

# U-MAP Presentation



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Miami

# Agenda

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- IATA – IULDUG Profiles
- Why did IULDUG leave IATA?
- IULDUG Today
- Accomplishments
- SWOT Analysis
- Mission
- Vision
- Scope
- Out of scope
- What needs to be done
- U-MAP



# IATA – IULDUG Profiles

## IATA - CARGO

- Airlines , Interest groups, Strategic partners
- Sets airline industry standards
- Airline centric
- Sets general ULD standards: ULD Panel
- Business model; Non-profit organization
- Manuals; UTM, DGR, AVI/PER, AHM
- Offers training; Classroom and online
- Hosts global events; WCS, ULD Panel
- Raises ULD awareness
- Interfaces with other orgs

## IULDUG

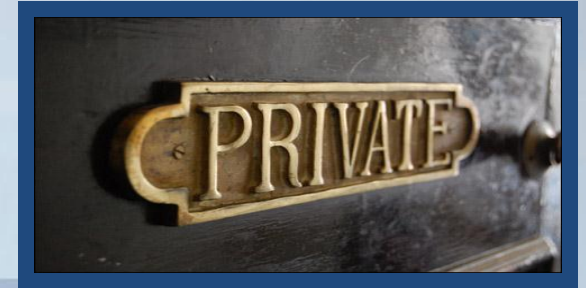
- Airlines, non-Airline ULD stakeholders
- Operates interline asset tracking data base
- ULD centric
- Sets demurrage standards; Excom
- Business model; Non-profit organization
- Manuals; IULDUG system user guide
- Offers training; Online system help
- Hosts global events; AGM, Excom
- Raises ULD awareness
- Interfaces with other orgs



# Why did IULDUG leave IATA?

## To become a private company

- Legal recognition
- Autonomy of action
- Control of organizational structure, agenda, business plan and destiny
- Management and protection of assets without a trustee (IULDUG control system)
- Control over AGM meeting time and location
- Financial autonomy
- Ability to expand interline ULD asset tracking throughout the aviation industry supply chain



# IULDUG Today

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## Membership

- 57 Airlines
- 2 Pooling companies
- 12 Leasing companies
- 22 Registered suppliers

## AGM 2011 Miami

- 47 Airline representatives
- 59 Vendor representatives
- 7 Industry guests
- 113 Delegates in Miami
- 18 Spousal program participants



# Accomplishments

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- Deed of Novation signed between IATA – JMI & IULDUG
- Transfer of Assets between IATA and IULDUG
- Registration from 22 suppliers
- System interface options to replace SITA
- “ULD get respect” article in *Flying Typer*
- ULD type code review for R/S/T/W contours
- Istanbul meeting to assist workgroup on leased units
- Airport ULD friendliness survey
- Airport lost and found feature test with system

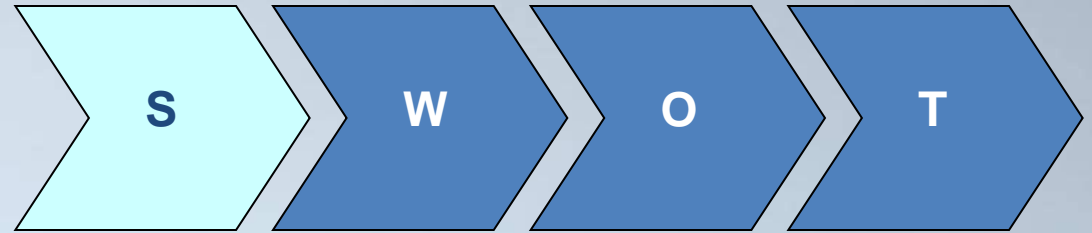


**IULDUG**

# SWOT Analysis

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## Strengths:

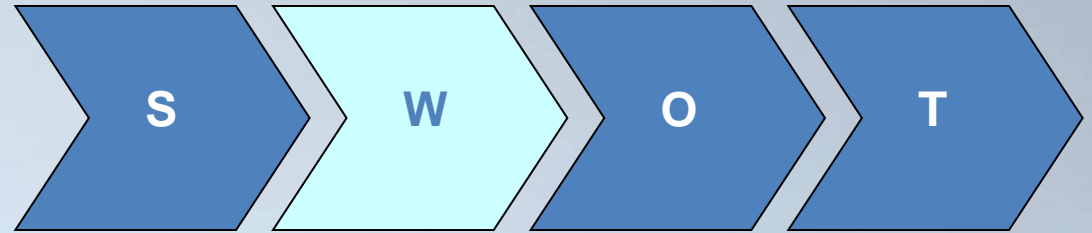


- New state-of-the-art ULD interline asset tracking system
- Strong member support
- Excellent supplier relationship
- Valuable AGM networking opportunities
- Good variety of AGM attendees
- Diversity of membership
- Independent organization

# SWOT Analysis

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## Weaknesses:

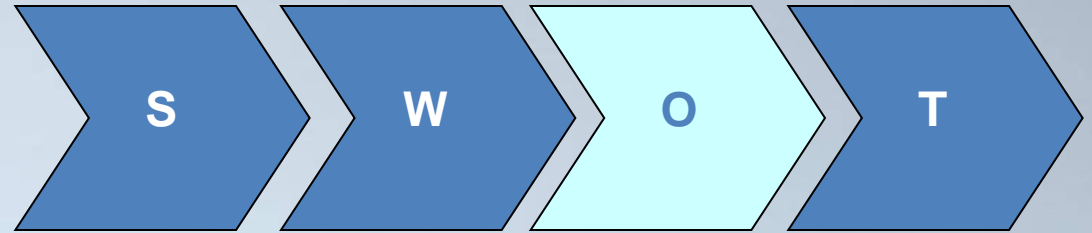


- Limited financial resources
- 1 full time staff only
- Xcom members on voluntary basis with limited availability
- Ineffective Working Groups
- System used by a small segment of ULD logistic chain
- Timely update of participant contact & inventory information
- Wrong perception of the meaning of “I” in “IULDUG”
- Non-memorable tongue twister “IULDUG” brand name

# SWOT Analysis

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## Opportunities:

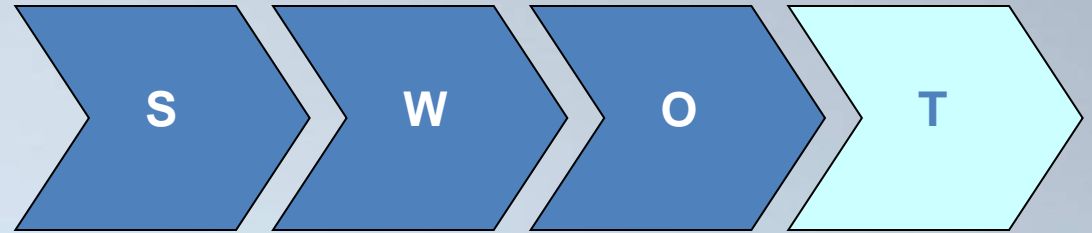


- Expand ULD asset tracking beyond airlines
- Provide online IULDUG system training
- Initiate/participate in innovation; E-UCR, ULD RFID/GPS
- Introduce trading post feature on IULDUG system
- Provide online ULD info & events calendar
- Review AGM location and timing
- Offer exhibition feature at AGM
- Enhance guidance for returned damaged units
- Complement IATA initiatives

# SWOT Analysis

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## Threats:



- Lack of awareness from senior management
- Industry apathy
- Fragmentation of efforts
- Dependency on US currency
- Inadequate basic IULDUG system training
- Working in silos
- Reluctance to invest in ULD matters

# Vision

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# Mission

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Leveraging the IULDUG system throughout the aviation industry



# Scope - Overview

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1. Expand executive committee to match membership
2. Expand IULDUG membership
3. Review/streamline membership matrix (structure)
4. Review/streamline membership matrix (financial)
5. Update and sign new membership agreements with all
6. Draft/adopt new set of “interlining” rules
7. Create an arbitration committee
8. Update and complete user group control manual
9. Drop the “I”



**IULDUG**

# Out of Scope

- ULD technical standards
- ULD handling practices & operational procedures
- ULD airworthiness regulations



# What needs to be done?

## 1. Expand executive committee to match membership

- Eligibility
- Non airline nominations
- Selections by vote

## 2. Expand IULDUG membership to

- All airlines
- Pooling companies
- Leasing companies
- Airports
- Ground handlers
- Freight forwarders
- Cargo terminal operators
- Shippers/consignees
- ULD repair facilities
- Surface transport providers
- Mail facilities.



# What needs to be done?

## 3. Matrix review (structure)

- Membership categories
- Membership rights and liabilities
- AGM attendance rights
- AGM individual attendance (retirees)
- IULDUG system access & security levels
- Voting rights
- Advisory groups
- Working groups
- Honorary membership

## 4. Matrix review (financial)

- IULDUG system user fees
- Transaction fees
- Administration fees
- AGM observer fees
- Sponsorship fees
- Exhibit fees



# What needs to be done?

## 5. Update and sign new membership agreement with all

- Replace old IATA agreement with new IULDUG one
- Simple agreement regarding access to IULDUG system

## 6. Draft/adopt new set of IULDUG system rules

- Online system training
- Implementation of full process for poolers
- Update membership withdrawal rules



# What needs to be done?

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## 7. Create an arbitration committee

- Compliance with IULDUG Rules
- Payment of IULDUG fees
- Ethical conduct

## 8. Update and complete user group control manual

- Update and complete IULDUG system user guide
- Create organizational structure document

## 9. U-Map



# U-MAP

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## Definition:

User group – Master Action Plan

## Purpose:

Detailed Action Plan

## Content:

Itemized Issues  
Priorities  
Leaders  
Time Lines  
Status  
Cost  
Implementation  
Quality measurement



# Rationale - The Past

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- IATA-IULDUG Interline tracking between member airlines only (25 years)
- Airline in-house Tracking Systems technically capable of OTC logistics
- Front Line staff awareness/training/compliance issues
- OTC Customers usually not contractually liable for ULD demurrage/damage
- Insufficient or nil ULD clauses in airline contracts with OTC entities
- Airlines reluctant to add ULD tasks to GHA's due additional cost considerations
- GHA will want to get compensated for ULD tasks and liabilities
- Low priority for ULD matters at Senior management levels
- Top down approach cumbersome



# Rationale - The Future

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- New independent IULDUG system
- New User Agreement focused on ULD asset regardless of content
- Embrace existing IATA ULD technical and operational handling specs
- Airlines assured of end to end ULD asset control
- OTC entities assured of timely supply of airworthy ULD assets
- Agreement on mutual Rights and Liabilities
- Low cost bottom up approach
- Improve awareness of operational handling requirements
- Improve participation in ULD training courses



# Thank you

Questions?

Comments?



**24TH ANNUAL GENERAL MEETING**

**DESIGNING THE FUTURE – LEVERAGING THE  
IULDUG SYSTEM**

**MIAMI, FLORIDA, USA  
SEPTEMBER 12-15, 2011**

