TO PROVIDE DIRECT INTEGRATED BOOKING OPTIONS ETIHAD CARGO PARTNERS WITH WISETECH GLOBAL

News / Airlines

Etihad Cargo, the cargo and logistics arm of the Etihad Aviation Group, has advanced its international digital booking reach through a new partnership with WiseTech Global Limited, a leading cloud-based software solutions provider for the global logistics industry.

By leveraging WiseTech's logistics execution platform, CargoWise, Etihad Cargo will seamlessly integrate with the world's leading logistics providers who rely on CargoWise to carry out end-to-end logistics activities.

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“Now, more than ever, it is essential for the air cargo industry to accelerate its embrace of digital technologies. Etihad Cargo is carefully selecting partners to enhance customer experiences and streamline booking processes to provide additional convenience,” Martin Drew, Senior Vice President Sales and Cargo, Etihad Aviation Group, said.

“Etihad Cargo’s previous API investments have resulted in the successful and seamless roll-out of integrated products with several digital booking platforms. The CargoWise partnership is anticipated to provide significant results through its extensive global customer base.”

Etihad Cargo’s flight schedule, rates, capacity and eBooking functions are now available to freight forwarders using CargoWise as their core technology backbone, providing seamless access equivalent to a full API integration via the platform.

Scott McCorquodale, Chief Automation Officer, Air Cargo at WiseTech, said: “We’re delighted to be partnering with Etihad Cargo to deliver these eBooking capabilities. This feature-rich integration will enable our CargoWise customers to seamlessly receive quotes, check capacity and immediately book their air cargo shipment. Most importantly, this can all be done from entirely within the CargoWise platform, providing efficiency and productivity benefits for the forwarder through data integration and improved visibility across their business. It truly is a win-win.”

The platform is a strategic channel to avail Etihad Cargo eBookings following the successful launch of Etihad Cargo’s own digital portal at www.etihadcargo.com in October 2018, which today accounts for 50 per cent of its total bookings.

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