

Information for Competitive Advantage

**Business Information Management:
Put Your Data to Work**



Better Decisions, Smarter Intelligence

The market has changed and new dynamics are in play. Now more than ever, the ability to act with informed agility will set you apart from the competition.

The information residing in your organization is a critical business asset. Understanding how to use this asset to its fullest potential should be a critical objective. Capgemini's Business Information Management (BIM) service is a holistic, end-to-end approach to corporate intelligence. Through it, we can help aviation companies devise a practical information strategy that intimately links data availability with business demand.

Across the information lifecycle, powerful data management, reporting and analysis tools enable accurate and timely intelligence to be available at the point-of-need to initiate a step change in operational responsiveness. Capgemini's BIM solutions for aviation can help companies gain competitive advantage and improve business performance and operational effectiveness. These solutions include:

Passenger Accounting, Revenue Management, Network Performance Management, Advanced Planning and Scheduling, Enterprise Content Management, and Master Data Management.

Drowning in Data, Thirsting for Knowledge

Information is the building block upon which effective decision support and corporate agility are built, and is the defining factor in how business value is ultimately delivered. Aviation organizations keen to understand and improve business performance must recognize the intimate connection between accurate operational intelligence and their ability to make informed business decisions.

The challenge is to deliver meaningful insight from the huge volumes of data stored across business units. Many organizations are simply overwhelmed by the scale and complexity of the information residing in their business applications. Their inability to manage the information lifecycle is leading to stagnation in performance as critical information and insight is simply not available.

But who can afford to sit still? We are facing fundamentally altered market conditions that have redefined how business success is measured. Any organization that excels in this environment will need to be more agile and sophisticated in their management of information assets. This will include an advanced capability for interpreting performance trends at a macro level, and the tactical agility to use this insight for immediate impact.

Consider the example of Czech Airlines, where Capgemini worked with the company to develop an Enterprise Data Warehouse to house data from both internal and external sources, like reservations, sales and flights. Capgemini also delivered solutions for data integration and consolidation.

This new Data Warehouse enables the company to make better and more substantiated decisions at all levels of management and reduces time and effort of standard report development.

The need to retain, organize and actively make sense of your data assets, as well as the need to satisfy regulation and compliance, has increasingly led to the adoption of business intelligence capabilities across the extended enterprise. These investments provide the necessary analytics, reporting and insight, but these solutions and tools must be part of a wider information strategy if they are to deliver the expected results.

Making Information Work for You

Capgemini's Business Information Management service for aviation helps companies secure and exploit business information through its entire lifecycle. Our industry-specific BIM capabilities include:

Passenger Accounting. Capgemini, using our deep industry experience, has helped leading airlines in setting up their passenger accounting service. Passenger accounting allows airlines to take control of their coupon processing system and to gather important information about the process.

Revenue Management. In light of the current economic situation and specifically the effort airlines must make to maintain a healthy organization, it is important to gain maximum revenue per seat sold. Capgemini's Revenue Management solution has helped airlines optimize their revenue per seat, thereby increasing effectiveness and improving turnover.

Network Performance Management. Information about airplane departure times, especially on time departures, is increasingly important to airlines. Not only do they encounter financial consequences if their airplanes do not depart on time but there are also consequences for connecting flights, slot times and customer perception. Capgemini's Network Performance Management solution helps airlines and airports to optimize their network performance.

Enterprise Content Management (ECM). ECM includes strategies, methods and tools to capture, manage, and deliver information to organizational processes from wherever that information exists. Capgemini's ECM offerings include web content management, document management, XML content management, workflow and content transformation and conversion.

Advanced Planning and Scheduling.

Capgemini's Advanced Planning and Scheduling (AP&S) solutions help clients map out resource demands to ensure smooth distribution and transportation operations. Planning resources effectively and scheduling the flow of products or services increases a client's ability to respond rapidly to customer requirements. Capgemini works with its client on all phases of planning and scheduling, including strategy, design, tool selection and implementation.

Master Data Management.

Capgemini's Master Data Management (MDM) solution focuses on a set of processes and enabling tools and technologies to create and maintain a consistent, accurate and standardized view of reference data across business systems. MDM enables identification of master data objects, ensures that every master data object is stored in a way that guarantees integrity, provides a single place of reference for all stakeholders, and promotes master data quality.

Industrialized BIM Delivery

Capgemini has a unique approach to industrializing the delivery of BIM, based on a Center of Excellence approach that engages both business and IT in managing information assets. This approach also draws heavily from our Rightshore®¹ methodology to deliver a comprehensive but affordable solution.

Why Capgemini?

No other professional services provider links your information strategy so clearly and intimately to your business strategy. Across the information lifecycle, Capgemini has effectively brought together all the key disciplines of BIM to provide you with the technological expertise and service excellence. Our sector-specific knowledge, tools and accelerators, and the depth and breadth of our customer engagements, substantiate our claims to pre-eminence in the field of Business Information Management.

Capgemini has worked with numerous airlines, airports, aviation authorities and other companies in the aviation industry worldwide to provide solutions designed to meet their unique requirements. Capgemini has over 300 specialists in over 35 countries working in the aviation industry. Our global aviation practice helps businesses reap the benefits of industry-specific solutions such as Green Aviation, Asset Management, Ancillary Revenue Programs, Plan a Flight Path to the Future, Transport Management Systems, Warehouse Management Systems, and Advanced Planning & Scheduling.

Case Study: Commercial Data Warehouse at a leading airline company

By implementing an architecture that enabled the capturing and analysis of customer data, Capgemini helped a leading airline company in Italy to deepen the knowledge of its client database, allowing it to improve its service and optimize its organization.

The Situation

The airline realized it was important to have a technological infrastructure in place that would deepen the knowledge it could gather from its client database. Such information would also help it develop key markets, improve or maintain market share, improve proceeds, optimize network inventory and pricing structure, maximize investments in its fleet structure and optimize control of its sales and distribution functions.

Capgemini was asked to implement an architecture that would allow for capturing and analysis of the client's customer data.

The Solution

Capgemini was tasked with analyzing the client's requirement, making an application design of both the front and the back end of the application, creating Business Objects reports, implementing segmentation criteria, and with the overall application management process.

The Result

An application was developed to capture and analysis the client's customer data. The application is used by 120 reporting units and 1000 users.



¹ Rightshore is Capgemini's approach to global delivery that combines global talent from the right balance of locations working together with our clients as "One Team."

Case Study: Business Information Change Program (BICP) at a large UK-based airline

A large UK-based airline switched off their old data store and moved their bookings and ticket data into a new data warehouse. This engendered a whole new look at the vision, strategy and direction for data warehousing at the airline, which would ultimately lead to improvements in how the airline uses information across the organization.

The Situation

From a data warehousing perspective, the airline's primary focus over the last few years had been to successfully move all their bookings and ticket data functionality into a new data warehouse structure. With this phase nearing completion, it was time to think about the vision, strategy and direction for future data warehouse needs. A Data Warehouse Review was undertaken, which identified a number of key challenges and opportunities, which in turn led to changes and improvements in how the airline uses information. To gain maximum advantage from data would require a major change in how the data was management within the organization and how people, processes, technology and information were aligned to it.

The Solution

Working with the airline's senior management, Capgemini created the Business Information Change Program (BICP), with the following streams of work:

- Data Governance
- Data Quality
- Architecture and Exploitation
- Capability Development
- Technical Improvement

In addition, Capgemini also provided specialized Information Program Management resources and the use of

their Accelerated Development Centre (ADC) environment for data quality activities. The delivered solution included recommendations for implementing best practice portfolio planning, data governance and data quality initiative.

The Result

The following benefits resulted from the BICP program:

For the first time, the IT leadership team was able to have full visibility of all their work streams in one place.

Data Governance has raised the profile and standards of those responsible for data within the organization, which in turn has improved metadata, quality, management and ongoing use of the data.

Key actions were identified and then implemented around architecture, data governance and data quality management.

The IT organization and the commercial business now have a much firmer platform from which to talk about data-related issues.



About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery

model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

More information is available at www.capgemini.com

For more on Capgemini's Business Information Management service for aviation companies, please contact:

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