

# How MSC Air Cargo went from start-up to double-digit growth with iCargo





## MSC AIR CARGO

MSC Mediterranean Shipping Company, headquartered in Geneva, Switzerland, is a global leader in transportation and logistics, privately owned and founded in 1970 by Gianluigi Aponte. As one of the world's leading container shipping lines with 300+ trade routes calling at over 520 ports, MSC employs 200,000 people spread across 675 offices and 155 countries. With access to an integrated network of road, rail, air, and sea transport resources that stretches across the globe, the company prides itself on delivering global service with local knowledge.



# MSC AIR CARGO





## Context

With an established presence across different verticals in the cargo industry, MSC expanded its footprint by entering air cargo with the launch of MSC Air Cargo in October 2022, whose maiden flight took off in December 2022.

In June 2023, MSC Air Cargo introduced its second aircraft. It further expanded operations in 2024 by acquiring AlisCargo and launching new services, including Road Feeder Services and Pharma Products. By July 2024, MSC Air Cargo's fleet comprised five aircraft.

Having experienced rapid growth, increased complexity, and ambitious plans for the future, the company needed a flexible technology platform to support and scale its business.



# Challenges

While MSC enjoyed solid expertise, resources, and presence across different cargo and logistics verticals, it faced new challenges entering air cargo.

## Hitting the ground running

The absence of a pre-existing technology framework meant MSC Air Cargo had to build everything from the ground up while aircraft were already operating.

## Manual processes

With the company set for significant expansion, it needed the infrastructure to support its rapid growth. Streamlining and automating critical operations that MSC Air Cargo managed manually was urgent.

## Growth and agility

To meet demanding targets, MSC Air Cargo needed a flexible cargo management system that could scale with growth, adapt to increasingly complex operations, and facilitate talent recruitment.

## Increasing complexity

MSC Air Cargo needed to align its network with the rapid growth the business was experiencing, developing its route structure based on customer locations and future plans to scale up.

## Urgency

MSC Air Cargo had just five weeks to implement a Minimum Viable Product (MVP), requiring a modular solution that could be implemented quickly, without compromising quality, and with the option to add more advanced features in the future.

Given MSC Air Cargo's rapid growth and ambitious future plans, it urgently needed a scalable, integrated software solution. The company sought an experienced partner to quickly deploy its core system while upgrading value-added functionality as the business evolved and expanded.

## Solution

Following a comprehensive analysis of requirements that formed the basis of its RFP process with four leading vendors, MSC Air Cargo selected IBS Software's iCargo for its cargo management platform. In addition to the product's advanced capabilities, MSC trusted IBS Software's ability to implement iCargo quickly and effectively, given proven results in other parts of the customer's business.

Having completed an exhaustive review of requirements and traced a phased migration approach, from MVP to full deployment, IBS Software adopted an agile implementation methodology to meet the tight timelines and agreed milestones. IBS Software assigned an experienced and dedicated team with deep technology and industry expertise to address MSC's unique needs. Working closely with MSC teams throughout the setup and implementation process, IBS Software provided hands-on guidance to overcome the complexities of configuring and aligning the system with operational goals.

IBS Software helped MSC focus on essential functionalities for the initial go-live and defined a roadmap for future module enhancements. Defining master data and establishing clean, accurate, and comprehensive data upfront was critical to saving significant time and effort along the journey.





# Outcomes

MSC Air Cargo's fleet evolution from 0 to 5 aircraft in just 21 months, AlisCargo acquisition, and introduction of new services showcases the company's commitment to scaling its operations and solidifying its presence in the cargo industry.

## Starting from a blank sheet

MSC Air Cargo implemented a modern, adaptable cargo management platform built on the latest technologies, providing flexibility as its business grew while avoiding the drawbacks of its competitors' legacy applications.

## Fast and phased deployment

Starting from a clean slate, MSC Air Cargo went live with iCargo in just five weeks, with specifications above its initially set MVP and a clear rollout plan for future capabilities.

## Business agility

With a best-in-class cargo management platform, MSC Air Cargo has the foundations to support business growth, ensuring operational visibility and automating critical processes throughout the cargo lifecycle.

## Innovation

With a scalable, cloud-native infrastructure, MSC Air Cargo can quickly launch new products and services to market and adapt them based on performance metrics.

## Community model

As part of the iCargo customer community, MSC Air Cargo actively influences the product development roadmap, ensuring evolving business needs are supported with technological enhancements.



# The IBS Software Advantage

Establishing a new division in a competitive market was a time-sensitive challenge for MSC Air Cargo, which needed a robust technological foundation to scale quickly. IBS Software's expertise and iCargo solution delivered the speed, flexibility, and functionality MSC needed to integrate new services, improve efficiency, and maintain agility in a rapidly evolving industry.



*With iCargo serving as the core framework of our operations, it will play an essential role in our strategy to streamline and optimize key areas of our business, ensuring efficiency, scalability, and adaptability as we expand. The IBS Software team's deep expertise and collaborative approach enabled us to forge a strong partnership, unlocking value across several areas of MSC Air Cargo businesses.*

**Joern Roehl**

Head of Products, Quality, and Transformation  
MSC Air Cargo

From **0 to 5** aircraft  
in just **21 months**

iCargo **implementation**  
in just **5 weeks**

## About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and energy resources industries. IBS Software's solutions for the aviation industry cover fleet & crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air cargo management. IBS Software also runs a real time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive, customer-centric, digital platform that covers onshore, online and on-board solutions. Across the energy & resources industry, we provide logistics management solutions that cover logistics planning, operations & accommodation management. The Consulting and Digital Transformation (CDx) business focuses on driving digital transformation initiatives of its customers, leveraging its domain knowledge, digital technologies and engineering excellence.

IBS Software operates from 16 offices across the world.

Further information can be found at [www.ibsplc.com](http://www.ibsplc.com)



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