IATA AVIATION DATA & DIGITAL WEBINAR SERIES

EPISODE 1  (ANALYZE & DECIDE)

LIVE WEBINAR WILL START SHORTLY...

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

#StayStrong #WeAreAviation #StrongerTogether
Welcome to the Webinar!

Houman Goudarzi
Head of BI & Industry Engagement, IATA
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

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Aleksander Popovich
SVP, Financial, Distribution and Data Services, IATA
Aviation Data & Digital Webinar Series

27 April
15:30 – 17:30 CEST

DATA & ANALYTICS TO OPTIMIZE CRITICAL DECISIONS DURING CRISIS

6 May
15:30 – 17:30 CEST

PREDICTIVE ANALYTICS ON PASSENGER DEMAND & BUYING BEHAVIOR DURING & AFTER THE COVID-19 CRISIS

13 May
15:30 – 17:30 CEST

TOOLS, TECHNOLOGIES & ANALYTICS TO INCREASE RESILIENCE OF FLIGHT & AIRCRAFT OPS PLANNING

20 May
15:30 – 17:30 CEST

DIGITAL FACILITATING BUSINESSES TO PIVOT TO OVERCOME CHALLENGING TIMES

26 May
15:30 – 17:30 CEST

For more information & Registration go to: iata.org/addws
IATA AVIATION DATA & DIGITAL WEBINAR SERIES

EPISODE 1 (ANALYZE & DECIDE)

LIVE PRESENTATION IN PROGRESS

Opening keynote

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

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”
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

- Lack of hard currency reserves
- Economic sanctions
- Banking restrictions
IATA Currency Center

REGIONAL OUTLOOK & NEWS

- Zambia (21 Apr 2020): Zambia became a Blocked Fund Country
- Bangladesh (21 Apr 2020): The follow up call with the BB planned for April 6th has been canceled due to COVID-19. An update will be possible once the Deputy Director will be back at the office.
- Nigeria (21 Apr 2020): Local Task Force in Nigeria was reactivated as the country became a Blocked Fund Country.
- Angola (20 Apr 2020): No update available as of this date.

UPDATE FEEDS
**Angola**

**Blocked Funds Country**

**SUMMARY**

- **Region**: Africa & Middle East
- **Currency**: AOA
- **Actual Amount Blocked**: 125M USD - Non-Amount TBC
- **Issue Started**: 31 Jul 2014
- **Cause of Issue**: Updated figures based on reported amounts from airlines representing the majority of the banks. There has been historically difficulties to obtain FX approvals and allocation.
- **Number of Months Blocked**: 4
- **Number of Airlines Reporting Issues**: 8
- **Task Force**: THAI Angolan Airlines, Lufthansa, South Africa Airways and Ethiopian Airlines
- **IATA Area Manager**: Alexandre Stencu ([stencu@iata.org])

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**GENERAL INFORMATION**

**BSP & CASS PROFILE**

**CURRENCY**

**NEXT ACTION**

**AIRCRAFT CHARGES**

**REPARTATION PROCESS**

**ACTION SUMMARY**

**ECONOMIC PROFILE**

**IMPORTANT CONTACTS**

**IATA ICCS**
## Heat Map

**Last Indicators Update Date: 22 Apr 2020**

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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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IATA
AVIATION
DATA & DIGITAL
WEBINAR SERIES

EPISODE 1 (ANALYZE & DECIDE)

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

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
Same Data Assets are critical across processes and organizational units.

- Flight planning & operations
- Marketing activities
- Efficient channels for customers
- Network management
- Customer service at the airports
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 x customer experience
Using employee data, in combination with other data, securely and with compliance

- Workforce planning
  - Competence development and success to achieve individual targets

  - Team management and customer experience
    - Flight
    - Feedback

- Network planning
- Airport operations
- Training
- Target setting
- Organization
Keynote: Shared data sources creating the basis for better decisions across different units.

Minna Kärhä
Head of Data, Finnair
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EPISODE 1 (ANALYZE & DECIDE)

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

Ido Biger
CDO, EL AL Israel Airlines
The (Airline) Data Leaders
Do’s and Don’ts During a Crisis

Ido Biger
Chief Data Officer
idobi@elal.co.il
https://www.linkedin.com/in/idobiger/
My Thoughts on the Role of the #Data #Leader during a #Crisis.

I'd appreciate your comments / reviews.

Good luck to us all, a period of momentous changes.

#data #datamanagement #analytics #datatrategy #businessintelligence #insights #cdo #covid19

The Data Leader Do's and Don'ts During a Crisis

Ido Biger on LinkedIn

The Covid-19 pandemic took us all by surprise, causing many to be frustrated, unemployed, on unpaid...
Covid-19
Understand the business

Focus on the financial side / accounting terms
Understand the business

Sales \ Refunds
Understand the business

Cancellation Ratio
Delivery Line

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

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
Unpaid Leave

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
Thank you

Ido Biger
Chief Data Officer
idobi@elal.co.il
https://www.linkedin.com/in/idobiger/

#StayStrong #WeAreAviation #StrongerTogether
Keynote: Do's and don'ts for Data Leaders during Crisis

Ido Biger
CDO, EL AL Israel Airlines
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Head of Consulting & Airline products, Conztanz  
Susan Doniz  
Former Group CIO, Qantas                                                                 |

**Monday 27 April 2020**

15:30 – 17:30 CEST
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
27th April 2020
In terms of passengers, India ranks 3rd 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

Source: Aviation Industry Associations
Re-design KPI’s and Analytics

- 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

**Airport**
- Encourage use of mobile boarding passes
- Save BP stationary costs
- Save on DCS transaction costs (in some cases) by encouraging remote CKI

**Passenger Compensation**
- Avoid flight delays / cancellations leading to passenger compensation
- Avoid lost / damaged bags

*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

IATA Aviation Data & Digital Webinar - Episode 1
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
The New Normal

New decision making KPI’s to evolve. Will involve more close to real time data capture. More granular analysis.

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

Sourav Sinha
CIO, IndiGo Airlines
**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

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

27 April 15:30 – 17:30 CEST

- **Episode 1:** Analyze & Decide
  - Data & Analytics to Optimize Critical Decisions During Crisis

6 May 15:30 – 17:30 CEST

- **Episode 2:** Help Customers
  - Data & Technology Relieving the Pain of Customer Service Overload During Times of Crisis

13 May 15:30 – 17:30 CEST

- **Episode 3:** Plan Recovery
  - Predictive Analytics on Passenger Demand & Buying Behavior During & After the COVID-19 Crisis

20 May 15:30 – 17:30 CEST

- **Episode 4:** Build Resilience
  - Tools, Technologies & Analytics to Increase Resilience of Flight & Aircraft Ops Planning

26 May 15:30 – 17:30 CEST

- **Episode 5:** Adapt & Grow
  - Digital Facilitating Businesses to Pivot to Overcome Challenging Times

For more information & Registration go to: iata.org/addws
Thank you, and see you soon!