

# MAGMA AVIATION INTRODUCES A FULLY CUSTOMISED CMS BUILT FOR AIR CARGO COMMERCIAL OPERATIONS

News / Airlines



**Magma Aviation takes pride in completing the rollout of its new digital transformation strategy with the debut of its fully-customized Cargo Management System, designed specifically to meet the unique operational needs of the air cargo industry. As a customer-focused organisation, this development demonstrates Magma Aviation's dedication to creating modern and efficient internal processes that align with its long-term goal of providing its customers with a seamless experience.**

As part of its digitalisation vision, Magma Aviation recognised the need to centralise operational data and eliminate the fragmentation that often affects freighter airlines. To date, many organisations still rely on multiple spreadsheets and fragmented systems, resulting in duplicated work, data inconsistencies, and internal misalignment. To address this issue, Magma Aviation prioritised the creation of a single, connected environment allowing every department, from Commercial, Financial to Operations, to work from the same information source. This ensures that

teams are more internally aligned and are capable of operating with more clarity, accuracy, and real-time visibility.

Paul Hoatson, Magma Aviation's Head of Network Planning & Alliances commented: "As a customer-centric organisation, a CMS customised to our business model helps us to seamlessly coordinate internally as a team, and that it reflects the service quality we offer to our customers."

Barry Zigner, CEO of Forward Momentum stated: "As a technology partner, we are proud to be instrumental in helping freighter companies reach their full operational potential through a system solution designed for their business and able to grow with them as they scale in the future."

Air cargo operations in general require a specific level of speed, accuracy and data consistency. Despite this, some segments of the industry still rely on manual spreadsheets that restrict them from achieving their organization's full operational efficiency. Off-the-shelf CMS often fail to meet the depth required for complex cargo environments. When Magma Aviation explored available CMS solutions in the market, it was evident that no existing software solution could meet the needs of their operational model or the level of integration the organisation required.

Following the successful implementation of the CMS across its organisation, its value has also been recognised by a key industry partner. In partnership with Forward Momentum, Magma has now been able to license the system for third-party use, extending the benefits of the platform to organisations that control their own freighter capacity without holding an AOC.

The CMS will continue to drive Magma Aviation's growth ambitions while also supporting partners who can benefit from Magma's digitalisation efforts. As the solution continues to undergo system developments, partners can expect future enhancements, including AI and machine learning capabilities, to further strengthen operational efficiency and decision-making.

Magma Aviation's customised CMS is a long-term investment in the company's support system, especially in an era where automation and collaboration are more prevalent than ever. As customer experience continues to be its top priority, Magma Aviation remains fully committed to staying ahead of the competition by building tools and solutions that match its operational standards and its ambition for future growth.

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