

HYBRID MODEL

Hermes Logistics Technology and Nallian recently joined forces to empower ground handlers with a data-driven landside management suite. Felicity Stredder reports.

hermes ^{NG}
Landside Management powered by 

Cargo Management Systems (CMS) provider Hermes Logistics Technologies (HLT) teamed up with data sharing and cargo community specialist Nallian in March to bring ground handlers an end-to-end solution to digitalise and streamline their landside management processes.

Under the collaboration, Nallian's landside management applications will accompany Hermes New Generation (NG) Ecosystem solutions, offering ground handling agents a paperless system that gives them complete visibility and control across their supply chain.

"We are empowering the ground handler by joining our ecosystems together to give them better control and increased efficiency through better customer experience and superior functionality," explains Yuval Baruch, Chief Executive Officer, HLT. "Nallian's complementary offering lent itself to a partnership with Hermes and our collaboration will ensure a best-in-breed process with the technology to work for our customers."

Striving for more

The collaboration affords customers various additional services that they didn't have before, explains Baruch.

"Although the Hermes Cargo Management Systems provide a very strong solution for the warehouse functionality to our customers, we noticed that the area of Landside Management needed more in the way of service. We identified that strong benefits could be achieved by a comprehensive, integrated solution. HLT customers will have access to additional services, including a slot-booking app, which connects handlers, freight forwarders and trucking companies to co-ordinate pick-ups and drop-offs, eliminating waiting times and flattening peaks and idle times."

He adds another benefit: "A mobile acceptance and delivery app gives truck drivers easy access to the booked slots assigned to them, enabling the real-time registration of all actions during the pick-up or drop-off process."

As well as these additional services, the pair's joint solution offers customers myriad other benefits. "It is a one-stop-shop for multiple solutions, facilitating easy procurement that is reliant on established relationships and reputations," says Baruch. "The same events are used for different functions, which leads to error reduction."

Users can also expect the elimination of work that previously needed to be duplicated, leading to greater

efficiency; and the solution is also a pay-as-you-go Software as a Service solution, giving it a low barrier to entry.

Respective offerings

Within the Hermes NG Ecosystem, HLT offers a range of NG apps including NG Business Intelligence, Datalakes and NG Track&Trace, designed to maximise a ground handling agent's profits by giving access to data and supply chain visibility. Through data sharing and by providing tools to manage exception handling, HLT believes that the NG Ecosystem product range empowers handlers to provide superior service.

Nallian, meanwhile, offers a suite of collaborative applications underpinned by its Open Data Sharing Platform that enables both cargo communities and individual cargo actors to easily connect and share data with their stakeholders, achieving efficiency and visibility in cross-company processes.

"Our collaboration will help ground handlers to enjoy the benefits of digitisation in their extended processes, enabling them to do more with the same infrastructure," says Jean Verheyen, Chief Executive Officer, Nallian. "Our apps have been built with and for

air cargo stakeholders and this collaboration perfectly fits Nallian's open approach, which aims at giving as many cargo actors as possible access to best-in-class solutions and the benefits of digitisation."

Deciding to partner

The current climate in the industry and enhanced focus on digitalisation makes this undoubtedly a timely partnership. Baruch explains how the decision to work together came about. "We have known Nallian for several years and appreciate their approach to data, community and tech stack. Hermes Logistics Technology's strategy included the expansion of our New Generation services through two different outputs; our developed solutions and best-of-breed third-party solutions that add value to our Hermes customers." Nallian's complementary offering meant a natural partnership to bring to life HLT's strategy to integrate this third-party element, he relates. "We are empowering the ground handler by joining our ecosystems together to give them more control and increased efficiency through better customer experience and superior functionality."

Joining ecosystems together is not without its challenges,

particularly in an industry where data sharing can be a very touchy subject. HLT Chief Technology Officer Alexis Labonne explains how the hurdles were neatly navigated. "HLT's integration motto is 'events over data'. We only need to share the relevant data for the relevant business events, meaning that large scale dataset sharing is never necessary," explains Labonne. "Our processes ensure we adhere to and document according to our customer's policies, including Service Organisation Control (SOC) and General Data Protection Regulation (GDPR). Where data concerning security is transmitted, only relevant information is shared; for example, when membership and claims are involved. User details are never shared. This allows both parties to ensure that only data relevant to operational and business requirement is transmitted, and only as and when required."

Growth potential

Data sharing is, of course, a key element of the collaboration – a partnership that will continue. Baruch relates that plans to extend capabilities are underway.

"The first step will be to grow the NG Landside Management solution, powered by Nallian, across our network. After this, HLT will expand the deployment of Nallian's hive by offering additional solutions. In parallel, HLT will continue to develop solutions internally linked to our Datalakes, with the utilisation of Machine Learning and Artificial Intelligence."

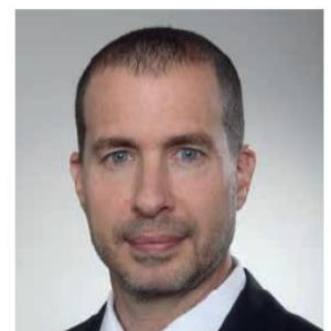
Indeed, HLT has been working on projects to use its Datalake infrastructure that captures and stores Hermes NG Business Intelligence events, including developing predictive business analytics with artificial intelligence algorithms. "We plan to continue to collaborate with best-of-breed solutions to complement our NG ecosystem offering, aiming to elevate our customer's user experience."

As the industry begins to appreciate the need for data-sharing and digitalisation, one wonders if such collaborations will become par for the course. Responds Baruch: "At HLT, we do not believe in reinvention of the wheel. Where we identify current solutions are not optimised, we will develop; however, where we identify solutions that are working well and already available, we will look to partner." **ghi**



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