GAINING TRACTION

30th ULD CARE ANNUAL CONFERENCE

2017 - BUDAPEST

ULD Explained, ULD Instruct, ULD Connect

# ULD CARE Solution Portfolio

- ## ULD Code of Conduct
  - –ULD Explained
  - –ULD Instruct
  - –ULD Connect

WE HAVE · SOLUTIONS FOR THE INDUSTRY

# ULD Explained

- Production - complete
- Industry uptake- <1%
- Promotion to date-10%?

# ULD Explained- gaining traction

- Promotion, promotion, promotion
  - Events
  - Trade press
  - Campaigns
  - Members
  - Sponsored print runs
  - Translations

# ULD Instruct

- Simple solution to an industry wide problem- how to deliver instructions to front line staff cheaply and efficiently?



ULDCARE | ULD-Instruct
Main Page | My Page | Help

**Online ULD Instruction Material, Anytime, Anyplace, on your smart phone, your tablet, or your PC!**

**Member/Student Registration**

The following steps will be required for new operatives to the GISTnet training portal:

- Create a user record for yourself by registering with GISTware.
- Once you have registered your user name and password with Gistnet then apply to enrol for a specific program by using this link to be directed to the self enrollment page, or, if you wish, you can do this by emailing to Instruction@uldcare.com. In case of email please include your Gistnet user name.
- Wait for an email confirmation (this is done manually by a learning administrator and may take up to two business days to process).

For existing GISTnet users:

- Log on to your personal page on the GISTnet web site
- Request association with ULD CARE and wait for an email confirmation (this is done manually by a learning administrator and may take up to two business days to process).
- Once you are associated with ULD CARE, you will be assigned the modules selected by your organization. If you have no modules listed you can request enrollment by emailing instruction@uldcare.com
- If you have forgotten your password, you can reset your password here.

# Instructions not training

# Key features and benefits

- Virtually zero up front cost

- Pay as you go system

- Short delivery time <30 mins per module

- Deliverable on any device

- Page turner format

- Controlled enrolment

- Results can feed a ULD CARE LMS or be delivered to a bulk user

# Where are we at?

- First module completed Beta testing- proof of concept
  - learning experience of live operation
  - user feedback

# ULD Instruct- Gaining Traction

- Produce more modules
  - 3-4 by year end, 10 by Q2 2018

- Pricing and promotion strategy
  - Members
  - Non members
  - Bulk customers

- Bespoke modules for special products

# ULD Connect

- Can we finally break the "gordian knot" of tracking ULD?

- Opening up new opportunities in connectivity
  - Real time info on ULD location
  - Control of transfers
    - Liability

# Challenges

- Inertia- why change, and anyway ULD aren't that important !

- Business case

- Competing for priority

# ULD CARE  contribution

- Concept promotion/ULD know how dissemination

- Technical assessments

- Potential for the IULDUG platform

  – Industry neutral message interchange platform  between "out there " and airlines

  – Member benefits

- Collaboration between members

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