



CHAMP offers integrated, cost-saving efficiencies

WITH 85 client airlines, as well as handlers, general sales agents and others within the air freight community, there are plenty of existing clients of CHAMP Cargosystems and many of them are upgrading their legacy CHAMP systems to one or more of the compa-

ny's rapidly-growing product range.

These existing customers form just one part of the potential market for a portfolio that now includes the ULD Manager, a unit load device management system recently introduced, and an as-yet

unnamed weight and balances product that can be taken on license or accessed via the Internet.

Speaking to ACW at last week's TIACA Air Cargo Forum in Kuala Lumpur, CHAMP chief executive, John Johnston, observed that the

arrival of the new B747-8 freighter was one driver behind the development of the product.

ULD Manager is expected to be ready to be taken to the marketplace in the first quarter of next year, with all-cargo carrier Cargolux already signed up as launch customer.

CHAMP has two big advantages over its business rivals, Johnston argued. First, it is dedicated to air cargo, having no competing passenger operation.

Second, it can offer fully integrated, end-to-end solutions, ranging from back-end outsourcing to a cargo community service and ULD management.

Johnston is currently working on a portal that will allow all CHAMP products to be accessed either individually or as a single package – a

genuine software-as-a-service, he said. The portal will also feature some free-to-use information services that will be accessible to everyone.

All of CHAMP's systems are designed to provide the users with efficiencies and therefore cost-savings, vital in any environment but perhaps especially so in these times of economic cutbacks and the outsourcing of non-core activities by carriers and other elements of the air cargo supply chain, he added.

Convinced of the value of CHAMP's product offerings, Johnston confirmed that the company is being aggressively marketed.

The utility of its products and the value of that marketing programme are perhaps best evidenced in the growth of the company.

Johnston is predicting



Johnston considers "we're doing things right"

approximately 21 percent annual growth over the next three years. "That's what we're seeing from the market," he observed.

"We're going to come in on all our targets for 2008 and we expect 2009 to be very strong," Johnston added: "That's the best indicator we're doing things right."

