

Cargo E-Commerce



Highlights

Offers branded booking services customized for an individual airline

Provides a great user experience by simplifying the booking and freight management process

Provides personalized features by integration with content management system (CMS) to run promotional campaigns

Make adjustments or changes based on business needs with a powerful rules engine capability

Enjoy instant availability to dynamic pricing, eBooking and tracking to all digital services for customers

Drive the digital transformation of air cargo by making it easier to do business and deliver a first-class customer experience.

Your business has never been more competitive — enriched with newer opportunities while also being challenged to achieve greater agility and efficiency. The ongoing e-commerce boom brings new revenue potential, but also sky-high customer expectations schooled by e-commerce giants. The changing worldwide economic conditions heightens the demand, but it also shrinks capacity and whipsaws routes, regulations and loads. That's why you constantly strive to improve your operation, and that's why you need a partner with unrivalled experience and expertise who can provide you technology designed to meet your customers' needs.

You can do all that with a partner like Unisys Cargo E-Commerce.

Dedicated digital-first services – Unisys Cargo E-Commerce offers your own branded booking services, customized for your individual airline and integrated into your website to provide better user experience.

Enhanced personalized experience – You can market your services and promote your deals and special add-on features and benefits to the widest possible audience.

Enriched customer experience – You can connect the e-commerce portal framework with a content management system for richer content and powerful messages for your customers.

By integrating with a content management system, you can:

- **Develop engaging campaigns** – Create, develop and run engaging campaigns for your customers to generate interest for special subscriptions.
- **Devise marketing strategy** – You can outline and devise a clearly defined marketing strategy to get measurable results and achieve key milestones.
- **Unlock new revenue opportunities** – Unlock new revenue opportunities and target new customers by simplifying the eBooking and freight management systems.

Why Unisys?

Unisys has served the air cargo business with innovative solutions for more than four decades. Clients remain loyal to us for decades because we continually solicit their feedback, ideas and challenges and weave them into our solutions. We draw on the innovativeness of Unisys developers to continually expand our air cargo line. And we draw on Unisys unparalleled leadership cybersecurity to protect our clients. We offer Unisys Cargo E-Commerce to enable our customers to communicate seamlessly with all their partners, safely, securely and efficiently.

For more information visit www.unisys.com/cargo



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