



IATA

www.iata.org

In partnership with
Sabern

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Industry

Aviation

Challenges

- Efficiently publish and distribute rules and tariffs to members and clients
- Reduce operating costs associated with paper-based publishing
- Enable faster, more cost-effective updating of materials

Solution

- Digital publication
- PDF Portfolios

IATA is using Adobe Acrobat, components of the Adobe Flash Platform, and Adobe FrameMaker to convert paper-based trade information into efficient digital volumes of information that can be accessed in multiple formats through a variety of channels.

Results

- Lowered print and distribution costs
- Created an index of approximately 3.3 million records that can be searched in seconds
- Accelerated updating of data
- Enabled reliable access to rich content across multiple channels and devices
- Created a scalable platform for future growth

Systems at a glance

- Adobe Acrobat
- Adobe FrameMaker
- Adobe Flash Platform. Components used include:
Adobe Flash Builder™

IATA

International aviation organization reduces publication and distribution costs of freight data with Adobe® Acrobat®, Adobe FrameMaker®, and the Adobe Flash® Platform

Adapting to changing market conditions

The International Air Transport Association (IATA) is the international organization for the airline industry, one of the most dynamic industries in the world. The 230 member airlines represent 93% of the world's international scheduled traffic (Available Seat Kilometres). IATA's mission is to represent, lead, and serve the airline industry.

The Air Cargo Tariff and Rules (TACT) manuals are an important part of IATA's support to its members. The manuals, published three times a year, detail the latest air cargo rules, regulations, rates, and charges. TACT consists of more than 4,000 pages; contains more than 3.3 million rates and 1,000 pages of rules, regulations, and airport facilities for over 200 countries; and is used as a daily reference guide by approximately 70,000 professionals within the industry.

Changes in the structure of the air cargo market are resulting in airlines relying increasingly on TACT as the official source in which to publish their rates and rules. As a consequence the number of rates published in TACT is expanding continuously, increasing 25% over the last three years. This data increase has resulted in considerably higher production costs, as the book requires more paper to print. The associated weight increase of the TACT manuals also meant that distribution costs were increasing. Therefore IATA needed a simpler way to add large volumes of data, as well as to publish TACT more efficiently.

More efficient publishing

The envisioned solution was to create a digital edition. Customer and member feedback indicated that publication of TACT on CD-ROM would be the best solution. IATA engaged with document and database publishing specialist Sabern to adopt Adobe Acrobat. By building a document solution around Adobe Acrobat—particularly using the PDF Portfolio capabilities—IATA can offer the TACT CD as an alternative to the voluminous paper version. This translates into print and distribution savings. In addition, new tariffs can be added more rapidly and the digital solution helps to ensure IATA is ready for the future.

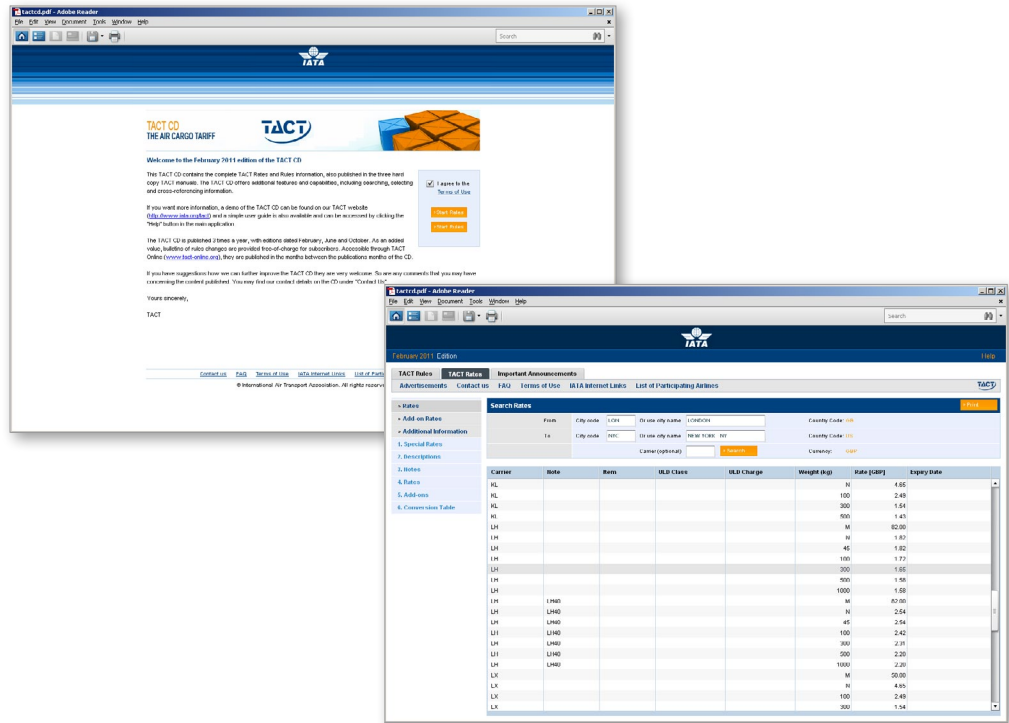
Accelerated development and deployment

IATA put out a Request for Proposal (RFP) for the solution development. The RFP included important stipulations such as all document data had to fit on a single CD, and the final, digital document would have the same look and feel as the paper version of the book—as well as be easy to update.

IT company Sabern proposed a solution based on Adobe Acrobat, which it was quick to deliver. "By using Adobe Acrobat, we created a functional prototype within a week," says Karen Lelieveld, marketing and sales manager at Sabern. "Many of the required functions were already included in Acrobat, so we were able to quickly deploy a working solution, at low costs."

Encouraged by the rapid development and functionality of the prototype, IATA and Sabern started work on the development of the final solution, employing Adobe Flash Builder to develop an application with the look and feel of IATA's TACT. Application data is generated using Adobe FrameMaker software and published in a PDF Portfolio—a compact digital compilation of various file types accessible in a single PDF. "PDF Portfolios integrate Adobe Flash Player and Adobe Reader® functionality, so users don't require additional software to access content," says Lelieveld. "Seamless access enables readers to view dynamic presentations, video, and other important information from a single location."

With Adobe solutions, IATA can condense nearly 4,000 pages of content into compact, efficient, and cost-effective PDF Portfolios. The digital files enable IATA to quickly update content and distribute it electronically across a variety of media to save time and money.



“With Adobe Acrobat, IATA has deployed a solution that fits well into the current market, and is ready for future developments.”

Karen Lelieveld
Marketing and sales manager,
Sabern

Time and cost savings

The final TACT CD has the same look and feel as the paper version. The PDF Portfolio used on the CD contains the same paragraph classifications and tariff overviews as the paper version, as well as the same familiar design and layout. “Adobe Acrobat was one of the few solutions with which we could simply adopt the look and feel of the paper version of TACT,” says Lelieveld. “This saved us a lot of time in development, and also means that we can update TACT quickly by entering new data into the existing format.”

Although the look and feel of the paper and CD versions of TACT are the same, the digital version provides users with substantial benefits. The paper-based version of TACT requires users to manually search for specific rules or tariffs. On the other hand, the digital version on CD offers an automated search using Adobe Acrobat search capabilities that help users navigate the vast quantity of data available.

With over 3.3 million rates and 1,000 pages of rules, the CD takes up less than 75MB, making it a highly efficient way to deliver a lot of information quickly. All the data contained in three over-1,000 page books is now available in a less resource-intensive format, using a fraction of the total storage capacity.

With Adobe Acrobat, IATA not only saves on printing and distribution costs, but has also deployed a solution that can be scaled to meet future needs. “There is still plenty of additional capacity possible on a single CD,” according to Lelieveld. “We can easily manage the data quantity we currently have and more. In addition, we can publish this digital format to mobile devices, giving us the ability to reach users with IATA TACT in various formats and on different screens. With Adobe Acrobat, IATA has deployed a solution that fits well into the current market, and is ready for future developments.”

For more information
www.adobe.com/products/acrobat



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