

A MAGAZINE FOR AIRLINE EXECUTIVES

APRIL 2003

ascend

Taking your airline to new heights

MAKING EVERY DOLLAR COUNT

A Conversation with ...

Brett Godfrey,
CEO, Virgin Blue

INSIDE

New Approach to Cost
Reduction Provides
Benefits

Aeroflot Reshapes Itself

American Airlines
De-Peaks Its Hub and
Spoke Structure

Next-Door Knowledge

Locally Based Experts Assist EMEA Airlines

■ By Marcus Pearson | Ascend Contributor

As changes in the airline industry continue at breakneck speed, it may sometimes prove difficult to know all the right answers — or, for that matter, even all the right questions.

With such uncertainty facing the industry, keeping pace may seem a bit overwhelming. Fortunately, airlines don't have to go it alone. Resources are available to help airlines stay on top of the latest industry best practices as well as the latest information technology that enables them to compete effectively.

For airlines in Europe, the Middle East and Africa, Sabre Airline Solutions has created a locally based Center of Excellence, a group of subject matter experts who combine deep industry knowledge with extensive IT experience.

Having worked in the EMEA airline industry, these experts provide an understanding of the region's unique environment and can help navigate through the turbulence of changing conditions. With their ability to identify not only the problem but also the solution, these experts can provide insight and assistance to help airlines determine the ideal course.

By combining industry and IT knowledge, these subject matter experts can also help airlines apply their technology to new processes and procedures. An airline considering starting codeshare agreements, for example, may not know how to implement them in its flight operations software. The Center of Excellence can assist the airline to make sure its

decision-support tools properly support the business.

The Center of Excellence recently expanded, adding resources in additional functional areas:

- Julie Moffatt, a subject matter expert in resource management, helped develop and implement the *Sabre® StaffPlan™* staff forecasting and planning system and the *Sabre® StaffAdmin™* employee tracking and assignment system while working for bmi. Julie was also fundamental in the design, development, testing and initial implementation of the Roster Maker module of the *StaffPlan* system.
- Matthew Pearson, a subject matter expert in crewing services, came to the Center of Excellence from My Travel. Before that, he helped implement the *Sabre® AirCrews™* crew management system at bmi.
- Chris Vokes, a subject matter expert in flight operations, joined the Center of Excellence after serving as the manager in charge of operations and crew teams at bmi.
- Lindsay Watson, a subject matter expert in revenue management, also came to the Center of Excellence from bmi, where she worked as a route analyst and supported the implementation and training for version 5.0 of the *Sabre® AirMax™* automated revenue management system.

The new members of the Center of Excellence join the local experts in

flight scheduling — Maher Koubaa and Bruno Joannet, who currently support clients using the *Sabre® AirFlite™* suite of planning and scheduling solutions. They have provided assistance to several of the region's airlines as well as led the implementations of products from the *AirFlite* solutions at Scandinavian Airlines System, Aeroflot – Russian

“Having worked in the EMEA airline industry, these experts provide an understanding of the region's unique environment and can help navigate through the turbulence of changing conditions. With their ability to identify not only the problem but also the solution, these experts can provide insight and assistance to help airlines determine the ideal course.”

International Airlines, Iberia, Air Malta, Air France, Alitalia, Lufthansa, Air Algerie, Brussels Airlines and Air Nostrum.

The EMEA-based experts in the Center of Excellence offer the region's airlines unique expertise tailored specifically for their needs. ■

Marcus Pearson is EMEA director for the United Kingdom and United Arab Emirates.