



Press Release

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TradeVision signs contract in USA **Sterling Courier selects Nocom's TradeVision to provide real-time traffic management**

Global provider of Internet-based EDI services to the transport and logistics business, TradeVision – a company in the Nocom Group – delivers LogiMan™ system to US specialised courier service, Sterling Courier.

TradeVision's LogiMan™ is a sophisticated, Internet-based supply chain management tool, including automated status update functionalities, track and trace, automated distribution of information among authorised parties, and a full range of customised logistics services. The system ordered by Sterling Courier will also include an Internet-based forwarding & airline module comprising all facilities including air cargo reservations, bookings, AWB (Air Way Bill) issuance and electronic interchange of documents, and status messages.

“Sterling Courier, headquartered at Washington, relies on efficient tools to manage and supervise our US domestic and international traffic,” Joe O’Connell, Sterling Courier director, international projects, said. “We are serving a range of customers requiring very time-sensitive services, and firm control of all shipments’ movements”.

Sterling Courier is a NFO, Next Flight Out, service provider to business-to-business customers in industries including aircraft spares and components.

“A substantial part of our shipments are driven by emergencies like AOG, Aircraft On Ground, situations, where local lack of a specific aircraft part is causing delay to an airliner at some domestic or international destination. Here, hours, or even half-hours, count rather than days, as very significant costs are involved on the part of the airline,” Joe O’Connell said.

Other situations require tight time frames, and extreme demands on status updates as in the case of shipments of pharmaceuticals, and human transplants.

“For Sterling Courier, performance is the benchmark, and control is the key-word. As our shipments always go the fastest and safest way, we are highly creative in our routings. Very often international



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shipments travel on two or more AWBs, being handled at intermediary checkpoints by agents to preclude any risk of interline errors. The traffic pattern at Sterling Courier, thus, is highly complex, and our customers require full control and documentation.”

“Sterling Courier’s decision to implement TradeVision’s systems reflects both our thorough appraisal of all current alternatives in the market, and the unique capabilities of the systems which clearly outperformed all competitors. Optimising the processes through automated data interchange and control provided by TradeVision’s systems will enhance our real-time control of all shipments, and allow us to focus on cases which need special attention and precautionary action,” Joe O’Connell said.

“We know that Sterling Courier made a thorough search of the market to find a system that would respond to their demand for control and automated real-time information and we are pleased to be selected by this highly demanding customer”, says Allan Harsbo, TradeVision senior vice president marketing & sales.

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Nocom AB (publ) was founded in 1985 and is listed on the Stockholm Stock Exchange Attract 40 (NOCM B). Nocom provides companies with e-business solutions for the Internet and wireless networks. The company is based in Uppsala, Sweden with offices in Stockholm and Gothenburg, Sweden; Oslo, Norway; Helsinki, Finland; Copenhagen, Denmark; London, the UK and Warsaw, Poland. The Nocom group employs over 220 persons. For further information, visit www.nocom.com

About TradeVision

Since its formation in 1992, **TradeVision** has provided EDI and Internet logistic solutions for the transport industry. Today, as a part of the **Nocom** Group, TradeVision has advanced solutions for e-commerce and links over 100 airlines with over 600 agent offices throughout the world, spanning areas such as Africa, Australia, China, Hong Kong and the USA.