



**SPEEDCARGO'S DIGITAL TRANSFORMATION
IN AIR CARGO INDUSTRY**

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ABSTRACT

Air cargo business is complex and this paper seeks to explain why the operation of this industry is critical. As the leading digital provider of air cargo solutions, Speedcargo has recently embarked on a transformation process of these processes by leveraging on data. This paper aims at assessing the impact of Speedcargo on improving the air cargo through digital transformation. It demonstrates that the organization applies technologies such as artificial intelligence, machine learning, computer vision to manage products easily, increase capacity and productivity, etc. Performing a detailed case study analysis, this analysis highlights the practical benefits of Speedcargo's digital solutions, including decreased levels of processing times, increased accuracy of cargo measurements, upgrades in load planning, and increased revenues. From a managerial perspective, the implementation of such technologies is essential for the companies who want to remain relevant in the constantly changing air cargo market. Through these advanced technologies, managers not only simplify processes, but also through the use of data, cut costs, increase the level of service, and efficiently allocate resources. Failure to adopt these solutions may entail a number of costs and lost opportunities in an intensifying data driven business world. In addition, the report synthesizes a larger snapshot of how digital transformation across Speedcargo creates value for the air cargo industry and demonstrates the underlying role of data in informing and reshaping conventional practices for a newer, intelligent, and innovative industry model.

Keywords: Digital Transformation, Air Cargo Optimization, Data-Driven

ABSTRAK

Industri kargo udara merupakan bisnis yang kompleks dan tulisan ini berusaha menjelaskan mengapa pengoperasian industri ini sangat penting. Sebagai penyedia solusi kargo udara digital terkemuka, Speedcargo baru-baru ini memulai proses transformasi proses ini dengan memanfaatkan data. Makalah ini bertujuan untuk menilai dampak Speedcargo dalam meningkatkan kargo udara melalui transformasi digital. Ini menunjukkan bahwa organisasi menerapkan teknologi seperti kecerdasan buatan, pembelajaran mesin, visi komputer untuk mengelola produk dengan mudah, meningkatkan kapasitas dan produktivitas, dan lain lain. Dengan melakukan analisis studi kasus yang terperinci, analisis ini menyoroti manfaat praktis dari solusi digital Speedcargo, termasuk penurunan waktu pemrosesan, peningkatan akurasi pengukuran kargo, peningkatan perencanaan muatan, dan peningkatan pendapatan. Dari perspektif manajerial, penerapan teknologi tersebut sangat penting bagi perusahaan yang ingin tetap relevan di pasar kargo udara yang terus berubah. Melalui teknologi canggih ini, para manajer tidak hanya menyederhanakan proses, tetapi juga melalui penggunaan data, memangkas biaya, meningkatkan tingkat layanan, dan mengalokasikan sumber daya secara efisien. Kegagalan dalam mengadopsi solusi ini dapat menyebabkan sejumlah biaya dan hilangnya peluang dalam dunia bisnis yang semakin berbasis data. Selain itu, laporan ini juga memberikan gambaran yang lebih luas tentang bagaimana transformasi digital di seluruh Speedcargo menciptakan nilai bagi industri kargo udara dan menunjukkan peran data yang mendasari dalam menginformasikan dan membentuk kembali praktik-praktik konvensional menjadi model industri yang lebih baru, cerdas, dan inovatif.

Kata kunci: Transformasi Digital, Optimalisasi Kargo Udara, Berbasis Data

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