

# Digital lift-off for airlines



*"There are no signposts in the air to show a man has passed that way before. There are no channels marked. The flier breaks each second into new uncharted seas."*

Anne Morrow Lindbergh

# **If operating an airline was equivalent to flight, you could forget about safe flying.**

In the current economic and technological climate, your C-suite is experiencing constant turbulence. There are no flight charts, virtually no visibility from the cockpit and even the smartest auto-pilot would be overwhelmed by incoming flight data. For all its piloting acumen, your management team is not really in control.

## **Airlines are embarking on a new kind of flight.**

- ➔ Nobody announced the boarding call.
- ➔ The check-in proceeds ad hoc.
- ➔ There are no friendly attendants along the way.
- ➔ It's not easy to find copilots to share the controls.
- ➔ Nobody really knows where and how the journey ends.



# **This journey through digital innovation is turning into your biggest challenge.**

**But, as daunting as that adventure looks, no airline  
wants to be left behind. You are all at different points  
along that disruptive journey, widely considered inevitable.**

# Airlines are competing in how fast they will undergo their digital transformation.

Understandably so. When applied well, digital technology can:



optimize  
your  
processes



improve your  
choice of  
revenue streams



introduce new  
business  
models



increase the  
market reach of  
your organization

## In the process, it can enhance your passengers' experience.

Airlines which give their patrons ample choices in all stages of travel, then store their preferences in personalized profiles and offer them simple, clear and logical interfaces throughout, stand a chance of turning even the most opportunistic nomads into loyal customers, who appreciate the quality of service.

## **Most passengers will readily volunteer data.**

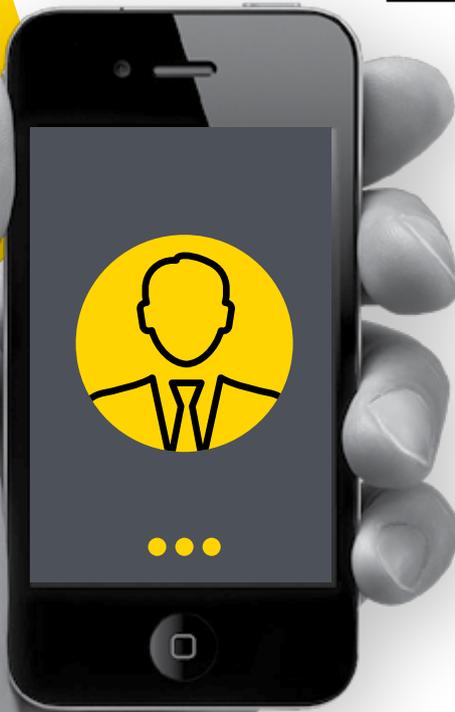
Passengers will enter their birthdays, interests, favorite places, travel companions etc. And when all that data enriches your loyalty programs and promotional offers, the customers even start feeling privileged.



## **But airlines are not in the business of pampering people.**

Air travel is worthwhile when it is efficient. This is why it has long been plagued by plummeting fares and price wars - and when that approach persists, the only way is up. But at what cost?

Traditionally, going up meant providing a higher class of offering - more space, better catering, stylish lounges etc. - and incurring skyrocketing costs in the process. This route has been discontinued for good reasons.





# **Digital technology allows a different approach to service.**



It effortlessly matches the most peculiar of tastes with the oddest option available, as rare as they each may be. In this way, it maximizes the utilization of resources, creates an air of perfect indulgence, while it effectively keeps the costs down.

# **Digitized airlines can let passengers choose everything.**



Whether they want a seat with a view, a familiar travel companion or a preferred mode of payment - none of it incurs a great expense of money or effort for complying. The price therefore stops being the only ponder.



**→ In a selection-starved context,  
even the simplest choices can make all the difference.**



## Digital capacity is hard to match.

The other major advantage of digital technology is its almost limitless stamina and matching speed. No human ground crew can fill even one huge 737 aircraft in a minute, let alone four.

**The natural question that you can then start asking yourself is: what else could we do with all that processing ability?**

Our digital systems could improve your:

- Predictive maintenance
- Demand prediction
- Revenue management
- Loyalty programs

**That's how our innovative digital solutions can lift your operation to a new strategic plateau.**



We at Comtrade Digital Services are frontrunners in turning airline businesses from analog into digital. Major airlines trust us to escort them safely from the point where they start considering digitizing, until they take off with a fully functioning set of digital solutions developed specifically for them.

**We excel at rapid digitization.** Our goal is a viable working digital product. Our iterative development improves the code every week, according to your designs and feedback. Our reward is the thrill that both our clients and their passengers experience at the time of deployment.

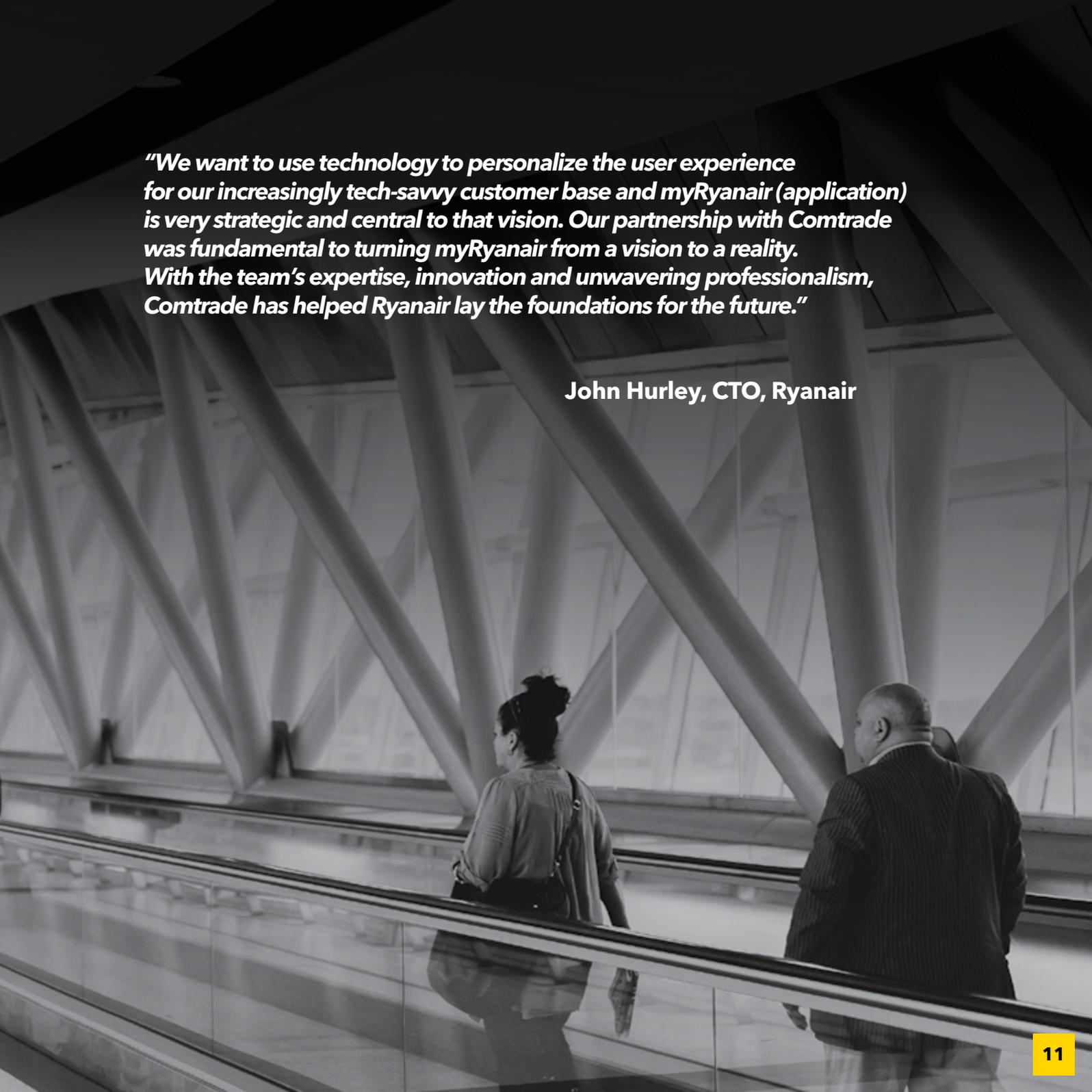
## **Airlines choose us because we are:**

- **experts in agile methodologies**
- **passionate about innovation**
- **transparent in the way we work**
- **focused on business goals**
- **committed to quality in every detail**

Forward thinking airlines are adopting the speed and agility of IT, moving their digital and IT departments from a supportive to a central business role in decision-making. The boldest among them are becoming technology companies active in the field of travel.

Through understanding these new roles in innovative and technology-savvy businesses, and with over 25 years of experience in innovation projects, Comtrade Digital Services help companies reinvent their business models using digital technology, so they can strategically address business challenges and become industry leaders in their domains.



A black and white photograph of an airport terminal. In the foreground, a woman with her hair in a bun and a man in a dark suit are walking on a moving walkway. They are looking towards the right. The background features a large, modern architectural structure with many diagonal support beams and a glass facade. The lighting is dramatic, with strong shadows and highlights.

***“We want to use technology to personalize the user experience for our increasingly tech-savvy customer base and myRyanair (application) is very strategic and central to that vision. Our partnership with Comtrade was fundamental to turning myRyanair from a vision to a reality. With the team’s expertise, innovation and unwavering professionalism, Comtrade has helped Ryanair lay the foundations for the future.”***

**John Hurley, CTO, Ryanair**

## Contact us

23 Priory Hall, Stillorgan road,  
Stillorgan, Co. Dublin, Ireland

**Phone:** + 353 1 661 4030

**E-mail:** info.ie@comtrade.com

Stefan-George-Ring 29, 81929  
Munchen, Germany

**Phone:** +49 89 30 90 40 222

**E-mail:** info.de@comtrade.com

Hirschstettner Straße 19-21/Z/109,  
1220 Wien, Austria

**Phone:** + 43 1 994 9650

**E-mail:** info.at@comtrade.com

Letaliska cesta 29b, 1000  
Ljubljana, Slovenia

**Phone:** +386 81 60 5200

**E-mail:** info.si@comtrade.com

710 Lakeway Drive, Suite 275,  
Sunnyvale, CA 94085, USA

**Phone:** +1 650 968 2562

**E-mail:** info.us@comtrade.com

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