



Real support from artificial agents

IATA World Cargo Symposium

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What is Artificial Intelligence?

“Science and engineering of making ...
intelligent computer programs”

John McCarthy (1956)

Artificial Agents are just like you and me



Beliefs



Desires



Intentions

Artificial Agents can represent a shipment...



“ I am Express shipment 73223723 from Forwarder X and I need to find an alternative to LAX. My initial flight 601 got cancelled.”

Look after the objectives of a flight...



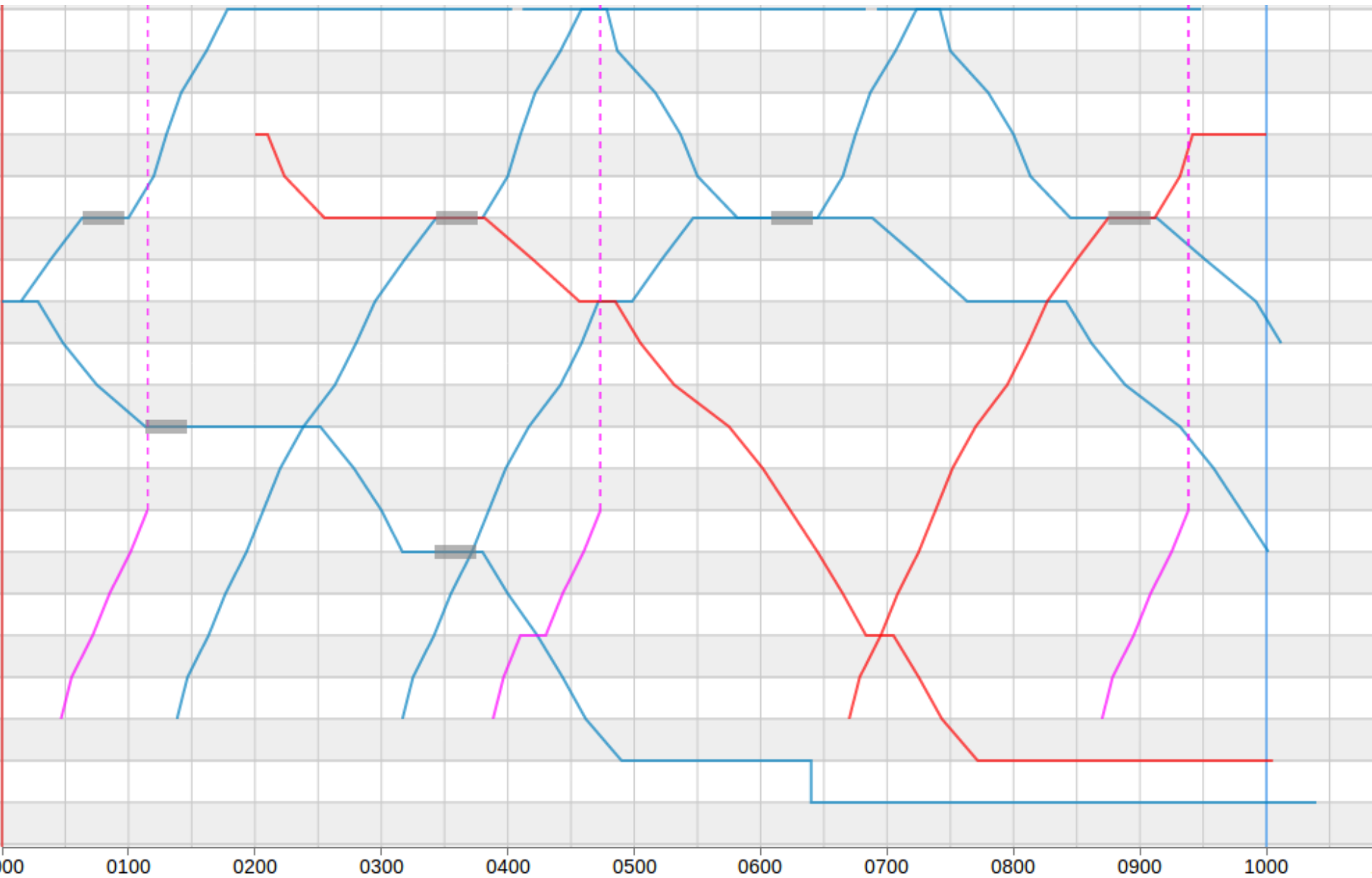
“ I am Flight 124 on March 13 to JFK and I need to find some last-minute additional freight. Delayed inbound flights will otherwise result idle capacity.”

Or be the custodian of a client deal



“ I am the incentive program with Forwarder Z, and continually assess their performance relative to target and market.”

Artificial Agents recently proved themselves in rail cargo



Big data sets is not synonymous with 'Big Data'

~~“Big Data is high volume, high velocity, and/or high variety information assets that require new forms of processing...”~~

Gartner (2001)



Air cargo messaging standards minimize the need for new forms of data processing

Artificial Agents are good at eavesdropping



This is how we see the road ahead...



Study on the computerisation of jobs - Oxford University

What is the ranking of the following jobs, on the likelihood of being computerised in twenty years:

Cargo Agent, Load Planner, Logistics Service Representative and Operations Manager

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