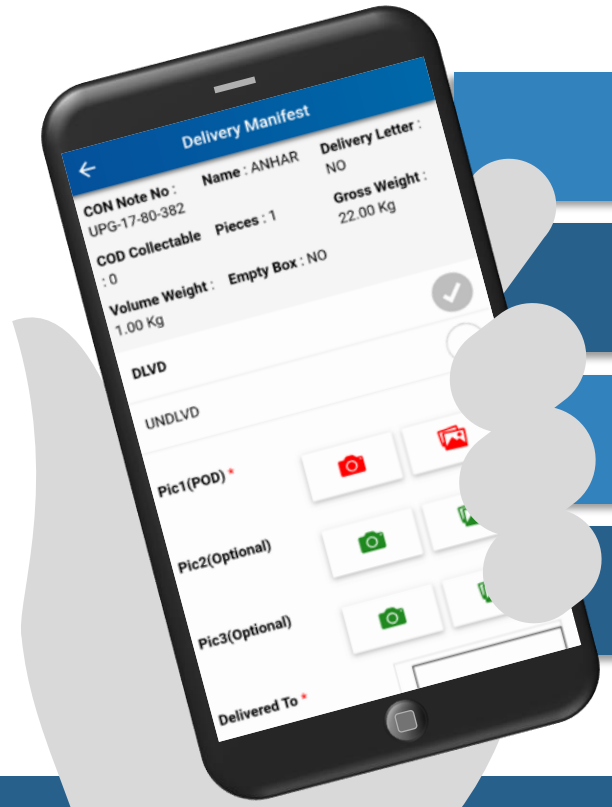
Bank and Payment gateway Integration for real-time payment reconciliation.

Integrated with Weight and Volume scanner to check revenue leakages

High operational efficiency with Auto RTO (Return to Origin) for Efficient Ecommerce handling.

Flexibility to self-run/ outsource network

Connected & Mobile



C2C, C2B bookings through app

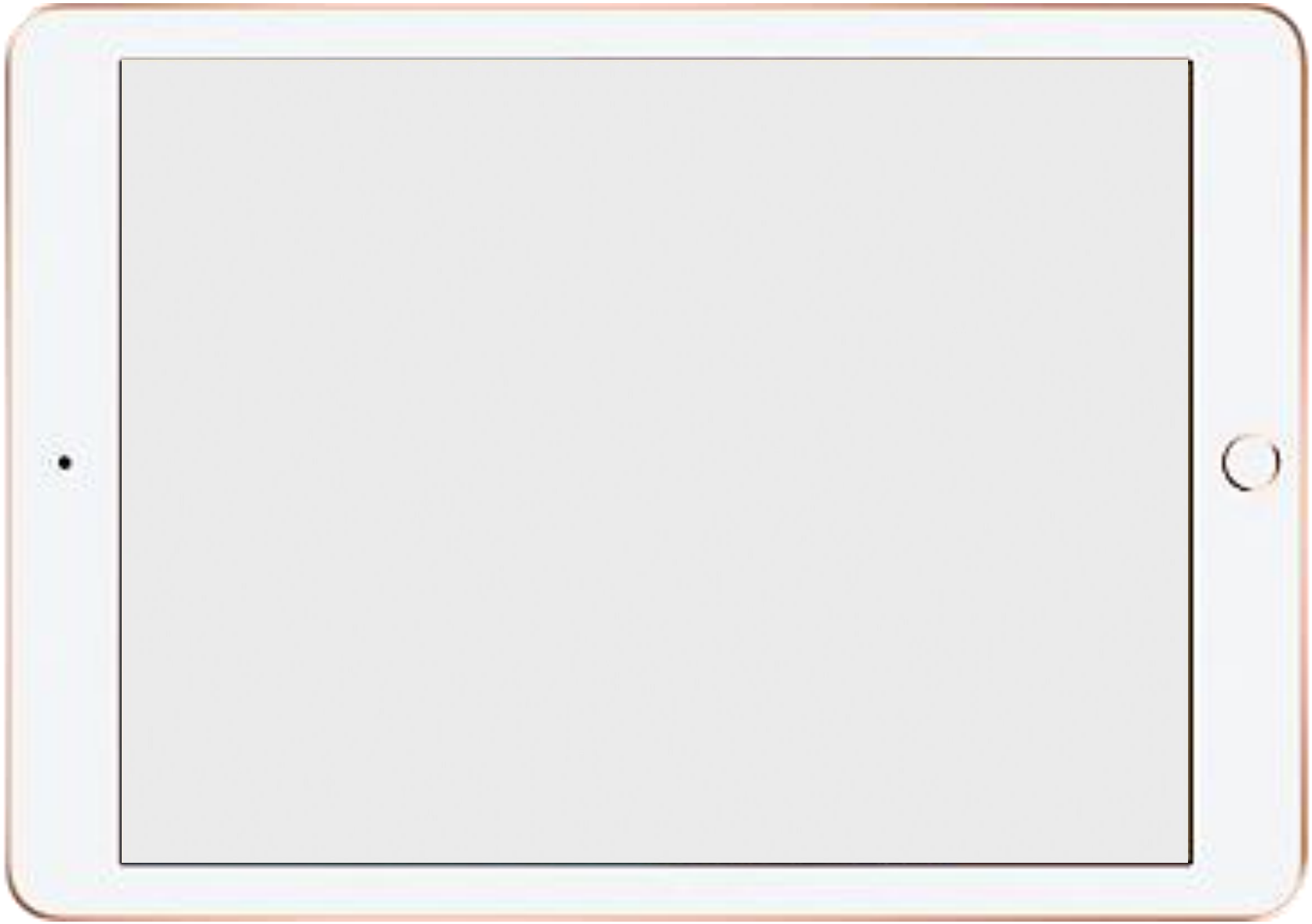
Pickup and deliveries through app

Piece Level scanning using app

Route map using google maps

72.9%	Mobile ecommerce is expected to account for 72.9 percent of digital sales in 2021

Business Model



CargoFlash Introduced Ecommerce Virtual Integrator system for Airlines.

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No initial Investment on Assets, Infrastructure by Lion Air, the system enabled them to start with multiple outsourced partners to manage the hubs, first mile/ last mile activity.

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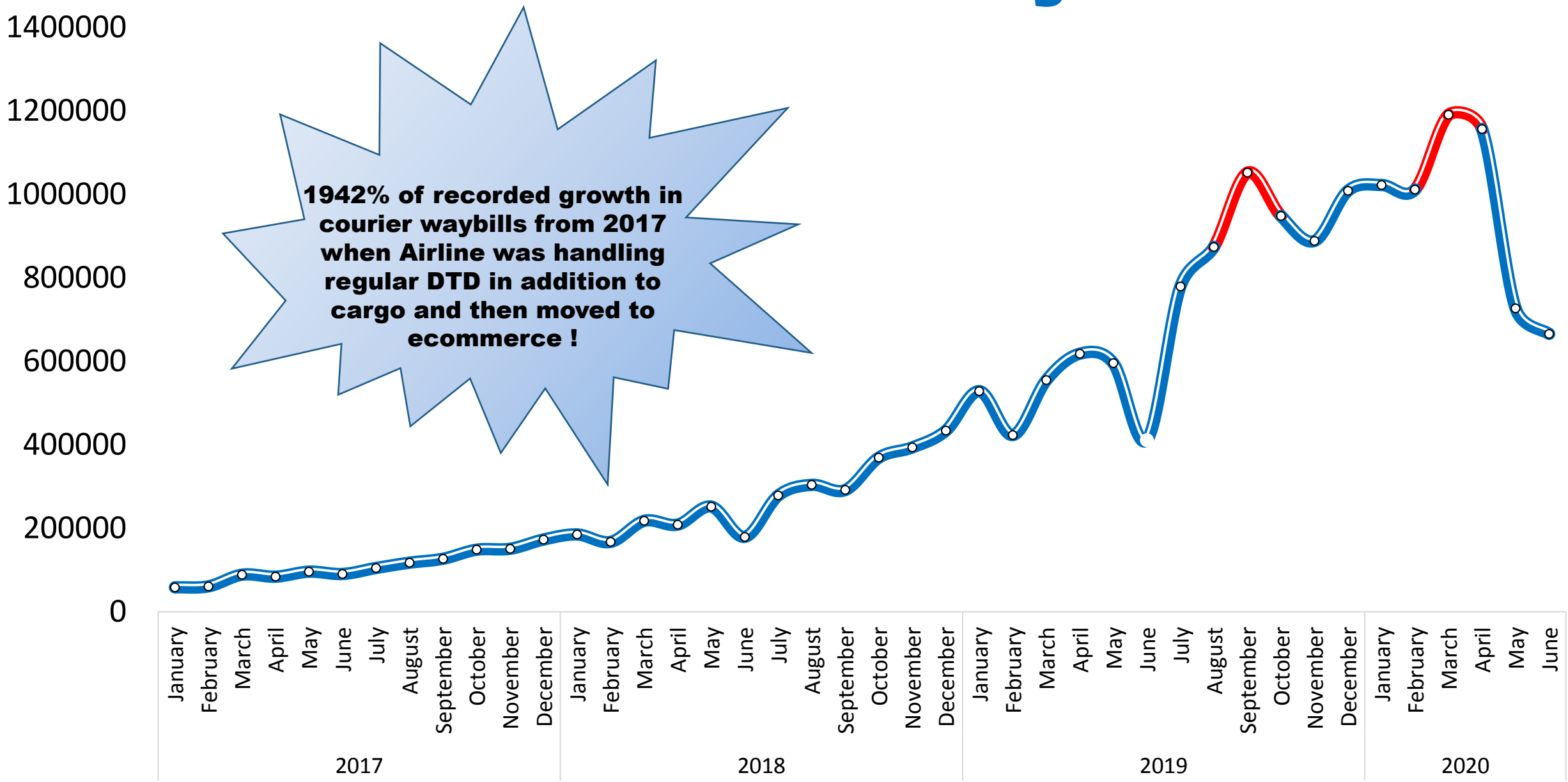
Seamlessly integrated with the Airline Reservation system for end-to-end transparency to the customer

Empowered Lion Air to handle consignments directly from e-Commerce/ B2B/ C2C Customers without any intermediaries.

Growth Story



Thank You

www.cargoflash.com