

EDIFly – Finally, Low-Cost Internet Data Exchange for Airlines

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“To people like us, EDIFly came at just the right time as the next good tool to help reduce cost as part of the never-ending struggle to keep reducing unit cost in line with relentless market pressures.”

Services, communications, and systems over the past decades have been transformed beyond recognition by the advent of the Internet. But the everyday tasks of automated messaging between airlines, ground handlers, and forwarders – especially with respect to exchanging flight, manifest, and shipment data – have remained almost stubbornly unchanged with legacy networks and Cargo Community Systems (CCS).

And the volumes are massive, too. For example, for a mid-sized carrier like Cargolux, the total comes to just short of 11 million EDI

messages per year.

The standards for such messaging have been around for decades and are well embedded with the business players, perhaps too well embedded. The difficulty in using advances in low-cost Internet communication lies in the fact that many industry players would first have to implement costly and coordinated changes to their existing systems. EDIFly, however, neatly solves this problem.

Using EDIFly allows involved parties to avoid costly changes by staying with existing in-house systems. Another advantage is that adopters can continue to make use of the Cargo-IMP messaging standard while enjoying the very low total communications cost offered by the Internet.

Implementing EDIFly turned out to be an unusual IT story involving



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a case of real “plug n’ play.” The EDIfly server was simply put in front of the messaging system and, as it supports the IATA 7-digit addressing system, started working and sending messages right away. Our testing started mid-2011 together with LUG in Frankfurt, a handling partner with the foresight to see the opportunities. And having had an excellent testing phase, we actually moved quickly from testing to production and have stayed there ever since.

Today’s harsh business climate is another sound reason to implement this low-cost messaging system. Entering 2012, we are, therefore, now pushing EDIfly as the “mandatory” solution for all messaging with our handling partners around the world.

With our freight-forwarder clients, it will likely take a bit longer to get EDIfly into the more complex technical interactions and trade relations. Some 20-25 years ago CCSs came around to create a message-switching and conversion service. The conversion service has been important because the forwarders’ systems, unlike those of the handlers, did not recognize the airline Cargo-IMP message standard.

Further, where the handling-agent interaction is straight message

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switching, we on the forwarder side have further functionality like CDMPs to facilitate shipment route-maps for Cargo2000. But here as well lower-cost suppliers will prevail in the end. The forwarders and their clients continue to seek ever better prices from airlines, which in turn forces airlines to reduce costs where possible.

Just as water tends to seek the lowest route, so will messages take the cheapest. In today’s world of free Google and ubiquitous smartphones and tablets, who is really likely to pay for an encyclopedia?


Save up to 75 % on Aviation Messaging!

Reduce the cost for aviation messages by 75 % and standardize the handling of FTP. Our EDIfly software enables you to manage Type B AirIMP/Cargo IMP/EDifact data without volume charges at highest security levels: Fully encrypted and digitally signed.

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