Summer 2009

red berry
report

Redberry voted 'Best Provider of Information Technology to the Air Cargo Industry'

Redberry Software has been voted 'The Best Provider of Information Technology to the Air Cargo Industry' in the bi-annual ACW World Air Cargo Awards.

The prestigious award was presented at a Gala Dinner in Munich attended by 650 leading air cargo industry executives on the main evening of the Air Cargo Europe and Transport Logistic conference and exhibition. The four-day event attracts over 45,000 visitors, including over 11,000 freight forwarders, 1,000 executives from airlines and airports and more than 10,000 shippers.

The selection criteria for the award were:

• Working with technology to develop a unique service

• Providing customers with a competitive advantage

• Working with customers on a specific problem

Redberry, chosen by the judges over the other finalists – SITA/CHAMP, TRAXON and Unisys – won the award for its industry-leading freight tracking site. Over the past decade, www.redberrytrack.com has become a vital component in the daily business lives of freight forwarders all over the globe.

Redberrytrack facts:

• 81,000 unique freight forwarder users every month

• Users from some 130 countries

• In 2009, the site received its 70 millionth 'click'

Pat Roche (left), International Marketing Director of Redberry Software receives the award from Bernd Maresch, Director - Head of Marketing & Strategy, Swiss WorldCargo

• Enables forwarders to track shipments with 240+ airlines and over 150 ocean lines and provides links to hundred of courier, forwarder, rail and trucking service providers.

Geoff Stow, founder and CEO of Redberry Software, said: "This is a proud achievement for Redberry, especially given the size and quality of the other finalists. As a specialist, independent provider of bespoke software and web-based solutions for the international air cargo industry, we help freight forwarders to manage their businesses in the most efficient way, providing the 'real time' information their customers require and helping to maximise the productivity of their workforce.

"Redberrytrack is so popular with freight forwarders worldwide because of the speed and simplicity of the site and the fact that it is free to companies making up to 1,500 enquiries per month."

REDBERRY SERVICES – MORE FREE SOLUTIONS FOR OUR VALUED FREIGHT FORWARDING CUSTOMERS – SEE PAGE 2

Click, click, hooray!

red berry
software

Every month, 81,000 freight forwarders in 130 countries track their freight at **www.redberrytrack.com.** Now, with **70 million-plus clicks** on our site, you've voted us **'The Best Provider of Information Technology to the Air Cargo Industry'** in the 2009 ACW World Air Cargo Awards.

To celebrate and to thank you for your support, we've launched a range of **FREE information 'Services'** for global freight forwarders to help you manage your business as efficiency as we do.

www.redberry.com

TRACKING • AIRPORT SEARCH • WORLDWIDE CUSTOMS • INTERNATIONAL TIMEZONES • CURRENCY CONVERTER • SHIP LOCATOR • GLOBAL PUBLIC HOLIDAYS

Free services for freight forwarders

In the fast moving world of freight forwarders, you need access to fast and accurate information.

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To celebrate being voted **'The Best Provider of Information Technology to the Air Cargo Industry'** and to thank you for your support, Redberry has launched a range of information 'Services' for global freight forwarders to help you manage your business as efficiency as we do.

And, best of all, they're absolutely free of charge!

Every time you visit **www.redberry.com** simply click on 'Tracking' to go to our 'Services' page

Here, as well as being able to gain instant status information of individual cargo shipments travelling all with hundreds of multi-modal transport providers all over the world, our high quality information partners enable you can access:

AIRPORT SEARCH

Find almost any airport in the world, searching by country name, country abbreviation, country code, airport name or city name in seconds.

WORLDWIDE CUSTOMS

Link to any one of nearly 30 worldwide Customs authorities to find the information and guidance you require to ensure your cargo shipments to and from those countries meet all of the necessary customs requirements and avoid delays.

INTERNATIONAL TIMEZONES

You're in Brisbane, sending a shipment via Singapore for a customer in Barcelona … not an uncommon situation in the world of logistics. So, when you need to call someone in the supply chain, you need to know their business hours and the local time in their country. Easy! Redberry Services will tell you the corresponding time in cities all over the world instantly.

CURRENCY CONVERTER

Working in global currencies can have a big influence on pricing and billing. Our currency converter enables you to convert from your local currency into virtually any other used in markets across the globe.

SHIP LOCATOR

Need an update on the position of a vessel carrying your customers' goods? By simply entering in the ship's name or part of its name, you'll be able to easily pinpoint its location.

GLOBAL PUBLIC HOLIDAYS

Every country celebrates public holidays and they're generally at different times of the year. That can be a challenge for freight forwarders when you only find out on the day itself that businesses are closed when you need an urgent response. With Redberry you can avoid these problems by checking global public holidays in advance.
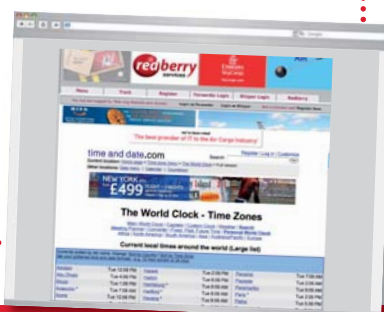
INDUSTRY BODIES

Via Redberry Services, you can immediately connect to 40 international industry bodies, including government departments, trade organisations, industry associations, economic development agencies, chambers of commerce and freight forwarder associations.

Want to advertise your services to 81,000 freight forwarders?

Redberry offers airlines, ocean lines, charter brokers, GSAs and a multitude of other service providers to cost effectively reach out to a global audience of 81,000 freight forwarders every month.

To find out how, contact proche@redberry.com

Tell us what else you need!

If you have suggestions for how we can further improve Redberry Services, email us on enquiries@redberry.com

redberry software

Proven freight forwarding software solutions

All Redberry Software solutions have been designed and are supported by a team of freight industry and technology specialists.

At each stage of your business development, there is a Redberry solution that's quick to implement, easy-to-use and cost efficient. Most importantly, our technology will enable you to run your business more efficiently and provide the levels of timely and accurate information and service your customers expect.

There are three Redberry Software solutions to choose from:

redberry *lite*

This is a low cost entry solution that enables the end user to complete all operational documents, including:

- House & Master Air Waybills
- Bills of Lading
- Collection & Delivery Notes
- Manifests
- Labels

The details of these are also kept within the databases of the program.

"We have recently introduced Redberry Lite as an ideal solution for our operational requirements; ease of use and cost effectiveness were a key factor. We have been impressed with the support and assistance of Redberry." **Fred Smith, Operations Manager, ANA Aviation.**

redberry *global*

A freighting package that has earned a worldwide reputation for its effectiveness and value. In addition to incorporating all of the features of Lite, Redberry Global also includes financial management tools, including:

- Invoicing and costing can be completed in order to calculate the profit of each individual shipment
- The production of full monthly and annual reports

"We have been using Redberry in our Toronto and Montreal offices for over seven years. The reliability and support has been first class" **Richard Mirander, TNT Express, Toronto.**

redberry *logistics*

This solution combines the Lite and Global features and, as the latest addition to Redberry's software portfolio, keeps pace with your business expansion in all areas for both single and multiple branch locations and incorporates all modes of transport:

- Air
- Sea
- Courier
- Road
- Rail

The complete financial control that Logistics provides enables the reporting process to match those of the accounts package, including period reporting which Redberry clients have identified as a key advantage of the system.

"We have been running Redberry Logistics for just one month and the staff are very confident with the new software.It is extremely easy to use. The training and remote assistance is second to none and we are so pleased with Redberry Reports financial control that we are installing the software now in Abu Dhabi." **Fiaz Shibly, Operations Manager, Expolanka, Dubai, U.A.E.**

Scott Smith, European Sales Director, Redberry Software said: "Logistics has been developed as a result of listening to our customer needs and developing the solution they required. I am delighted with the reaction from the installations we have been undertaking and the positive feedback of the users."
For further information:
enquiries@redberry.com

We are opening a new location every six months and one of our key issues is that we need an IT system that gives us complete functionality, but is also very scaleable. It is also important that it is easy to use and user-friendly. All our employees have had to learn the system from scratch in the past 18 months, and this has gone very smoothly.

'I worked for one major forwarder that spent millions of dollars on its IT system and yet the Redberry system offers much better functionality and at lower cost. With the Redberry system, we make a sale and five minutes later it is reflected in our accounting system.'

Richard Newport, Managing Director, Signet International

Come and meet us

Redberry Software will be attending the following events in 2009. Please contact us to arrange a meeting:

AIRFREIGHT ASIA 2009
AsiaWorld-Expo, Hong Kong - September 8-10th
www.airfreightasia.com

THE FREIGHT SUMMIT
Macao - October 27-30th
www.thefreightsummit.com