# IATA

# AVIATION

# **DATA & DIGITAL**

# **WEBINAR SERIES**

# DATA & DIGITAL CAPABILITIES DURING CRISIS

# **EPISODE 1 (ANALYZE & DECIDE)**

LIVE WEBINAR WILL START SHORTLY ...

Monday 27 April 2020 15:30 - 17:30 CEST

#StayStrong #WeAreAviation #StrongerTogether





## **DATA & DIGITAL**

### **WEBINAR SERIES**

### **EPISODE 1 (ANALYZE & DECIDE)**



### • LIVE PRESENTATION IN PROGRESS

Welcome to the Webinar!

Houman Goudarzi Head of BI & Industry Engagement, IATA



ADDWS 2020 Series 1, Episode 1

### ► AVIATION DATA & DIGITAL WEBINAR SERIES EPISODE 1 SPEAKERS





**Minna Kärhä** Head of Data, Finnair



**Nevin Murad** Associate Analysis Officer, ICAO



**Susan Doniz** Former Group CIO, Qantas



Hélène Millet Head of Consulting & Airline products, Conztanz



**Aleksander Popovich** SVP, Financial, Distribution and Data Services, IATA

**Jean Charles Odele** Director, Industry Payment Services, IATA



Ido Biger CDO, EL AL Israel Airlines



**Sourav Sinha** CIO, IndiGo Airlines



Houman Goudarzi Head of BI & Industry Engagement, IATA



### **DATA & ANALYTICS TO OPTIMIZE CRITICAL DECISIONS DURING CRISIS**

Webinar Synopsis: Periods of crisis are all about making the best decisions and minimizing damage. In this webinar we discuss, quick wins to support decisions, e.g. cash flow management, treasury, cost savings and best practices leveraging data & analytics tools and technologies.

Moderator: Houman Goudarzi, Head of BI & Industry Engagement, IATA

15:30 - 15:40	Opening keynote	SVP, Financial, Di	Aleksander Popovich stribution and Data Services, IATA
15:40 - 15:50	Keynote: Times of crisis put pressure on cash flow and treasury, and require data driven insights. Special announcement about IATA Treasury Dashboard.	Directo	<b>Jean Charles Odele</b> r, Industry Payment Services, IATA
15:50 - 16:10	Keynote: Shared data sources creating the basis for better decisions across different units.		<b>Minna Kärhä</b> Head of Data, Finnair
16:10 - 16:30	Keynote: Do's and don'ts for Data Leaders during Crisis		<b>Ido Biger</b> CDO, EL AL Israel Airlines
16:30 - 16:50	Keynote: Manage operational costs during crisis with Data & analytics		<b>Sourav Sinha</b> CIO, IndiGo Airlines
	Panel: Do's and don'ts for analytics and dashboards during crisis. And best practices for leveraging data & analytics tools and technologies to develop	<b>Sourav Sinha</b> CIO, IndiGo Airlines	<b>Minna Kärhä</b> Head of Data, Finnair
16:50 - 17:30	these. CDO,	<b>Ido Biger</b> EL AL Israel Airlines	<b>Nevin Murad</b> Associate Analysis Officer, ICAO
	Head of Consulting & Airline	Hélène Millet products, Conztanz	<b>Susan Doniz</b> Former Group CIO, Qantas







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### **EPISODE 1 (ANALYZE & DECIDE)**



### • LIVE PRESENTATION IN PROGRESS

**Opening keynote** 

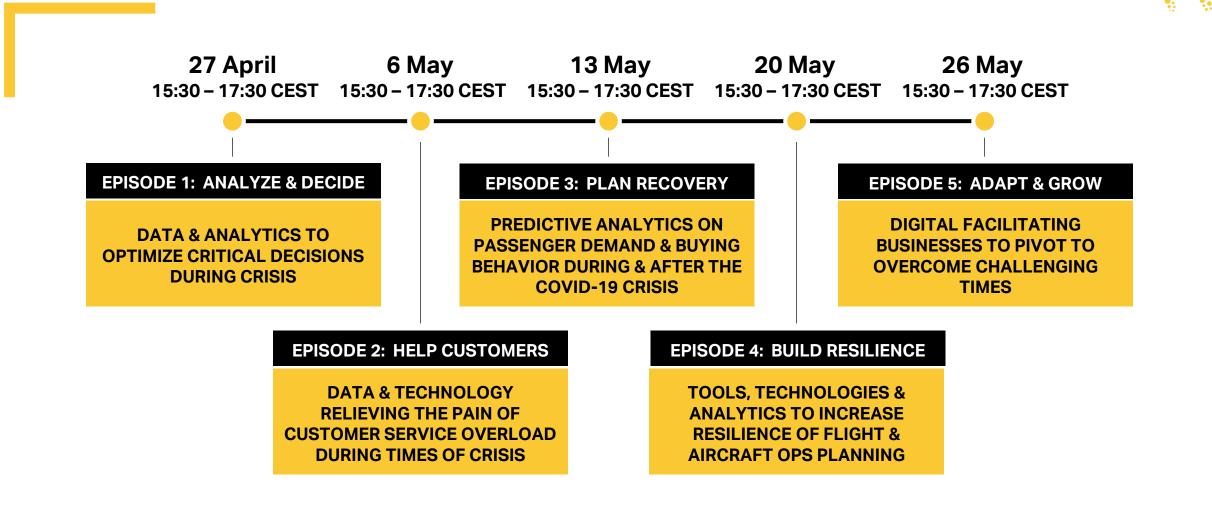
**Aleksander Popovich** SVP, Financial, Distribution and Data Services, IATA



ADDWS 2020 Series 1, Episode 1



## **Aviation Data & Digital Webinar Series**





For more information & Registration go to:

iata.org/addws





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### **EPISODE 1 (ANALYZE & DECIDE)**



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**Opening keynote** 

**Aleksander Popovich** SVP, Financial, Distribution and Data Services, IATA



ADDWS 2020 Series 1, Episode 1



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Jean Charles Odele Director, Industry Payment Services, IATA



# Global Treasury

• Airlines with global operations rely on an international treasury

Treasury Manages Money and Financial Risk



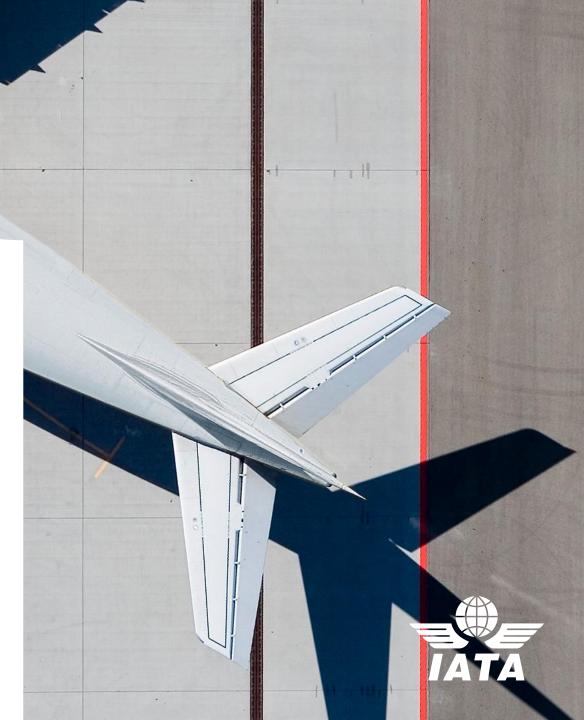
# Global Treasury

- Airlines with global operations rely on an international treasury
- Cash and Liquidity Management
- Forecasting
- Financial Risk Management
- Financing/Capital Structure
- Working Capital
- Tax
- Company Credit Rating
- Aircraft Financing/Leasing
- Fuel Hedging
- Banking and Financial compliance
- M&A
- Payment



# Treasury Dashboard One Source. Global View.

The airline industry's new Liquidity Management tool

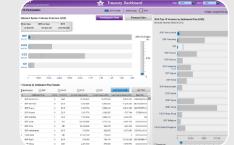


# Treasury Dashboard - Key views



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### Highlights

"Give me a snapshot of funds coming in this week"

### **Incoming Funds**

"Show me more details of all of my incoming funds over the next two weeks, and beyond"

### Calendars

"Show me IATA's various settlement system calendar"

### **My Participation**

"Show my past settlement data in summary format within forecast feature"

### **Credit Card**

"Show my credit card settlement data in summary format "

# **Treasury Dashboard and COVID**

96 new Airlines joined TD since COVID and 24 in the process of obtaining access

> treasurydashboard@iata.org www.iata.org/cs

# **Currency repatriation & COVID**



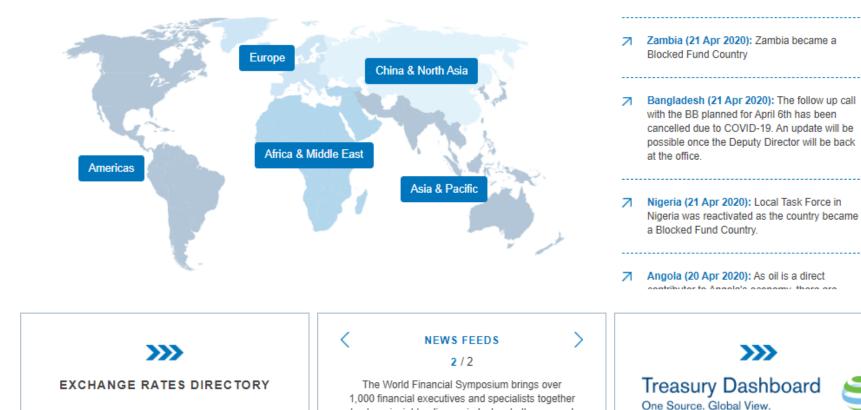


E Services ⑦ Support



#### **REGIONAL OUTLOOK & NEWS**

#### UPDATE FEEDS





### **Blocked Funds Countries**

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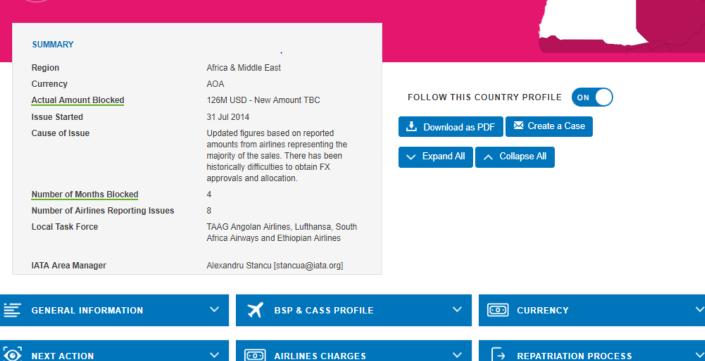
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ACTION SUMMARY

TATA ICCS 😤

Angola **Blocked Funds Country** 



ECONOMIC PROFILE

IMPORTANT CONTACTS



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# **Currency Center and COVID**

# Currency Center is available to IATA Members only and is free of charge

www.iata.org/cs



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### **LIVE PRESENTATION IN PROGRESS**

Keynote: Times of crisis put pressure on cash flow and treasury, and require data driven insights. Special announcement about IATA Treasury Dashboard.

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### LIVE PRESENTATION IN PROGRESS

**Keynote:** Shared data sources creating the basis for better decisions across different units.

Minna Kärhä Head of Data, Finnair



# Shared data sources = better decision making across units

FINN

Minna Kärhä, Head of Data



### Our daily operations are fueled with data in various functions



Flight planning- & operations



 Workforce planning and operations



Maintenance



Network management



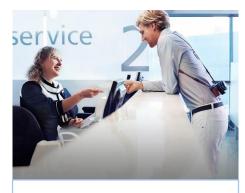
Marketing activities



Travel services



 Digital channels for customers



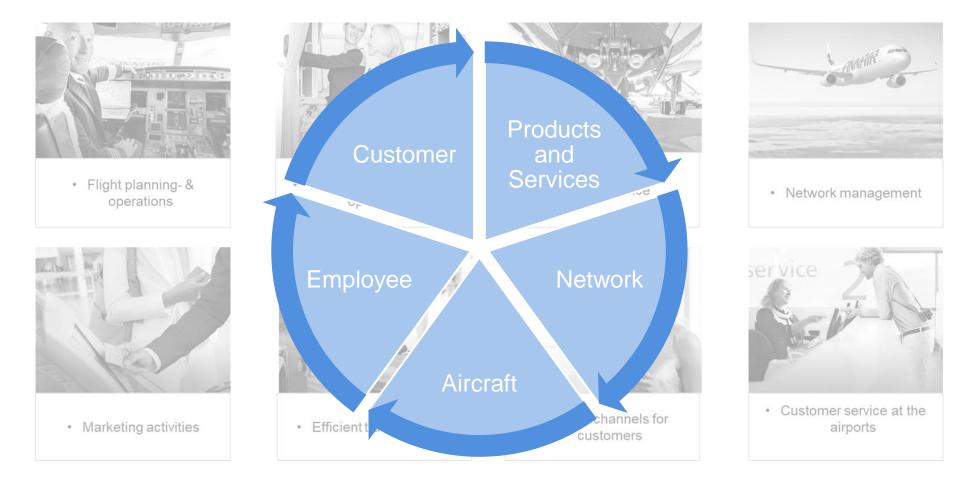
Customer service at the airports

# Previously teams had easily access to their own data only, and knowledge about data assets was scattered



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### Same Data Assets are critical accross processes and organizational units

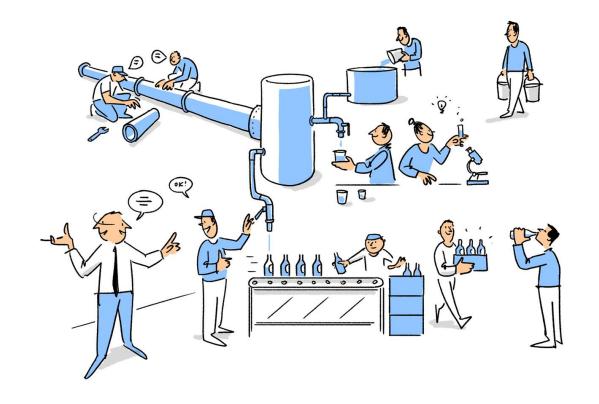


# First step for us was "Customer Intelligence Platform" and Customer Data Asset Advisory Board



### Accelerating business value creation with Data Analytics

One shared, secure and scalable platform with modern technology in cloud to work with Data Analytics.



# Making our Data Assets visible and managing the inventory

Data Catalog provides us a collaboration platform, through which all Data Workers can **share- and find information about data**.

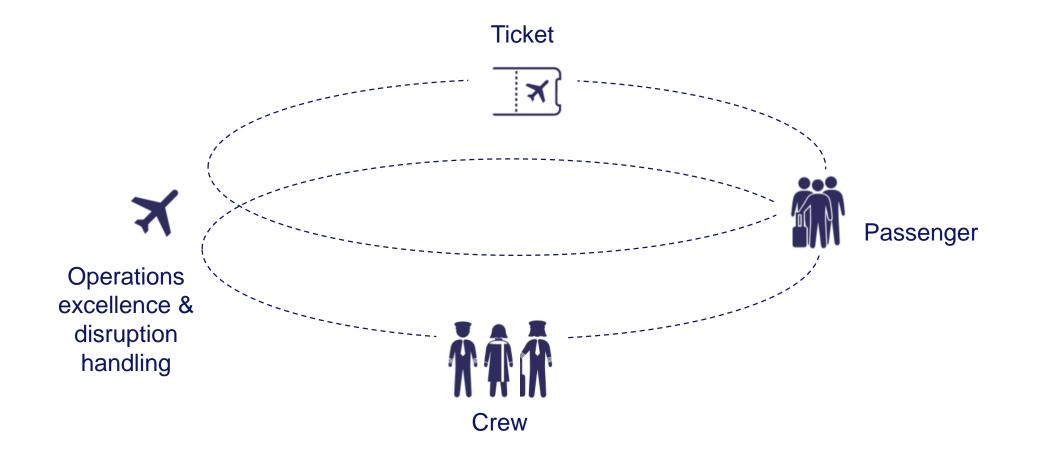




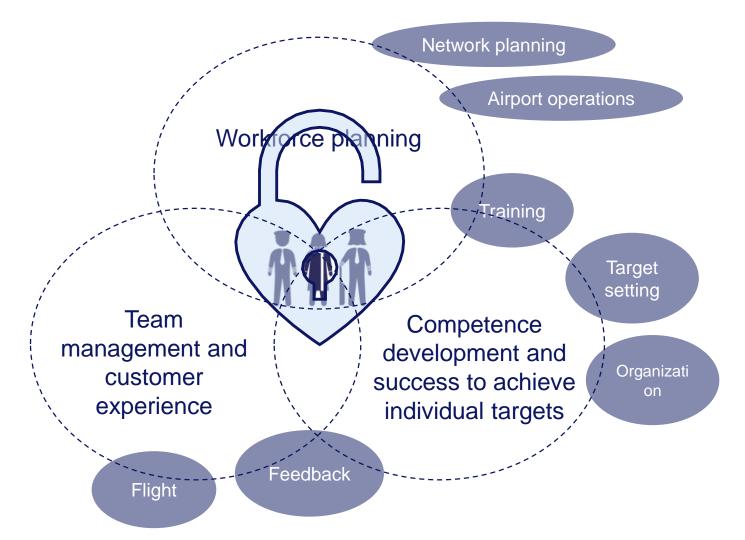
### Creating Business Value: With joinable data one can travel further and understand more



# **Operations excellence** × **customer experience**



# Using employee data, in combination with other data, securely and with compliance







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### LIVE PRESENTATION IN PROGRESS

**Keynote:** Shared data sources creating the basis for better decisions across different units.

Minna Kärhä Head of Data, Finnair



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### LIVE PRESENTATION IN PROGRESS

Keynote: Do's and don'ts for Data Leaders during Crisis

Ido Biger CDO, EL AL Israel Airlines



ADDWS 2020 Series 1, Episode 1

Aviation Data & Digital Webinar - 04.2020



# The (Airline) Data Leaders Do's and Don'ts During a Crisis

Ido Biger Chief Data Officer idobi@elal.co.il

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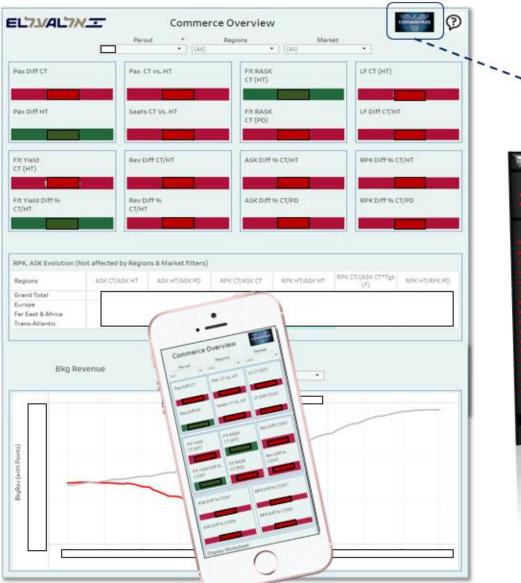


https://www.linkedin.com/in/idobiger/



## Covid-19







# **Understand the business**





## **Understand the business**

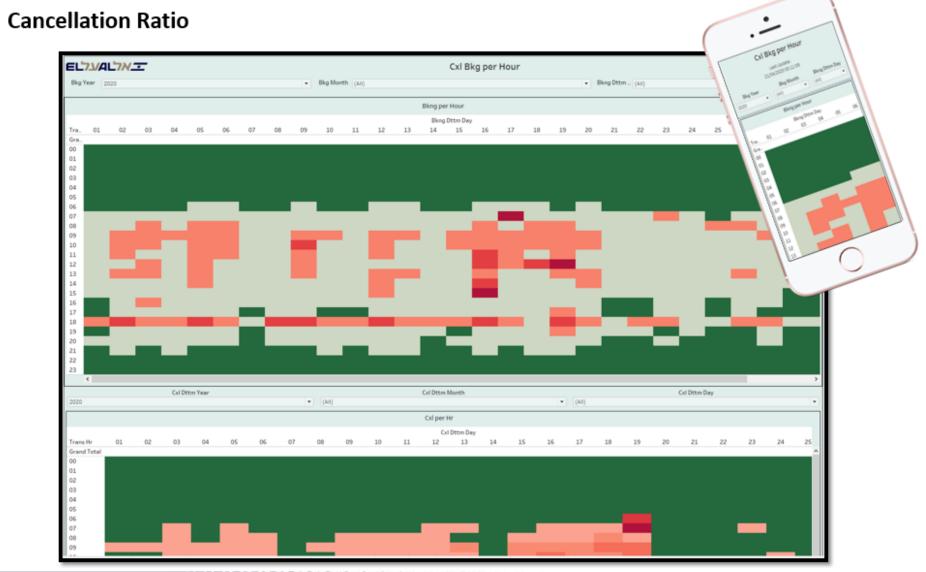


#### Sales \ Refunds



# **Understand the business**

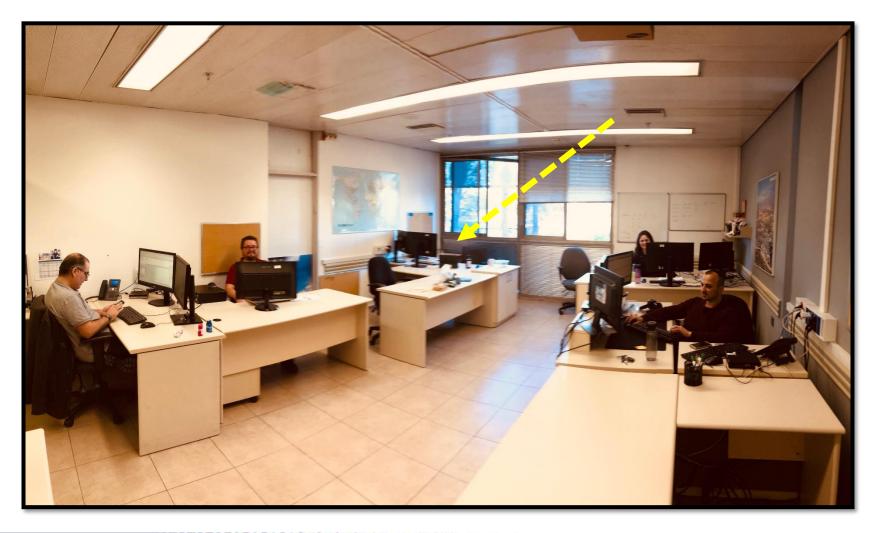




# **Delivery Line**



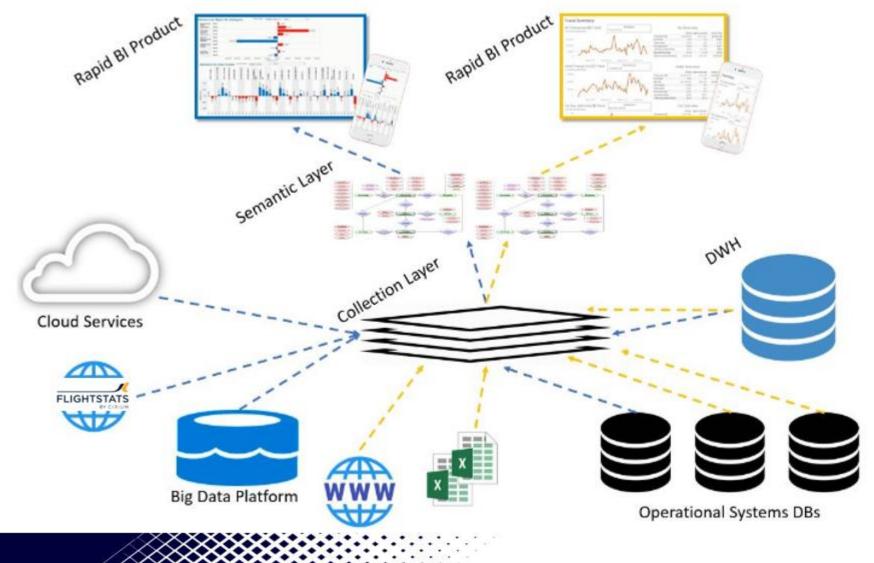
Be part of your delivery line – don't lose your hands on capabilities!







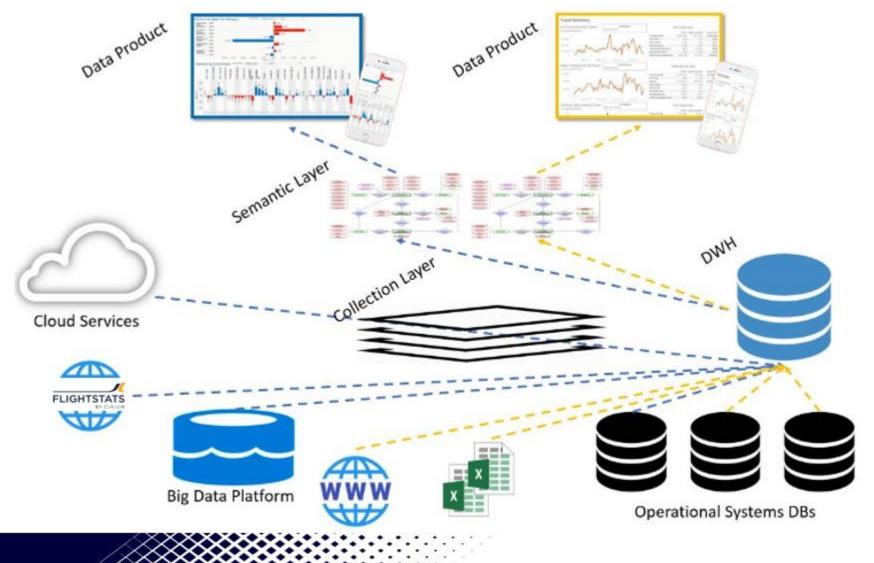
#### Rapid Data Development – always, but especially now.



### **Rapid BI**



#### Rapid Data Development – always, but especially now.



### **Real Time Data Models**



Sales / Refunds – SBR Online

**On Time Performance** 

**External Sources** 







#### Keep your team (those on unpaid leave) informed but not involved.

Utilize the medium of online training.



### **Takeaways**



- Financial Focus
- Delivery Line
- Rapid BI
- Real Time Data Models
- Unpaid Leave Managerial Aspect

#### <u>#StayStrong</u> <u>#WeAreAviation</u> <u>#StrongerTogether</u>



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XX

# Thank you



Chief Data Officer idobi@elal.co.il

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# AVIATION

# **DATA & DIGITAL**

## **WEBINAR SERIES**

### **EPISODE 1 (ANALYZE & DECIDE)**



#### LIVE PRESENTATION IN PROGRESS

Keynote: Do's and don'ts for Data Leaders during Crisis

Ido Biger CDO, EL AL Israel Airlines



ADDWS 2020 Series 1, Episode 1

### **DATA & ANALYTICS TO OPTIMIZE CRITICAL DECISIONS DURING CRISIS**

Webinar Synopsis: Periods of crisis are all about making the best decisions and minimizing damage. In this webinar we discuss, quick wins to support decisions, e.g. cash flow management, treasury, cost savings and best practices leveraging data & analytics tools and technologies.

Moderator: Houman Goudarzi, Head of BI & Industry Engagement, IATA

15:30 – 15:40	Opening keynote	SVP, Financial, Di	Aleksander Popovich stribution and Data Services, IATA
15:40 - 15:50	Keynote: Times of crisis put pressure on cash flow and treasury, and require data driven insights. Special announcement about IATA Treasury Dashboard.	Directo	<b>Jean Charles Odele</b> r, Industry Payment Services, IATA
15:50 - 16:10	Keynote: Shared data sources creating the basis for better decisions across different units.		<b>Minna Kärhä</b> Head of Data, Finnair
16:10 - 16:30	Keynote: Do's and don'ts for Data Leaders during Crisis		<b>Ido Biger</b> CDO, EL AL Israel Airlines
16:30 - 16:50	Keynote: Manage operational costs during crisis with Data & analytics		<b>Sourav Sinha</b> CIO, IndiGo Airlines
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	Head of Consulting & Airline p	Hélène Millet products, Conztanz	<b>Susan Doniz</b> Former Group CIO, Qantas









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**Keynote:** How data & analytics can reduce operational costs, and help companies in aviation and the wider travel during crisis.

Sourav Sinha CIO, IndiGo Airlines





# MANAGE OPERATIONAL COSTS DURING CRISIS WITH DATA & ANALYTICS

Sourav Sinha CIO, IndiGo Airlines 27<sup>th</sup> April 2020

IATA Aviation Data & Digital Webinar - Episode 1

# **Indian Aviation post Restart**

In terms of passengers, India ranks 3<sup>rd</sup> at 6% of the global domestic market

Domestic passengers carried in the FY19-20 is estimated at 140 million. Expected to reduce to about 80 million in the current FY20-21.

India will require about 300-325 aircrafts from Q4 compared to current fleet size of about 650 aircrafts.

Currently, no confirmation on the date of restart of scheduled airline operations or destinations and departure frequency

Too many Unknowns, Tremendous Uncertainty

IATA Aviation Data & Digital Webinar - Episode 1

# **Re-design KPI's and Analytics**

Business As Unusual. New parameters. New baselines and benchmarks.

More "close to real time" data

Alert mechanism on performance metrics against new baselines

Passenger Survey – to also include health parameters

Shorter term planning

Forecasting models and techniques will require re-design

# ••••

# **New Operational Considerations**

# New Promise

• Health Safe Travel

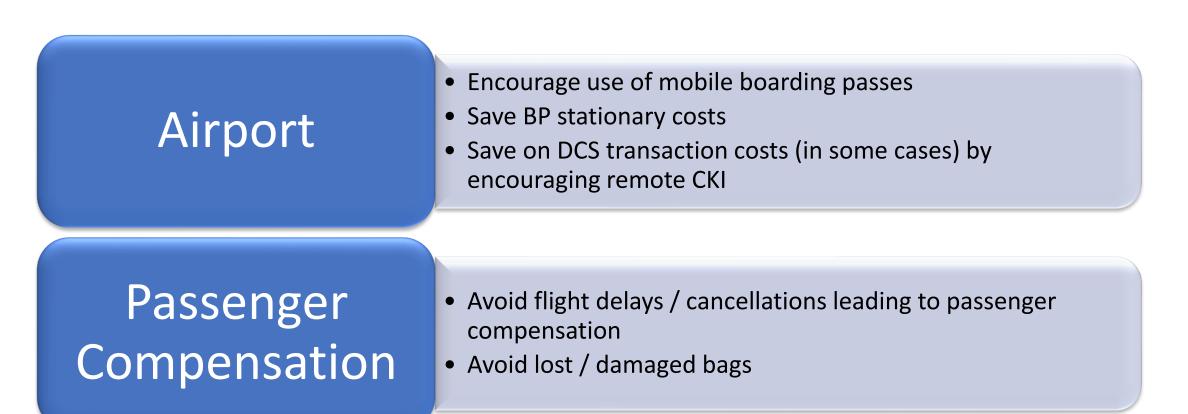
# Aircraft Utilization

- Use the right fleet type right size, low CASK
- More weightage to *aircraft age* as parameter for aircraft rotation logic
- Minimize aircraft scheduled maintenance costs thru' optimum utilization

# Flight Operation

- Optimum manpower crew, engineers & ground staff
- Optimize fuel burn better flying practice, optimum flight plan
- Meal service may be suspended reduce weight on a/c with no carts, no in-flight magazines

# **New Operational Considerations**

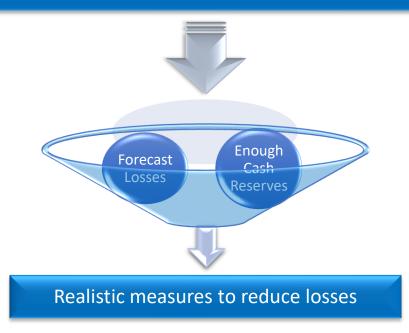


### More Agility and Dynamism in Managing Operation

# KPI's and Analytics – New data insights

#### Demand Forecasting

- Historical data is of little or no use
- New data elements
  - Spread of COVID-19
  - Government restrictions being imposed
  - Customer sentiment on future air travel drivers. Customer Confidence Index data.
- Close to real time data on bookings, cancellations by market

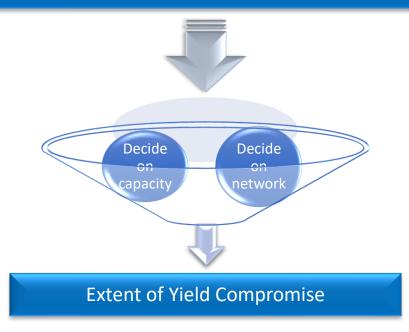




# **Demand Stimulation and Future Readiness**

### Revenue Management Controls

- Market Demand Data to be captured more frequently
- Impact of opening of a particular location / market. Can help in forecasts.
- Introduce customer segment specific stimulus packages and measure its impact
- Decide on capacity. Available space can be used for Cargo.
- Make necessary adjustments to revenue management controls



### to evolve. Will involve

more close to real time data capture. More granular analysis.

New decision making KPI's

Analysis of certain granular data will elevate from Operational to Executive Level. Forecast models will incorporate new data elements - CCI, Retail Spends, Credit Card Usage, COVID-19 data ....

# The New Normal





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IATA AVIATION DATA & DIGITAL WEBINAR SERIES EPISODE 1 (ANALYZE & DECIDE)





**Minna Kärhä** Head of Data, Finnair



Nevin Murad Associate Analysis Officer, ICAO



**Susan Doniz** Former Group CIO, Qantas



Hélène Millet Head of Consulting & Airline products, Conztanz

#### • LIVE PANEL IN PROGRESS

Panel: Do's and don'ts for analytics and dashboards during crisis. And best practices for leveraging data & analytics tools and technologies to develop these.



Ido Biger CDO, EL AL Israel Airlines



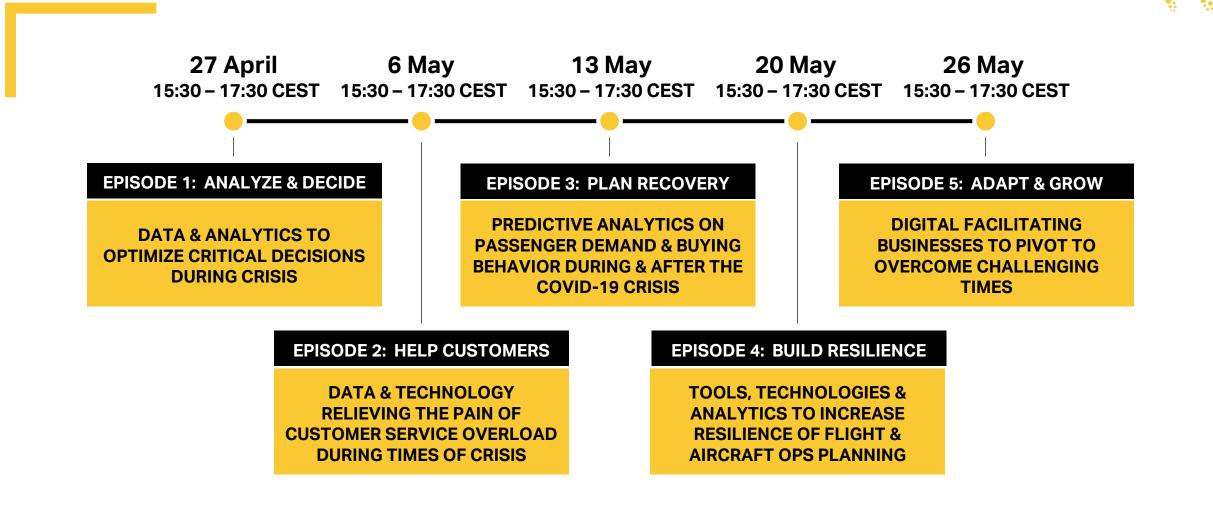
**Sourav Sinha** CIO, IndiGo Airlines



Houman Goudarzi Head of BI & Industry Engagement, IATA (Moderator)



# **Aviation Data & Digital Webinar Series**





For more information & Registration go to:

iata.org/addws





Thank you, and see you soon!

