

Asiana Airlines

Five-star airline relies on BluJay Solutions for **import control system compliance**

CHALLENGE

A member of the Star Alliance network, Asiana Airlines approaches customer service without compromise. The airline was established in 1988 with the management ideology, “maximum safety and customer satisfaction through service,” and developed into a global airline. Asiana operates cargo traffic worldwide on over 27 domestic and international routes, between 30 cities and in 15 countries.

The organization needed straightforward processing of data combined with web-based access and the direct connection of the software with partners to help handle the volume of work, while ensuring compliance with regulatory requirements and avoiding any associated delays or penalties for non-compliance.

Asiana Airlines established a list of challenges that needed to be addressed for a more efficient transportation management system:

- Ensure compliance with country-specific regulations for electronic customs and security clearance across all destinations
- Monitor compliance with EU-wide Import Control System (ICS), which requires goods imported into the EU to be declared electronically to customs at first point of entry
- Avoid costly shipment delays and fines associated with failure to comply with regulations

Customs compliance
for 15+ countries

QUICK FACTS

- › Global, five-star airline with 84 aircraft in fleet
- › Founded in 1988
- › Headquartered: Beijing, China

BUSINESS CHALLENGE

- › To avoid costly delays and fines, Asiana needed to ensure compliance with country-specific regulations for electronic customs and security clearance.

RESULTS

- › BluJay's platform provides a simple and secure data exchange with local customs authorities for customs and security declarations, ensuring regulatory requirements are met, avoiding delays, and saving considerable time and cost.

SOLUTION

Blujay Solutions provided a single system to handle all of Asiana Airlines' critical capabilities including:

- Global shipments
- Real-time visibility on goods and items in transit
- Comprehensive reporting and revenue snapshots
- Connectivity to carriers and government regulatory agencies
- One platform and one view worldwide, but configurable to local needs by region or customer

By selecting Blujay, Asiana Airlines increased efficiency with software that meets regulations in individual countries and provides a simple and secure data exchange with local customs authorities for customs and security declarations.

Asiana Airlines has realized considerable savings of both time and costs. Initial implementation covers the management of air cargo activities and ICS compliance requirements in Germany and can be extended to additional countries as required, both for ICS and other international regulations.

Blujay continuously makes necessary updates to ensure regulatory requirements are always met - helping avoid costly delays for Asiana Airlines shipments due to changes in customs procedures. Asiana Airlines can view and edit all customs-related data online and view the status of applications on demand.



ASIANA AIRLINES

"The straightforward processing of data combined with web-based access and the direct connection of the software with our partners helps us handle the volume of work."

(OPS) Cargo Worldwide
Asiana Airlines

ABOUT BLUJAY SOLUTIONS

Blujay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the Blujay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With Blujay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.