IATA
AVIATION
DATA & DIGITAL
WEBINAR SERIES

EPISODE 5 (ADAPT & GROW)

● **LIVE** PRESENTATION IN PROGRESS

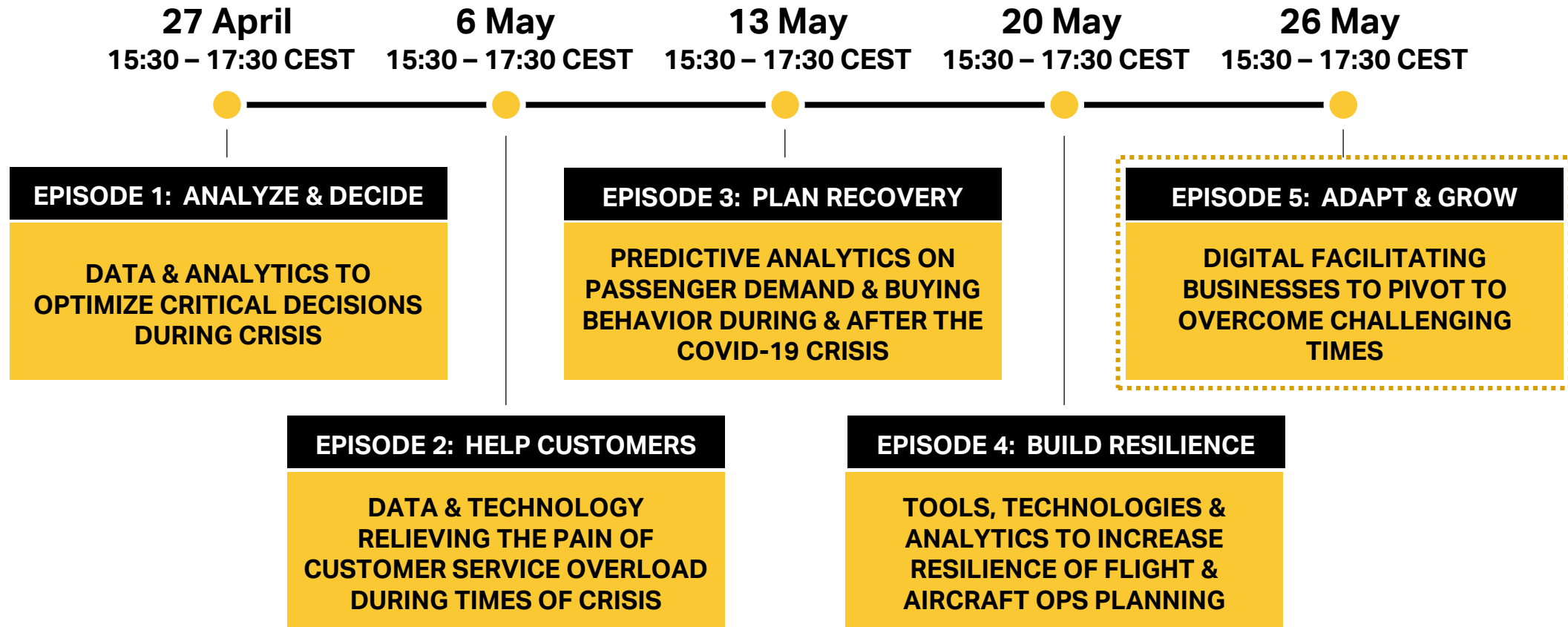**Houman Goudarzi**
Head of BI & Industry Engagement, IATA

Aviation Data & Digital Webinar Series

27 April
15:30 – 17:30 CEST

6 May
15:30 – 17:30 CEST

13 May
15:30 – 17:30 CEST

20 May
15:30 – 17:30 CEST

26 May
15:30 – 17:30 CEST

EPISODE 1: ANALYZE & DECIDE

DATA & ANALYTICS TO OPTIMIZE CRITICAL DECISIONS DURING CRISIS

EPISODE 3: PLAN RECOVERY

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

EPISODE 5: ADAPT & GROW

DIGITAL FACILITATING BUSINESSES TO PIVOT TO OVERCOME CHALLENGING TIMES

EPISODE 2: HELP CUSTOMERS

DATA & TECHNOLOGY RELIEVING THE PAIN OF CUSTOMER SERVICE OVERLOAD DURING TIMES OF CRISIS

EPISODE 4: BUILD RESILIENCE

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

For agendas, slides, and recordings go to:
iata.org/addws

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AVIATION DATA & DIGITAL WEBINAR SERIES EPISODE 5 SPEAKERS

Houman Goudarzi
Head of BI & Industry
Engagement, IATA

Jean-Louis Lalonde
President & CEO of AZUR Group

Jim Davidson
President and CEO, Farelogix

Martin Mitev
Aviation Futurist

Muhammad Albakri
RVP & Sponsor, Digital
Transformation Strategy, IATA

Serdar Gürbüz
SVP, Digital Innovation &
Analytics Solutions, Turkish
Airlines

Dr. Thomas Wittmann
Managing Director, Lufthansa
Systems

This episode is sponsored by:

▶ DIGITAL FACILITATING BUSINESSES TO PIVOT TO OVERCOME CHALLENGING TIMES

Webinar Synopsis: This crisis has unprecedented impact on the airline industry, wider aviation, travel and the world.
Going back to normal is very unlikely to happen, what will the new normal be and the role of digital?

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

Tuesday 26 May 2020
15:30 – 17:30 CEST

Time	Session	Speaker
15:30 – 15:40	**Welcome and Opening**	**Muhammad Albakri** RVP & Sponsor, Digital Transformation Strategy, IATA
15:40 – 16:00	**Keynote:** Digital transformation in flight operations: Optimizing each mission and the whole network through data and technology.	**Dr. Thomas Wittmann** Managing Director, Lufthansa Systems
16:00 – 16:20	**Keynote:** Recovery & growth post COVID-19, best time to self-disrupt, rethink and optimize processes, leveraging data & digital capabilities.	**Jean-Louis Lalonde** President & CEO of AZUR Group
16:20 – 16:40	**Keynote:** Big picture perspective on digital transformation of aviation & travel post COVID-19, and some concrete use cases.	**Serdar Gürbüz** SVP, Digital Innovation & Analytics Solutions, Turkish Airlines
16:40 – 17:00	**Keynote:** Now is the time to unleash digital, with very little to lose	**Jim Davidson** President and Chief Executive Officer, Farelogix
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Keynote: Welcome and Opening

Muhammad Albakri
RVP & Sponsor, Digital Transformation Strategy, IATA

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Keynote: Digital transformation in flight operations: Optimizing each mission and the whole network through data and technology.

Dr. Thomas Wittmann
Managing Director, Lufthansa Systems

Digitalizing Flight Operations

Optimizing each mission and the whole network through data and technology.
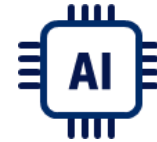
Thomas Wittmann Lufthansa Group

Lufthansa Systems

„The future is already here — it's just not very evenly distributed."

William Gibson

Lufthansa Systems

Key Enablers for Digital Flight Operations:

Big data & analytics

AI

Ubiquitous Connectivity

Automation

Cloud

Resilient Scheduling takes Operational Data into account to develop schedules that are robust against local delays

Lufthansa Systems

Big Data & Resilient Scheduling

Collecting historical on-time performance **data** allows to understand delay probabilities by flight

Scheduled Flight   Delay Distribution

XY123

XY456

Based on historical operational performance we can simulate the stability of a schedule to identify critical rotations (Monte Carlo **Simulation**)

Cumulative delay
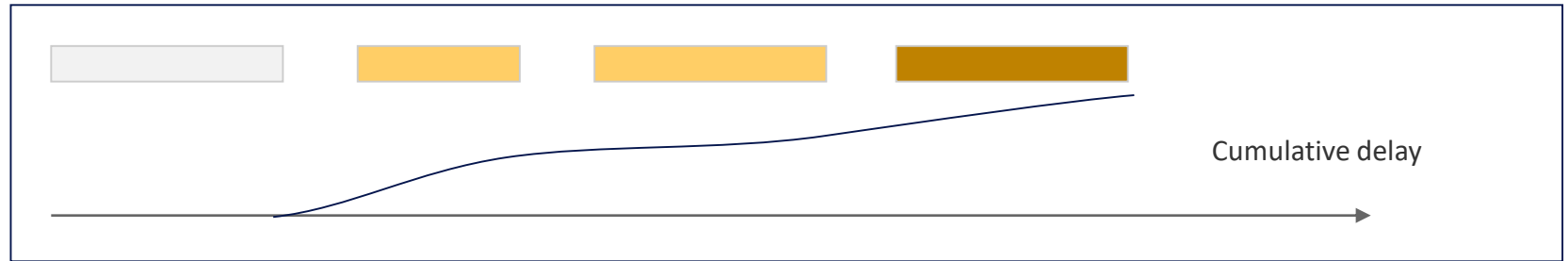
Through **optimization** we can significantly reduce the number of flights with a high delay risk and build more stable rotation

Better distribution of buffers through swapping part of the rotation reduces overall delay risk
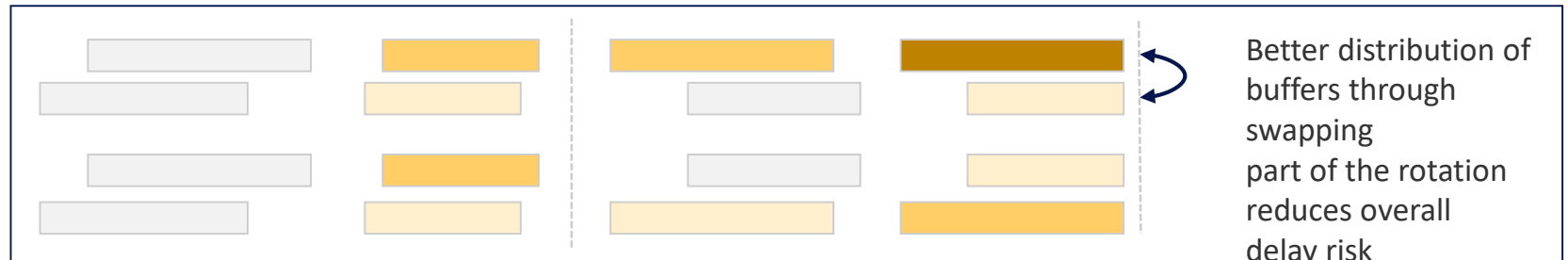
Rotational Delay can be reduced significantly through Optimizing the Rotations

Before

After Optimization

Rotational delay (Min.)
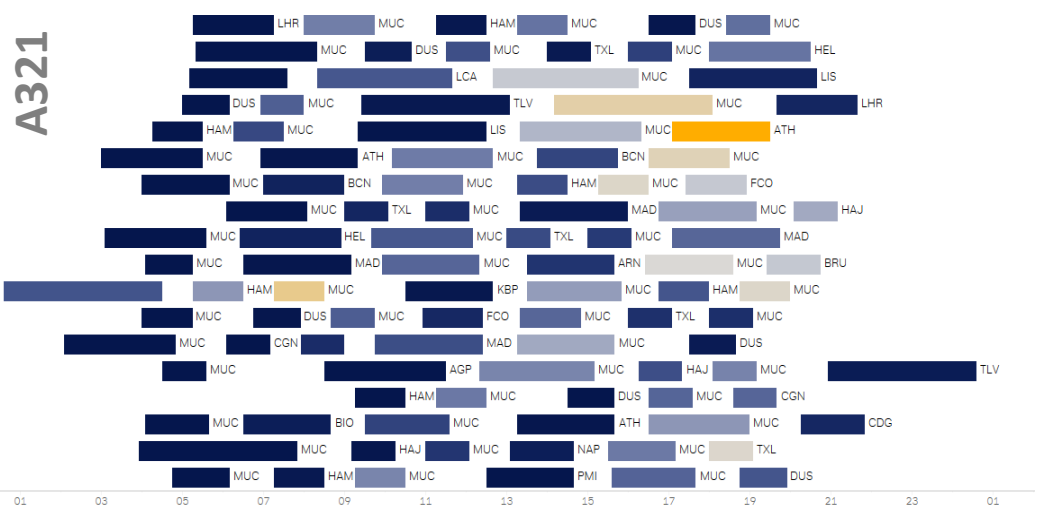
aiOCC is the world's first AI-powered assistant for flight operations and is now turn-key ready implemented at Eurowings

Lufthansa Systems
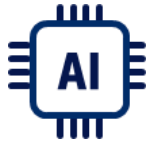
aiOCC: an AI-powered assistant

Fully functional AI assistant aiOCC integrated into live operational systems:

– aiOCC recommends proactive tail swaps that allocate **buffer and stability where they will be needed** most

– Recommendations are generated by an Artificial Intelligence (AI) that relies on **Reinforcement Learning**

– The AI draws its strength **from correlating a huge body of information** from historic flight events

aiOCC in a nutshell: From Eurowings' live NL/Ops++ system to AI generated recommendations displayed to the right user

Historical NL/Ops++ Data

past situations, FOC actions, and observed outcomes

① Training

AI-Agent

Reinforcement Learning

③ AI applies learnings

Live NL/Ops++ Data

Extract of life situation

②

Inference Hub

Data Processing & Storing

Situation-Calculation & Action Handling

④ automatic recommendations

FOC

Receives concrete recommendations of actions

Eurowings   Lufthansa Systems   ZERO G

Extensive evaluations show its potential to increase OTP significantly ... and we are just getting started

Evaluations in a „what-if" replay

→ Given 100% acceptance of aiOCCs recommendations, it can be shown that more than **1,400 delay minutes** could have been saved in September 2018* for AOC Eurowings alone

→ **aiOCC** is capable of taking actions that are **beneficial in the long run** weighing short term sacrifices against the greater good

→ It can be seen that **minor additional delays** around afternoon **are traded against high improvements in OTP** by the end of the day

→ Current AI has **still immense potential for improvement,** e.g. by employing lifelong learning. This ability is not utilized in this evaluation
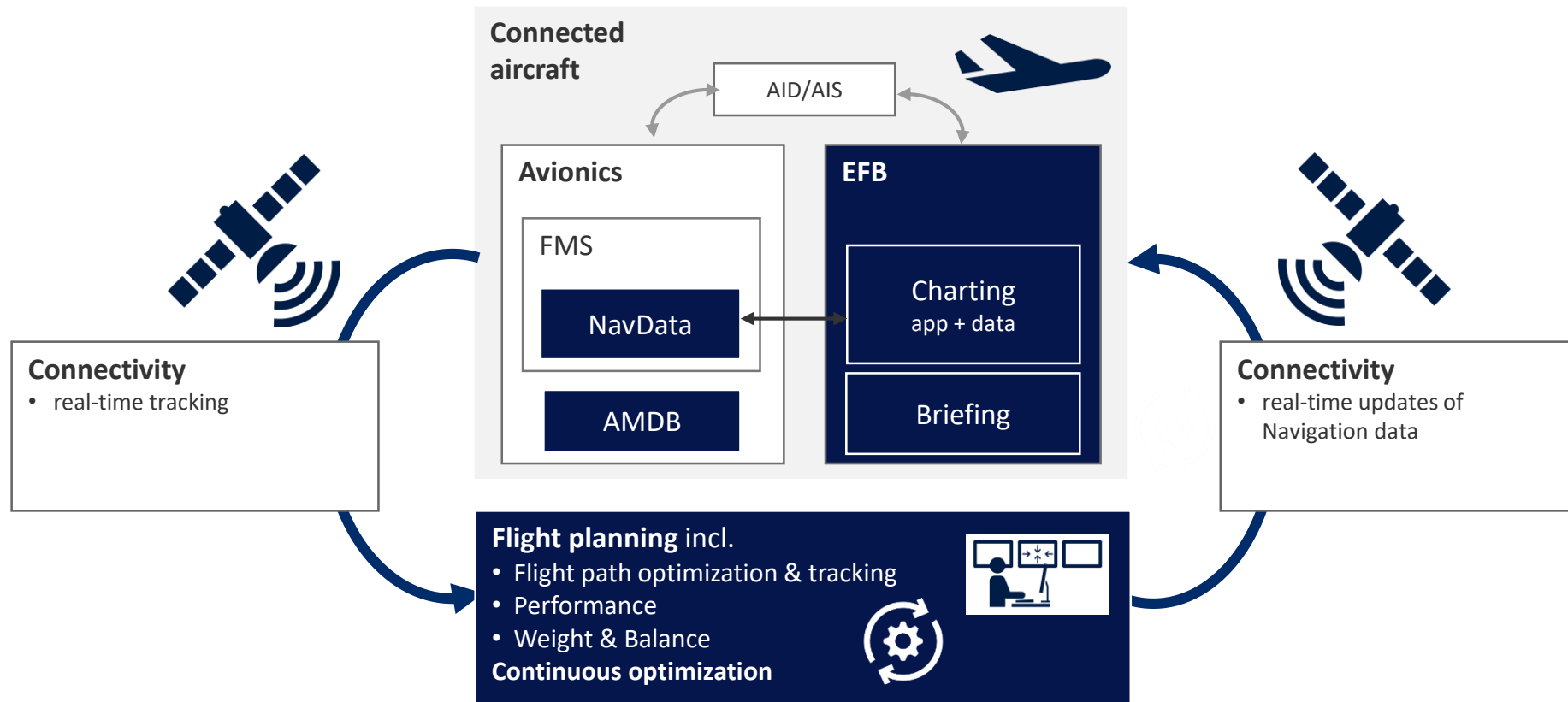
*Mainly summer schedule 2018 was used for evaluation since the originally planned flight schedule for 2020 was much closer to 2018 than to 2019

With ubiquitous Connectivity and abundant Compute Power we can make Flight Path Optimization dynamic:
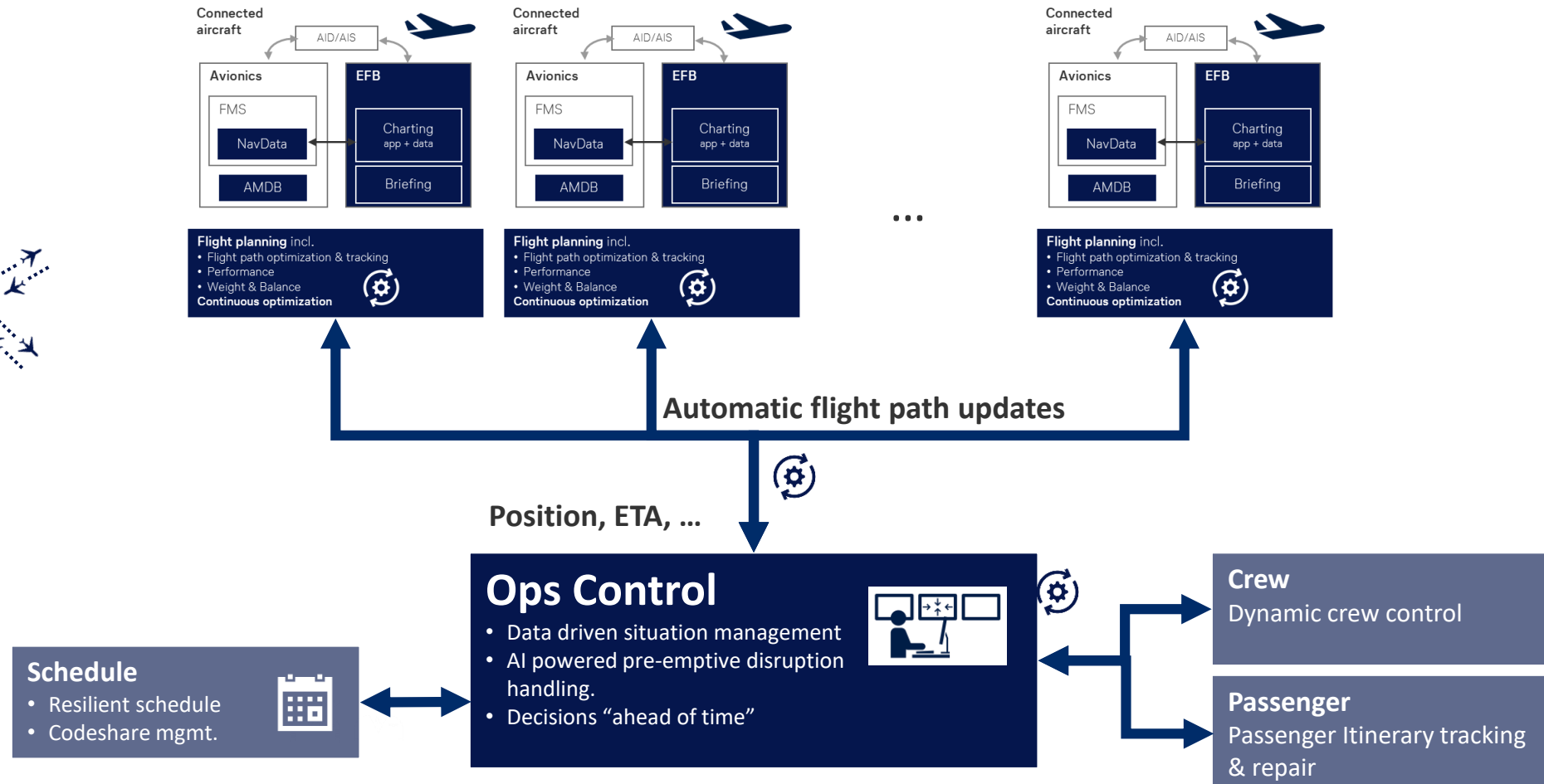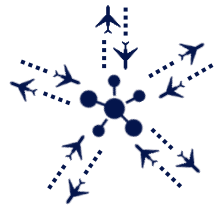**Total Mission Optimization**
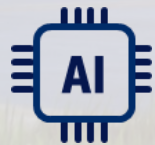
Total Mission Optimization

Connected aircraft

AID/AIS

Avionics

FMS

NavData

AMDB

EFB

Charting
app + data

Briefing

Connectivity
- real-time tracking

Connectivity
- real-time updates of Navigation data

Flight planning incl.
- Flight path optimization & tracking
- Performance
- Weight & Balance
Continuous optimization

Lufthansa Systems

Next Step: Fully Automated Dispatch gives Ops Control new Capabilities: Total Network Optimization

Connected aircraft
AID/AIS
Avionics
FMS
NavData
AMDB
EFB
Charting app + data
Briefing

Flight planning incl.
• Flight path optimization & tracking
• Performance
• Weight & Balance
Continuous optimization

...

Automatic flight path updates

Position, ETA, ...

Ops Control
• Data driven situation management
• AI powered pre-emptive disruption handling.
• Decisions "ahead of time"

Schedule
• Resilient schedule
• Codeshare mgmt.

Crew
Dynamic crew control

Passenger
Passenger Itinerary tracking & repair

Lufthansa Systems

Conclusion:

- Technology Development creates new opportunities to support Airline Operations to save cost and increase punctuality.

- Airlines need to work on empowering their operations with digital technology. Digital is not only for sales and customer services.

- These opportunities are still relevant in post crisis times, even more relevant taking into account the need to reduce cost.

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Jean-Louis Lalonde
President & CEO of AZUR Group

ADDWS 2020 Series 1, Episode 5

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Agenda

Who is AZUR Group

Adapting to COVID-19

Data & Science to the rescue

Aviation Industry Readiness Score *AIRS*

Cloud technologies to support Global Restart Plan

AZUR Group

Software Development Firm

Cloud Expert

Microsoft & SalesForce Partner

Jean-Louis Lalonde
President and CEO

Working with the Aviation Industry Since 2004

Canadian company based in Montreal !   Great Team working safely from home!

- IATA Strategic Partner - Developing Cloud financial solutions and more since 2004

- Montreal International Airport (YUL) - Developing security software and more since 2006

- CAE - Software modernization for flight simulator testing and more since 2015)

Adapting to COVID

The best innovations happen during tough times

It is not the strongest that survives but the most adaptable. Charles Darwin

The world cannot wait to walk down the (airplane) aisle again.
Passengers will lead the way when they feel safe & secure to fly.

What this pandemic has taught us is to be **better prepared** for the next global crisis.

Industry New Normal

This pandemic presents itself as a huge challenge, and it also offers us an unprecedented opportunity to reinvent the aviation industry.

Smaller planes

More leisure & less business trips

Bleisure **travel** Mixing business trips with leisure time

- To review the economic model
- To review traffic congestion and air pollution
- To reduce waiting lines
- To optimize unused seats/space
- To reduce, reuse and recycle
- And more…

Leaner & Greener Industry
Promoting Sustainability & Social Responsibility

Restarting the Industry

The Power of DATA & Science to the Rescue

There are ways to **ensure collaboration between all involved parties**: Governments, Airlines, Airports, Passengers, etc.

Source CNN

Optimizing the right parameters of a global restart plan

What are the main parameters of a global restart plan for the aviation industry?

How and when will the restrictions to travel be lifted? What will be the various steps from domestic to international?

How can we influence passengers with the right scientific arguments?

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Helping passengers feel secure and safe to fly on a full plane

Finding a Unicorn Solution

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Data Science

Computer Science

Machine Learning

Math and Statistics

UNICORN

Cloud Software

R&D

Subject Matter Expertise
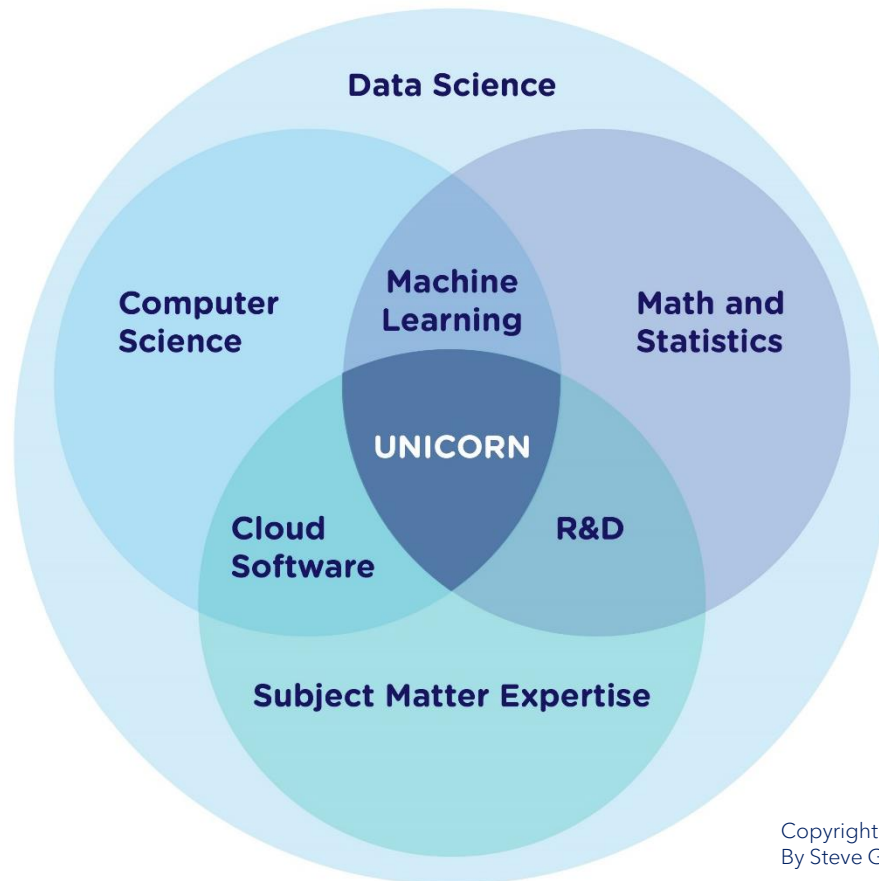
Copyright © 2014
By Steve Geringer Raleigh, NC

The **aviation industry's extreme situation requires a unicorn solution** to restart it as quickly as possible!

Creative ideas are emerging in all sectors and innovations, what comes out will have positive impacts.

Technology

Rapid & Affordable Testing

Take a quick and accurate test at home just before leaving for the airport.
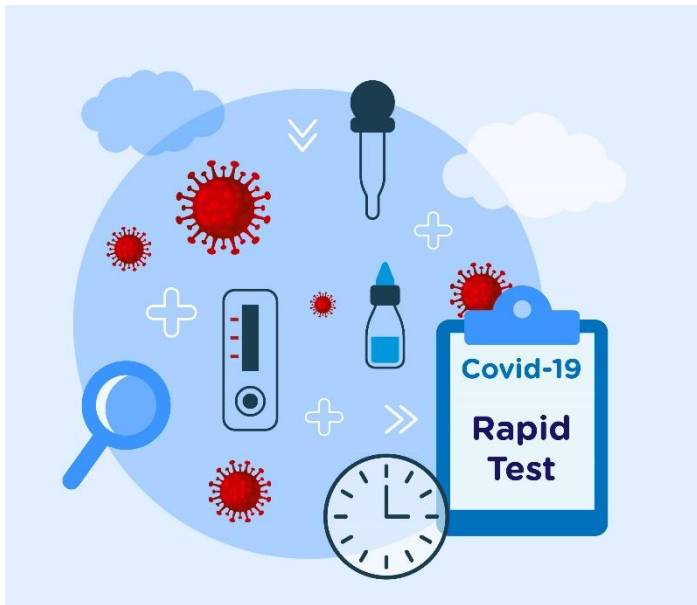
Peer-to-peer AI-tracing of Covid-19 at the airport

Keep track of the probability that you are infected based on where you have been and the encounters you have made.

To share this information with people you will encounter via a mobile app, updating their own risk estimation (score).

Source: Yoshua Bengio
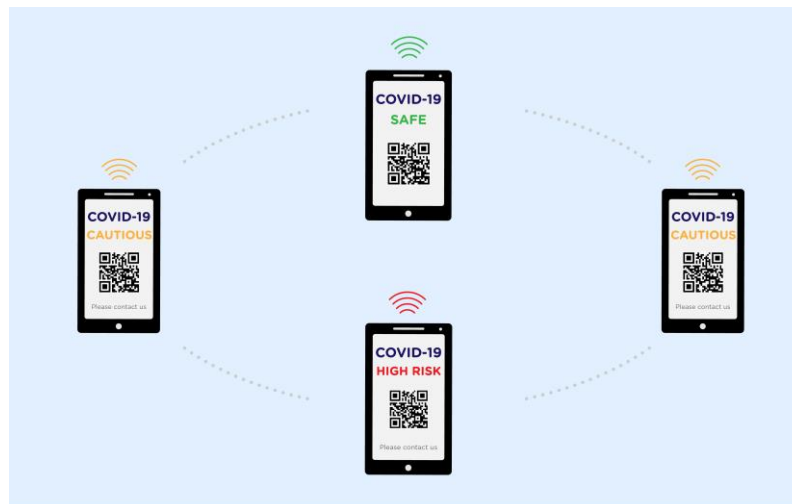
Availability?
Level of accuracy?

Good decisions are both ethica and effective

Data to Measure Readiness

AZUR GROUP

Anonymously & Dynamically

Each passenger COLLECTING DATA **at each step of their journey**

Challenge

How can the aviation industry reassure passengers they will be safe, protected and secure throughout their journey?

Opportunity

Define a well-structured and global collaborative approach to **evaluate the risk of a traveler's journey; Scoring Data**
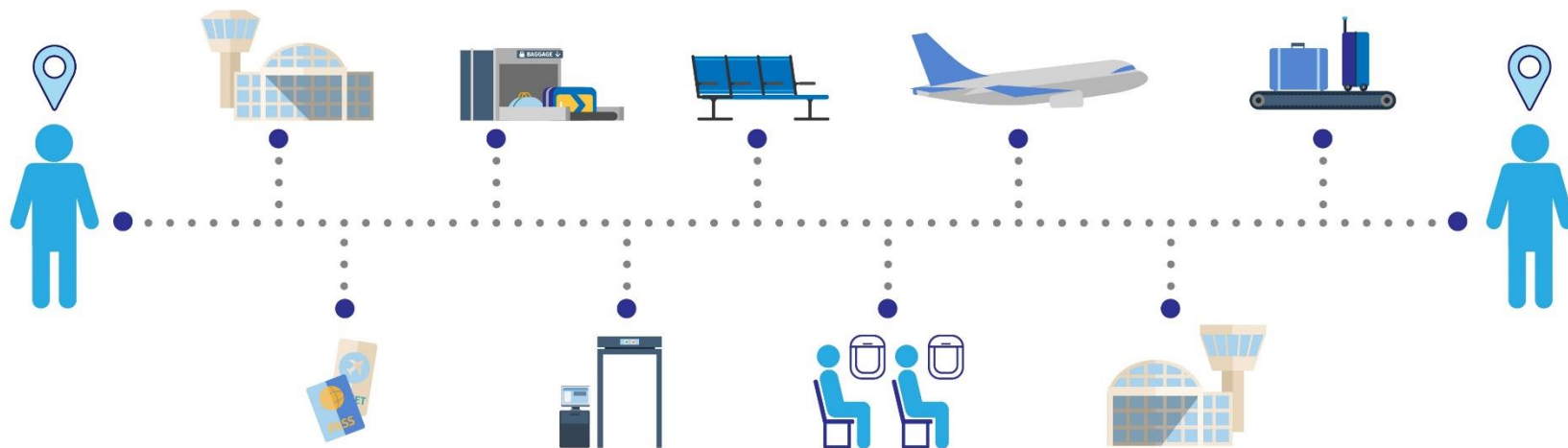
Proving with science

Aviation industry's readiness & risk mitigation

Collecting & Scoring Data

SMART APP | Aviation Industry Readiness Score

Input → **Data** Process → **Information** Output →

Find the right data and process to **balance health risks and economic factors**

Publish **guidelines and information** to minimize passenger risks

Key Data Governance Metrics for all Parties

Providing assessment of industry data and process to help identify areas of needed improvement

AIRS — AVIATION INDUSTRY READINESS SCORE

Flight number - DL2262
From LAX, USA

AIRPORT SCORE

81

43

Slide to move the arrow ›

The score is 81

‹ Back   › Next
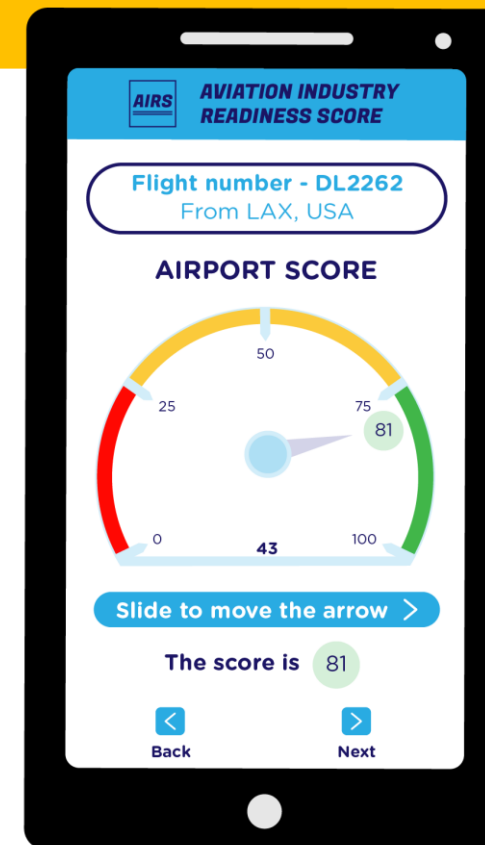
Input data to score

Flight price

Passenger health

Airport venue

Cabin

Airplane readiness

Pilot and crew readiness

Other scores :
Taxi , Hotel, Event,…

Introducing the Readiness Score

AZUR GROUP

Scoring Data

Airport Venue Readiness Score

- Checking process
- Baggage handling
- Waiting room
- Restroom
- Security room
- Immigration room

AVIATION INDUSTRY READINESS SCORE

Flight number - DL2262
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AIRPORT SCORE

81

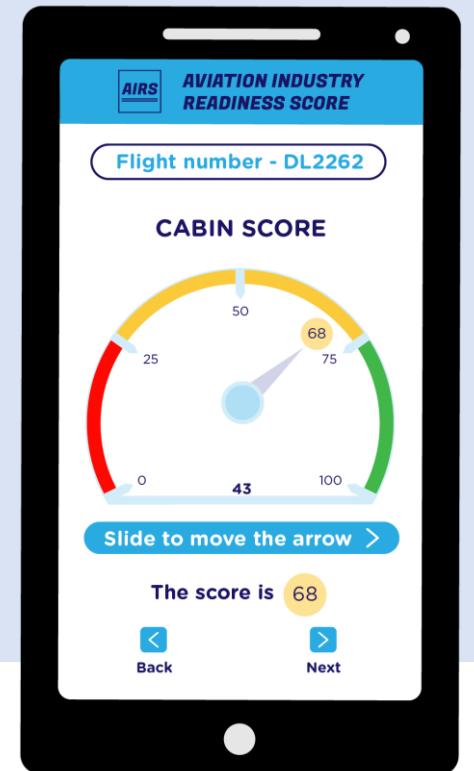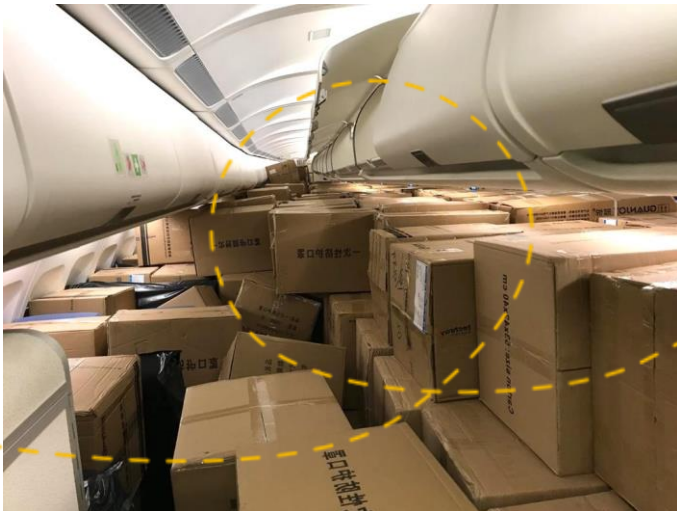Slide to move the arrow

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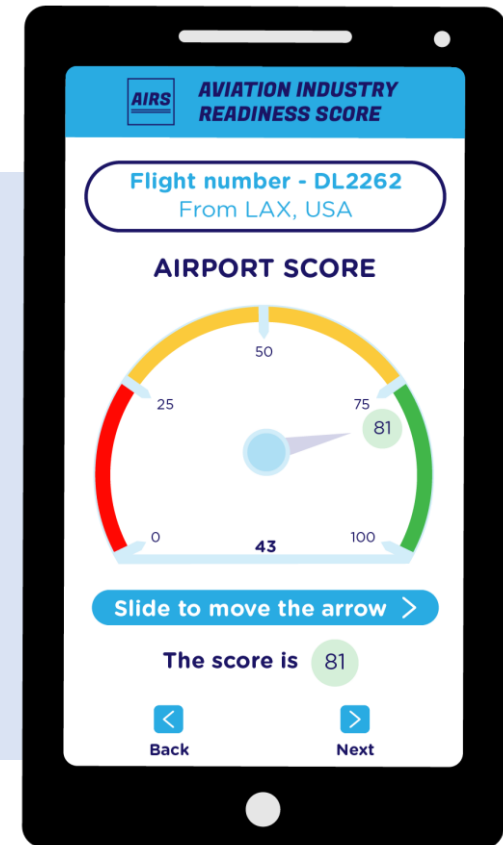
Scoring Data

Cabin Readiness Score

- Social distancing factor
- Plane disinfected before and after boarding
- Air quality
- Quality of protective gear for all passengers and crew
- Regular hand & surface sanitation during flight
- On flight services offered
- Washroom management and cleanliness

Scoring Data

Airplane Readiness Score

- Planes need to come out of storage and airplanes re-certified

- Airplane load factor must be optimized

- Optimal mix of Cargo and Passenger to ensure profitability and safety
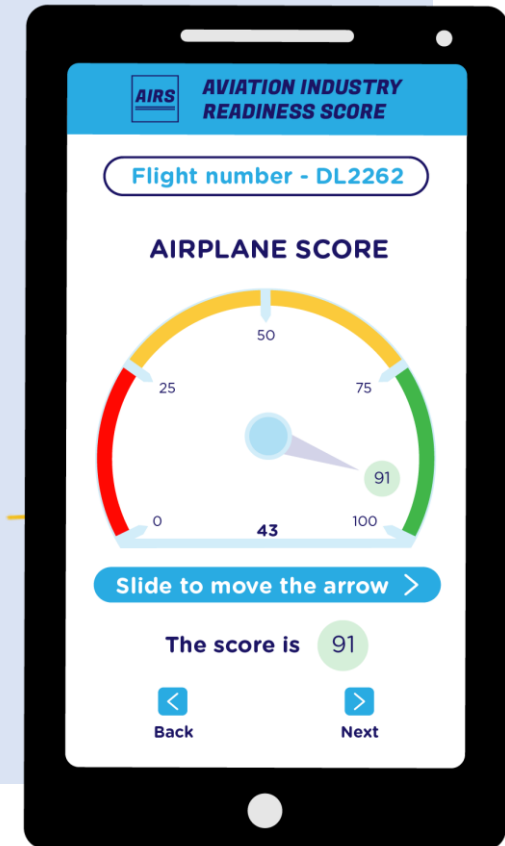
Scoring Data

Pilot and Cabin Crew Readiness Score

- Pilots need to train and be re-certified

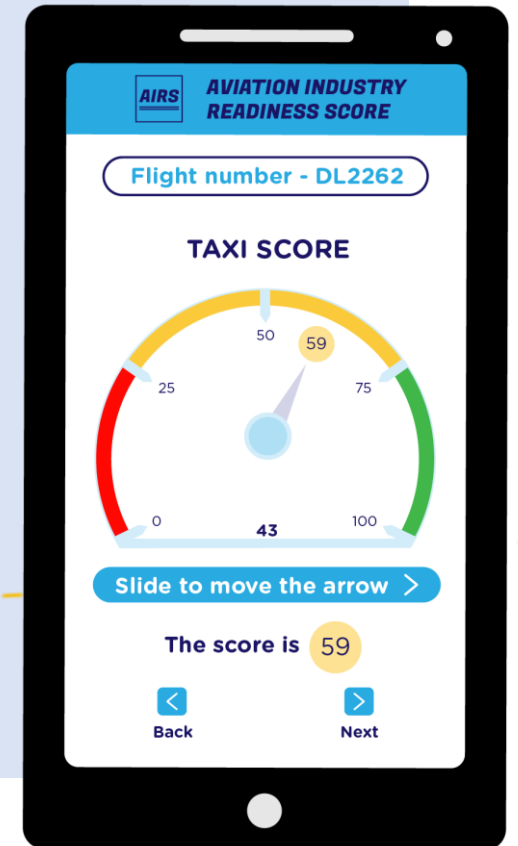- Cabin crew training and certifications on new health and safety measures
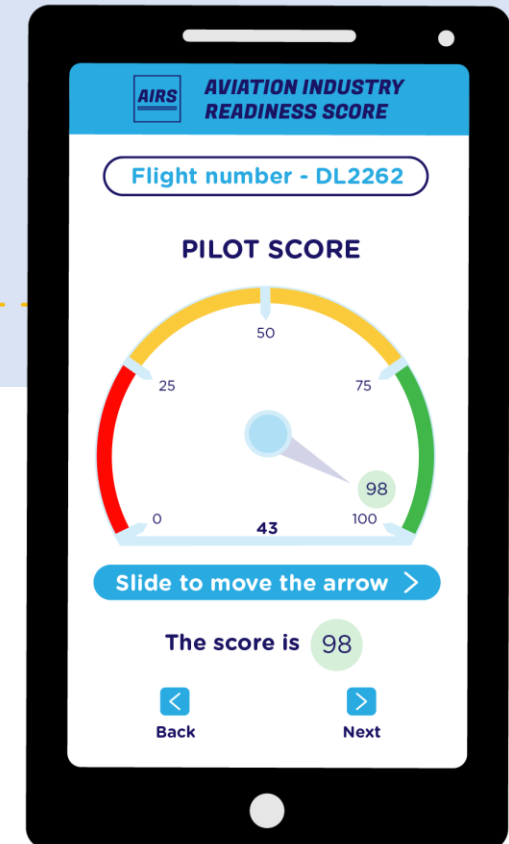
Scoring Data

Other Related Readiness Score

- Restaurants
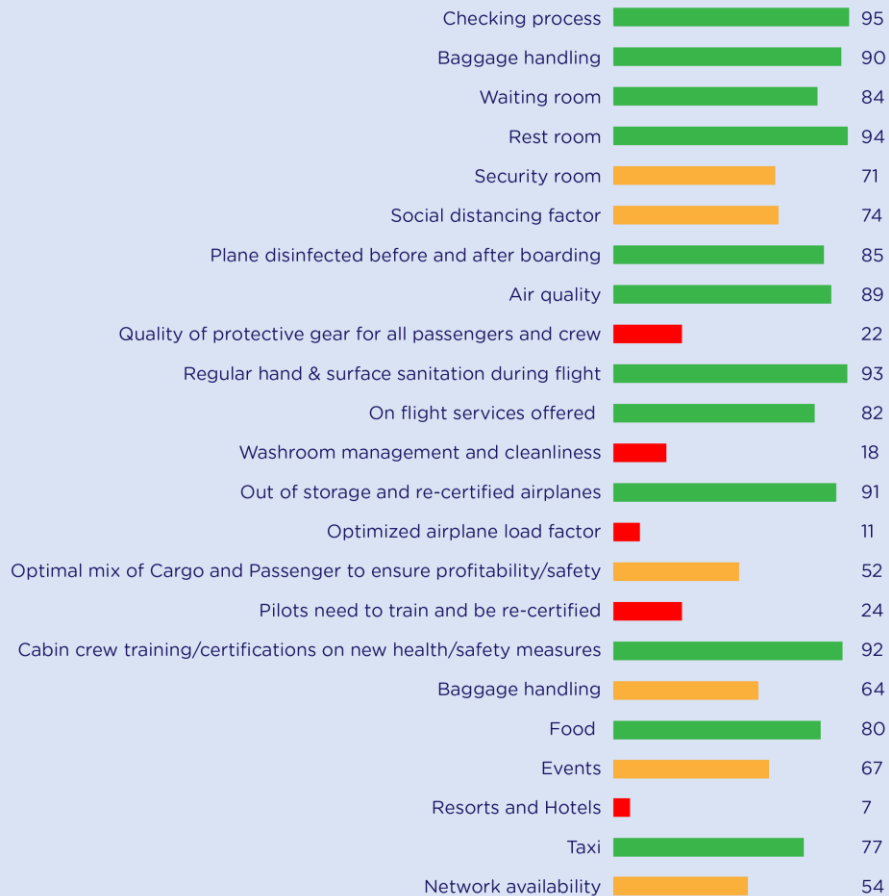- Events
- Resorts and Hotels
- Taxi
- …

Data Reporting

Using Microsoft Power Platform Dashboards can be easily designed

e.g.: Bar Chart for Flight DL2262 and AF007

Category	Value
Checking process	95
Baggage handling	90
Waiting room	84
Rest room	94
Security room	71
Social distancing factor	74
Plane disinfected before and after boarding	85
Air quality	89
Quality of protective gear for all passengers and crew	22
Regular hand & surface sanitation during flight	93
On flight services offered	82
Washroom management and cleanliness	18
Out of storage and re-certified airplanes	91
Optimized airplane load factor	11
Optimal mix of Cargo and Passenger to ensure profitability/safety	52
Pilots need to train and be re-certified	24
Cabin crew training/certifications on new health/safety measures	92
Baggage handling	64
Food	80
Events	67
Resorts and Hotels	7
Taxi	77
Network availability	54

HEAT MAP

Flight number - DL2262 / From LAX to JFK
Flight number - AF007 / From JFK to CDG

— SAFE
— CAUTIOUS
— HIGH RISK

Paris
New York
Los Angeles

Using domestic flight information to reopen international flights quicker

AZUR GROUP

Publishing the information

AZUR GROUP

Salesforce example for Work.com
Guidelines & Dashboards

Using **Salesforce Community Cloud** to publish and share the Aviation Industry Score System's anonymous results

Providing **strategic information** to all **Industry and government** stakeholders

Community Cloud

Community Cloud is an online social platform that enables companies to connect customers, partners, and employees with each other and the data and records they need to get work done.

This next-generation portal combines the real-time collaboration of Chatter with the ability to share any file, data, or record anywhere and on any mobile device.

Community Cloud allows you to streamline key business processes and extend them across offices and departments, and outward to customers and partners

Closing

Let's work together to restart the industry

The work we do now for the aviation industry will make it more resilient to face what the future brings us.

Data Science & Cloud Resources can help find alternatives to arrival quarantine measures.

AZURGROUP

Supporting IATA to represent, lead, and serve the airline industry

Thank you and safe travels!

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IATA

Digital Transformation of Aviation & Travel During Post COVID-19

May 26, 2020
IATA – AVIATION DATA & DIGITAL
WEBINAR SERIES

Serdar Gürbüz

SVP, Digital Innovation and
Analytics Solutions

TURKISH AIRLINES

SERDAR GÜRBÜZ

SVP, DIGITAL INNOVATION AND ANALYTICS SOLUTION

- Leading teams responsible for data&AI, BI, digital innovation and CRM technologies.

- +12 years of experience in different sectors; including telecom, FMCG, fintech and aviation (+6 years).

- Experience in digital, mobile, new business development, innovation and data.

- Founder and board member of Turkey Technology Team (T3) Foundation and Teknofest, Aerospace and Technology Festival.

- Married with a beautiful woman and has two sons.

Flying to **more countries** than any other airlines in the world.

SAN FRANCISCO 13:25
LOS ANGELES 13:45
NEW YORK 11:00
SAO PAULO 13:25
LONDON 04:00
ROME 02:25
BERLIN 03:00
MOSCOW 03:05
TEHRAN 03:30
DOHA 04:15
DUBAI 04:25
NEW DELHI 05:50
CAPE TOWN 11:10
BEIJING 09:00
SEOUL 10:30
TOKYO 12:00
HONG KONG 11:30
SINGAPORE 11:00
SYDNEY 22:55
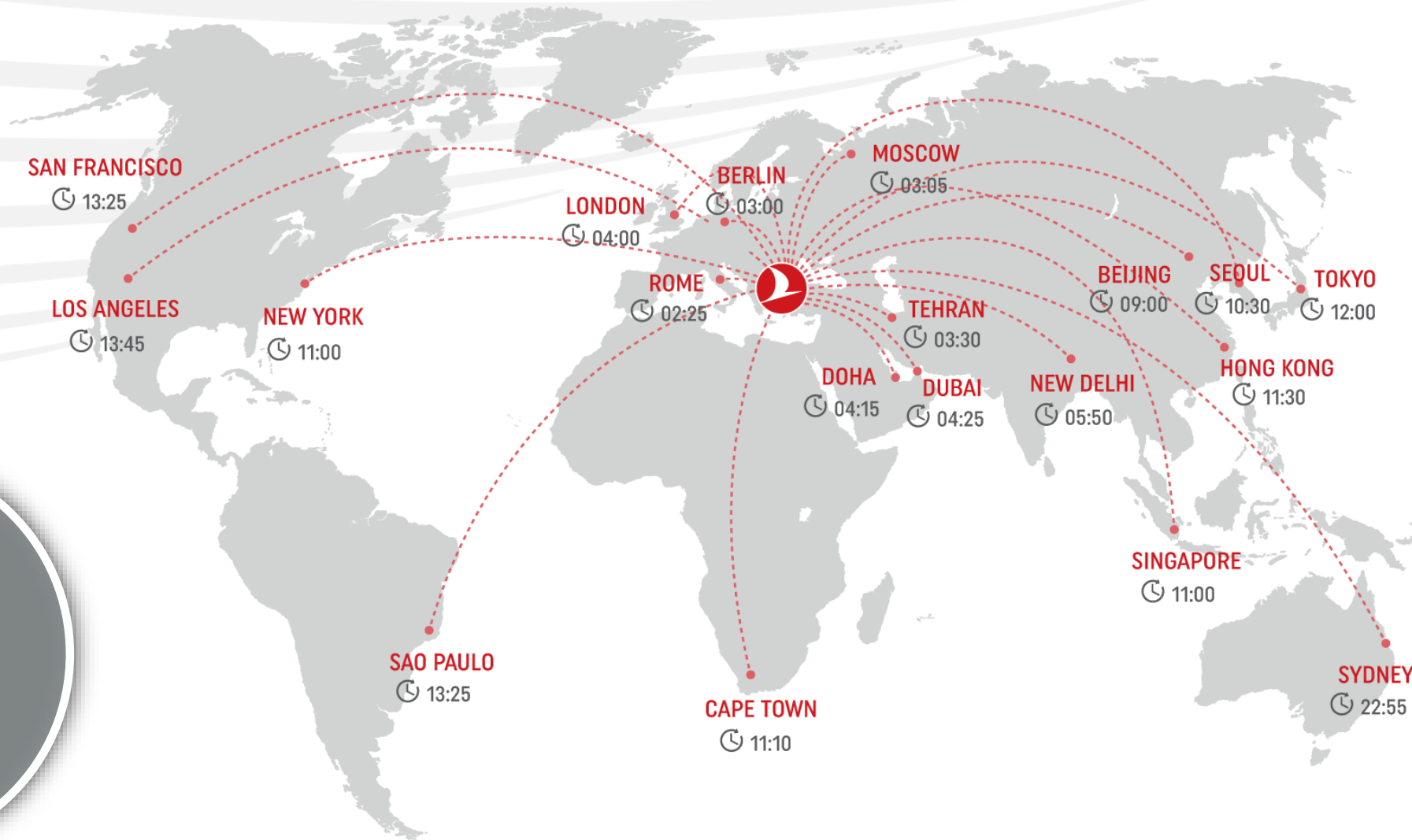
3 hour to +50 COUNTRIES

Among other industries, where does airlines stand in terms of techology and innovation?

Which Industries Have the Highest and Lowest Skill in Business, Data, and Tech?

Rank	Business skill	Tech skill	Data skill
No. 1	Manufacturing	Manufacturing	Technology
No. 2	Consulting	Insurance	Consulting
No. 3	Telecommunications	Telecommunications	Telecommunications
No. 4	Health/medicine	Technology	Manufacturing
No. 5	Technology	Finance	Media/entertainment
No. 6	Media/entertainment	Media/entertainment	Consumer
No. 7	Insurance	Health/medicine	Insurance
No. 8	Consumer	Consulting	Health/medicine
No. 9	Finance	Automotive	Finance
No. 10	Automotive	Consumer	Automotive

Source: Coursera

NOT IN TOP 10

- Maturity level is low and
- The culture is reluctant to take risks.

ONE SIZE DOESN'T FIT FOR ALL

THERE ARE MULTIPLE WAYS TO INNOVATE

- Be aware of the goal

- Know your options

- It's a never ending journey
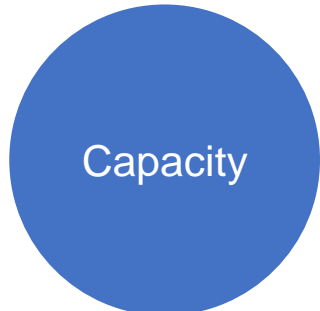
THE WORLD IS CHANGING FAST
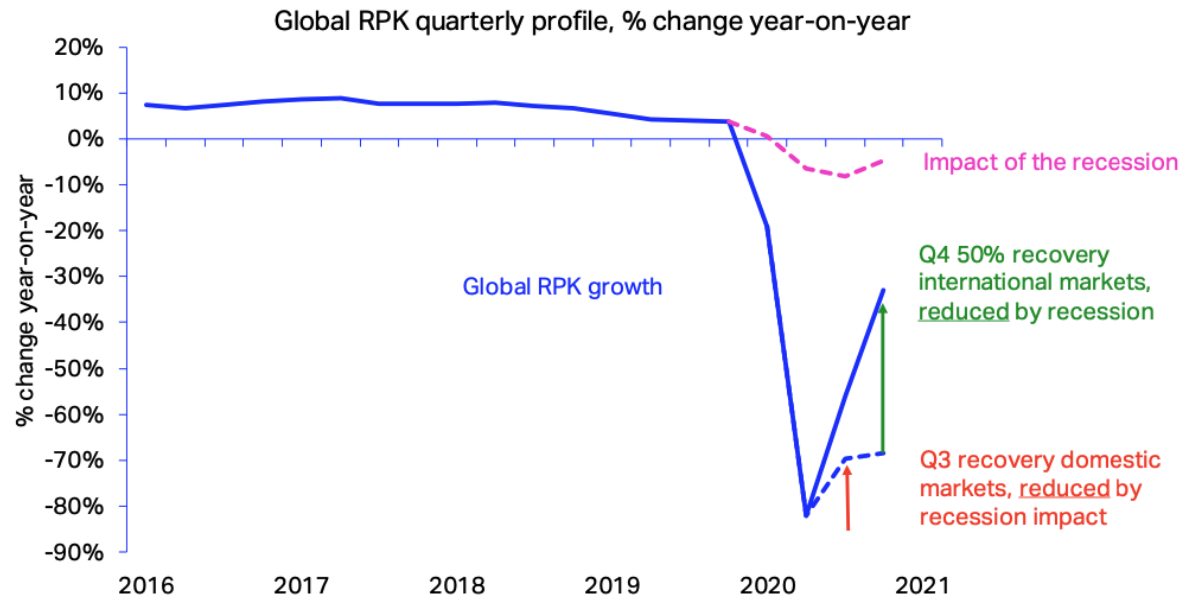

2020
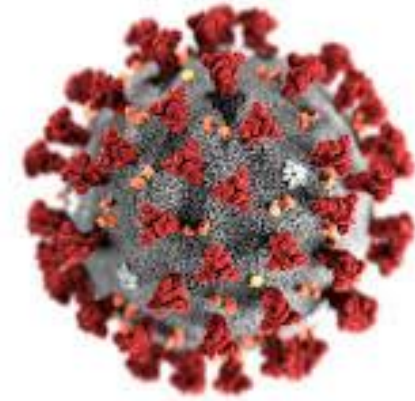
The new normals
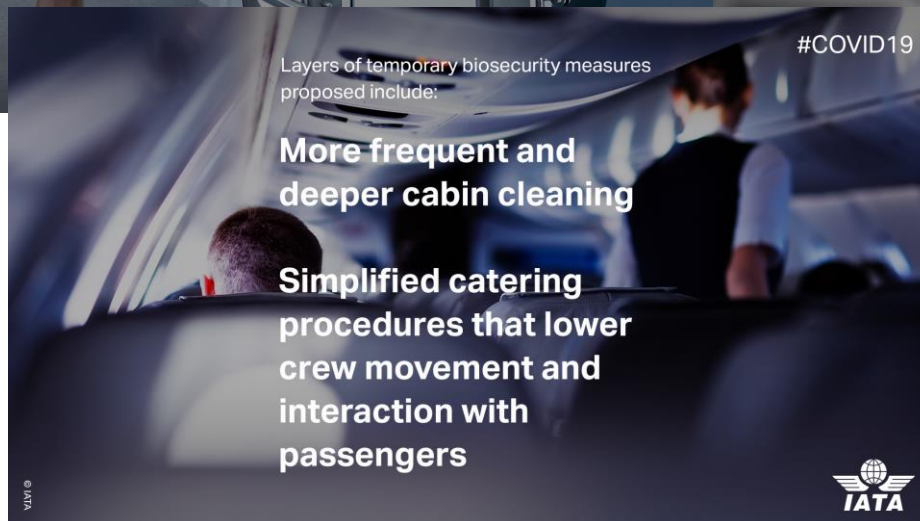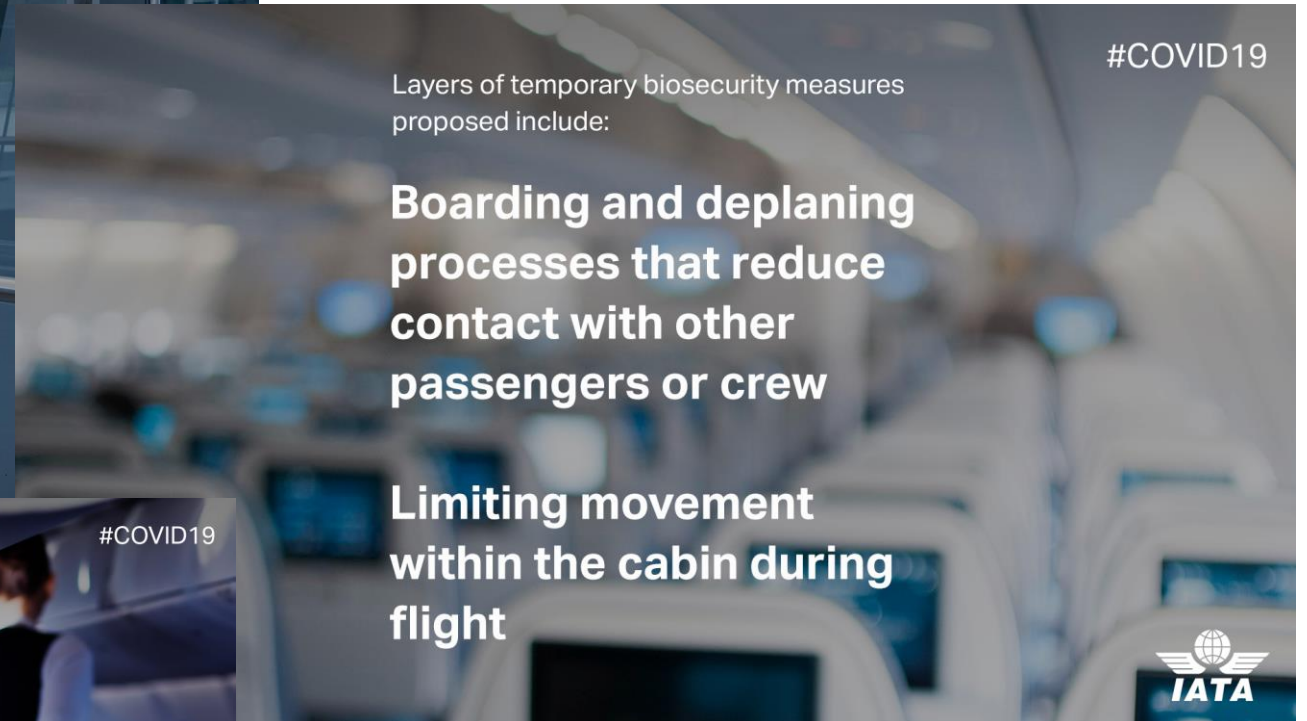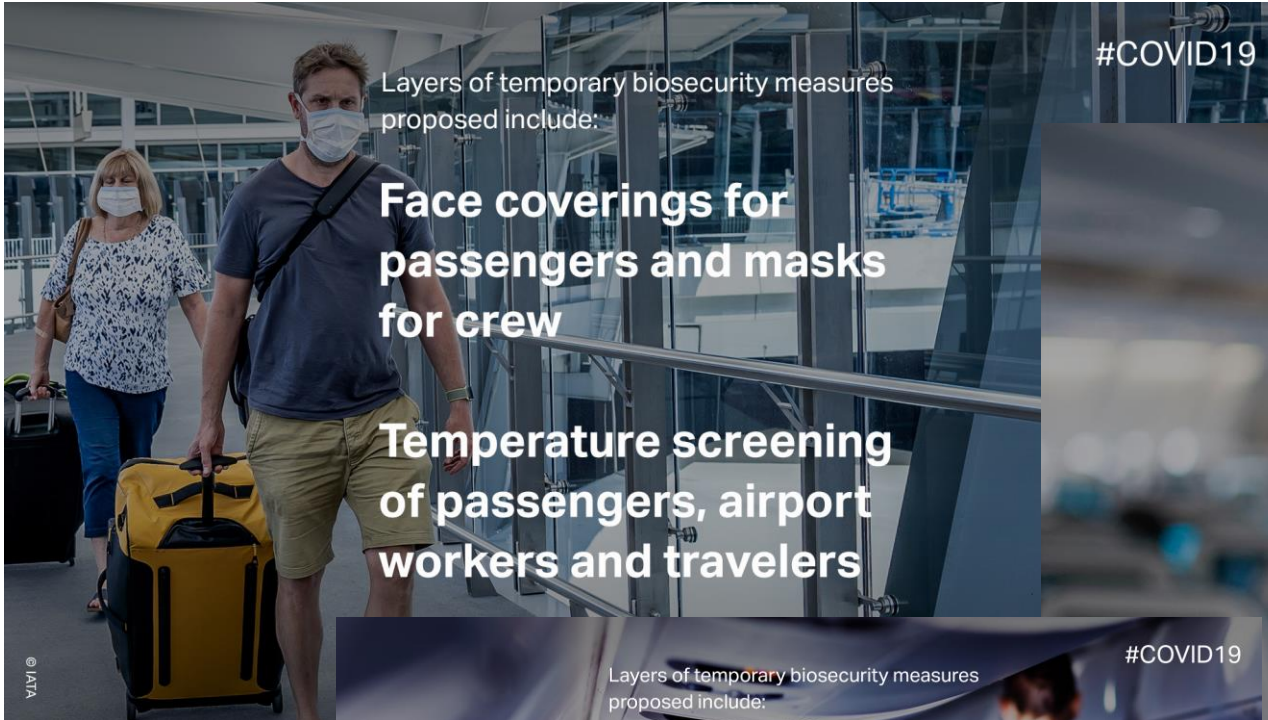
The effects on airline business

Travel and transportation industry will be affected most. Should innovation and digital transformation still be one of the top priorities of companies?

Global RPK quarterly profile, % change year-on-year

Impact of the recession

Global RPK growth

Q4 50% recovery international markets, reduced by recession

Q3 recovery domestic markets, reduced by recession impact

Source: IATA Economics using data and forecasts from Oxford Economics and IATA

DEMAND (RPK, YEAR-ON-YEAR)

Q2	Q3	Q4
↓ 82%	↓ 56%	↓ 33%

FLIGHT CANCELLATIONS (UNTIL 30 JUNE)

4.5 million

LOST REVENUES EST. 2020 (US$)

| ⊗ ↓ $314 billion | ↓ 55% |

Digital transformation will accelerate even though companies' revenues are shrinking

"We've seen two years' worth of digital transformation in **two months**."

Satya Nadella – Microsoft CEO

Digital ready online customer experience
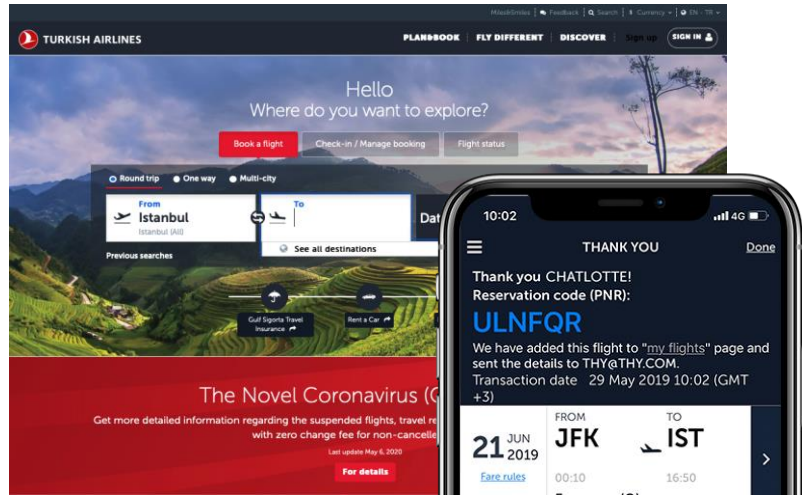
- Digital shopping experience
- Ancillary revenues
- NLP and bots
- 360 degree customer view
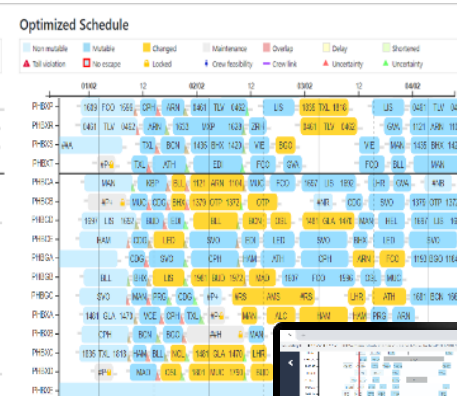- Personalised and real time communication

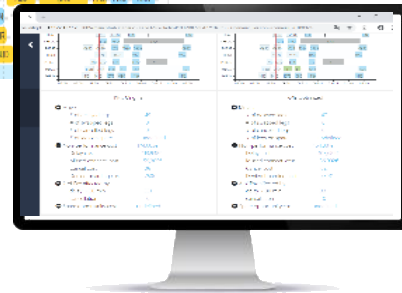# Digital ready on the ground passenger experience
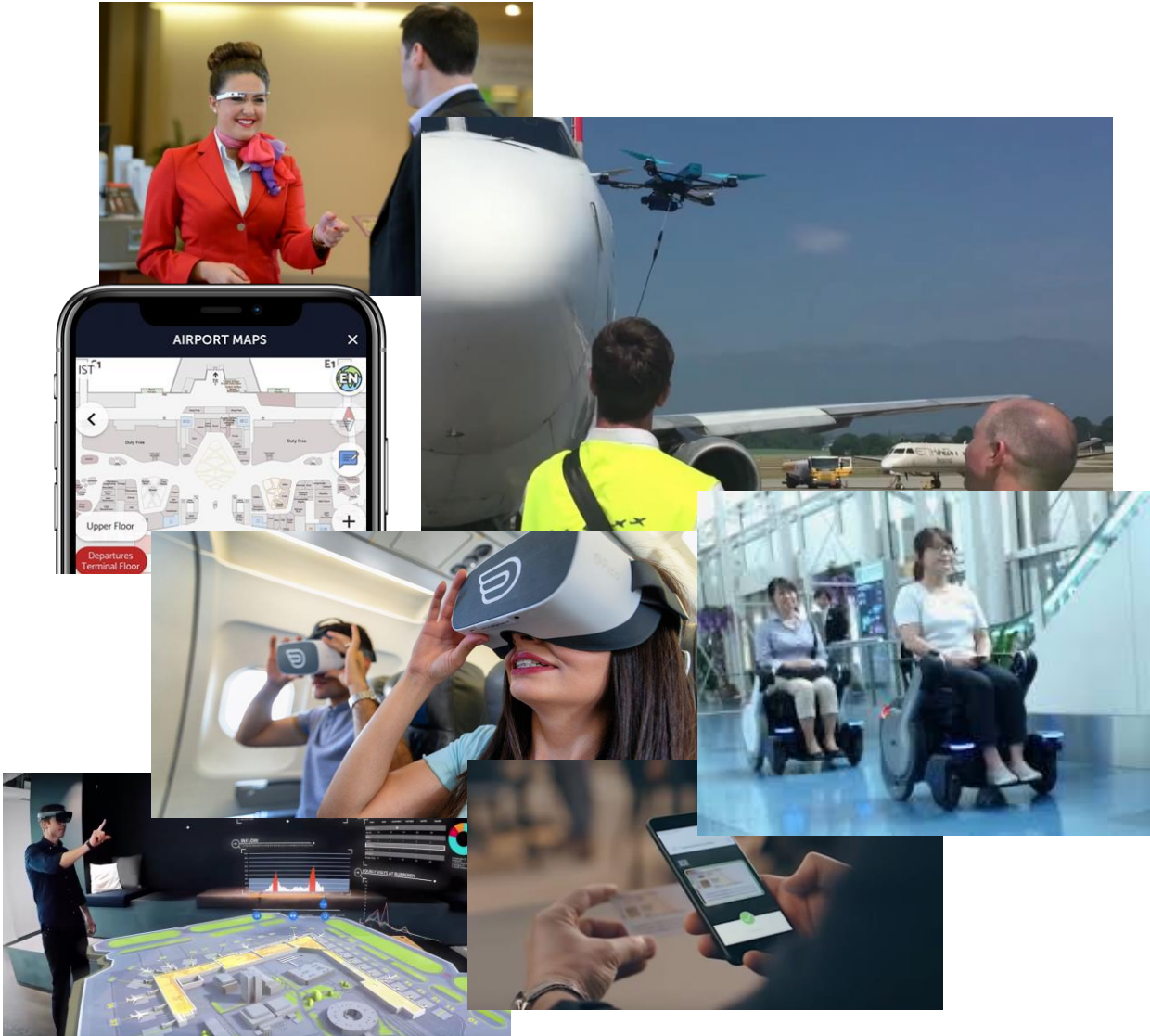

- Self-service experiences

- Biometric access

- Automation

Digital ready operation, crisis and disruption management

- Advanced operation tracking

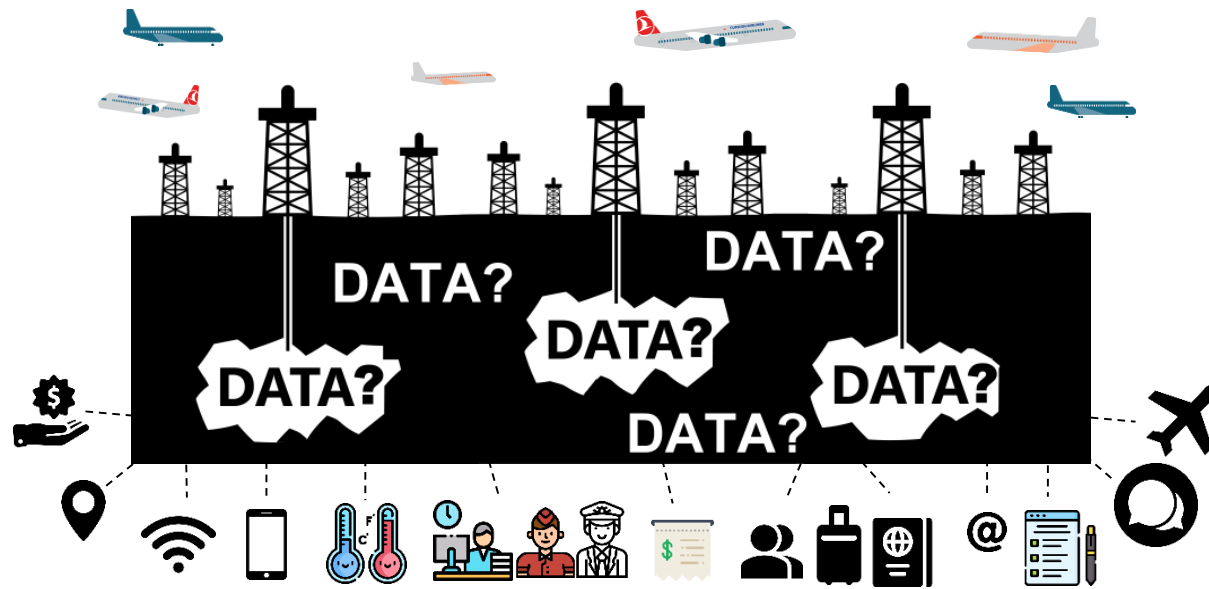- Automated notifications and updates

- Real time event triggering

Digital Innovation

- Bots, robots, drones

- Virtual, augmented, mixed reality

- Blockchain, IoT

What data provides to companies in terms of transformation?


Big data will become a key basis of competition, underpinning new waves of productivity growth, innovation, and consumer surplus—as long as the right policies and enablers are in place.

By James Manyika, Michael Chui, Brad Brown, Jacques Bughin, Richard Dobbs, Charles Roxburgh, and Angela Hung Byers

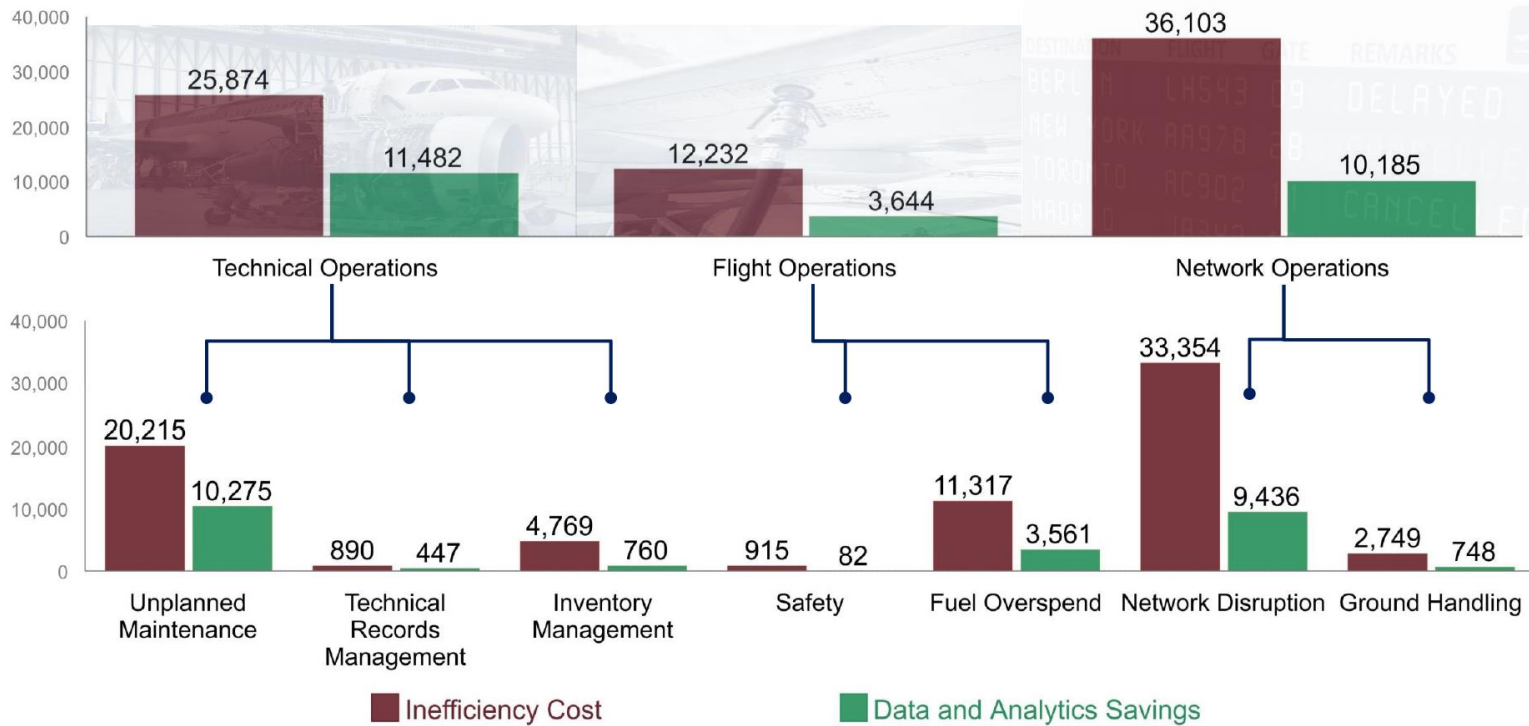McKinsey Global Institute May 2011 | Report

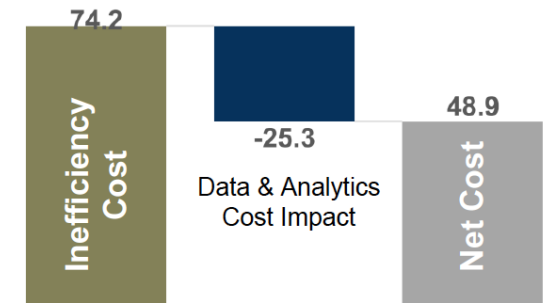# How data will help to recover fast during post crisis period?
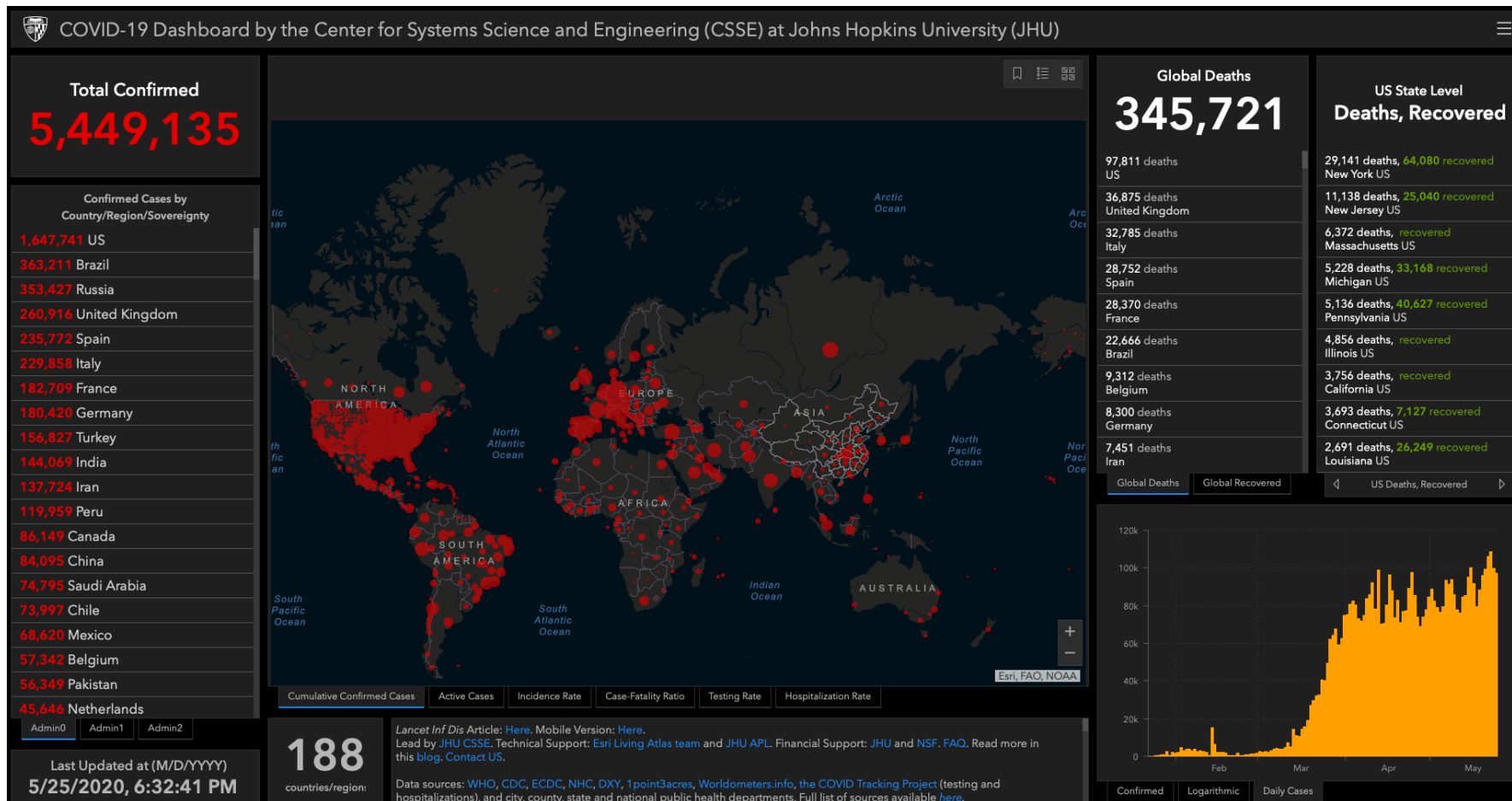
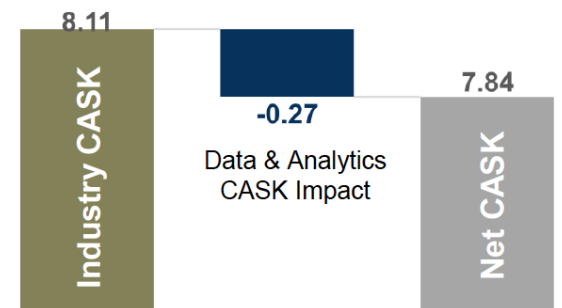# Data and analytics can increase industry operating margin for aviation from 5.8% to 8.9%*

Inefficiency costs and savings from data and analytics, in US$ Million (2018)

Technical Operations: 25,874 / 11,482
Flight Operations: 12,232 / 3,644
Network Operations: 36,103 / 10,185

Unplanned Maintenance: 20,215 / 10,275
Technical Records Management: 890 / 447
Inventory Management: 4,769 / 760
Safety: 915 / 82
Fuel Overspend: 11,317 / 3,561
Network Disruption: 33,354 / 9,436
Ground Handling: 2,749 / 748

■ Inefficiency Cost   ■ Data and Analytics Savings

Value of Data and Analytics, in US$ billion

Inefficiency Cost: 74.2
Data & Analytics Cost Impact: -25.3
Net Cost: 48.9

Industry CASK Impact (US$ cents)

Industry CASK: 8.11
Data & Analytics CASK Impact: -0.27
Net CASK: 7.84

* Frost & Sullivan

No-Show prediction

Building a model to add personalized parameters in flight based no-show prediction model.

- Start with only one destination to Istanbul

- Add customer data to prediction model

- Design the model and test

In-flight meal optimization

Certain amount of food served in-flight become waste. Data helps to predict how much food will be consumed by passengers during flight.

- Collect unconsumed meal on each flight

- Interview with cabin crew to define attributes

- Design the model and test

TURKISH AIRLINES
A STAR ALLIANCE MEMBER

Flight purpose prediction

In order to make pricing and marketing campaigns better, the business teams benefit to know which passenger flight for which purpose.

- Categorize flights and destinations

- Build and test hypothesis

- Use passenger surveys to test

Using the power of open-innovation ecosystem

Accelerator Programs

Developer Portal

Technopark Partnership

Hackathons

Incubator Programs

Invest on Board

PoC and Pilot Projects

THANK YOU

For More Information

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

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AVIATION

DATA & DIGITAL

WEBINAR SERIES

EPISODE 5 (ADAPT & GROW)

● **LIVE** PRESENTATION IN PROGRESS

Keynote: Big picture perspective on digital transformation of aviation & travel post COVID-19, and some concrete use cases.

Serdar Gürbüz
SVP, Digital Innovation & Analytics Solutions, Turkish Airlines

▶ DIGITAL FACILITATING BUSINESSES TO PIVOT TO OVERCOME CHALLENGING TIMES

Webinar Synopsis: This crisis has unprecedented impact on the airline industry, wider aviation, travel and the world. Going back to normal is very unlikely to happen, what will the new normal be and the role of digital?

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

Tuesday 26 May 2020
15:30 – 17:30 CEST

Time	Session	Speaker
15:30 – 15:40	**Welcome and Opening**	**Muhammad Albakri** RVP & Sponsor, Digital Transformation Strategy, IATA
15:40 – 16:00	**Keynote:** **Digital transformation in flight operations: Optimizing each mission and the whole network through data and technology.**	**Dr. Thomas Wittmann** Managing Director, Lufthansa Systems
16:00 – 16:20	**Keynote:** **Recovery & growth post COVID-19, best time to self-disrupt, rethink and optimize processes, leveraging data & digital capabilities.**	**Jean-Louis Lalonde** President & CEO of AZUR Group
16:20 – 16:40	**Keynote:** **Big picture perspective on digital transformation of aviation & travel post COVID-19, and some concrete use cases.**	**Serdar Gürbüz** SVP, Digital Innovation & Analytics Solutions, Turkish Airlines
16:40 – 17:00	**Keynote:** **Now is the time to unleash digital, with very little to lose**	**Jim Davidson** President and Chief Executive Officer, Farelogix
17:00 – 17:30	**Panel:** **What are areas where digital is bound to change how airlines and the wider aviation continue after the crisis.**	**Jim Davidson** President and Chief Executive Officer, Farelogix **Jean-Louis Lalonde** President & CEO of AZUR Group **Martin Mitev** Aviation Futurist **Dr. Thomas Wittmann** Managing Director, Lufthansa Systems **Serdar Gürbüz** SVP, Digital Innovation & Analytics Solutions, Turkish Airlines

Sponsored by: **AZUR**GROUP

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UNLEASHING DIGITAL

Jim Davidson
Farelogix
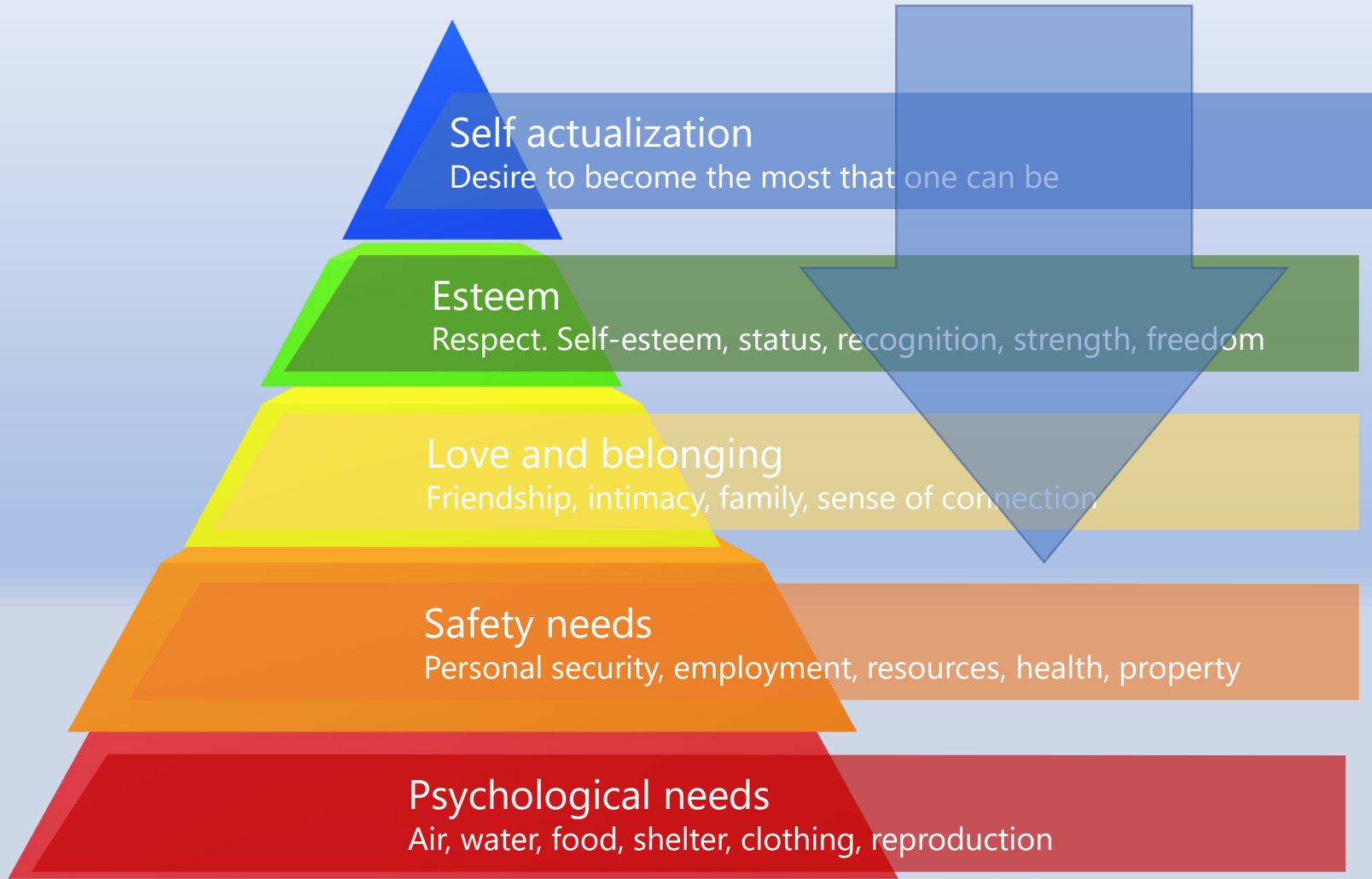
Self actualization
Desire to become the most that one can be

Esteem
Respect. Self-esteem, status, recognition, strength, freedom

Love and belonging
Friendship, intimacy, family, sense of connection

Safety needs
Personal security, employment, resources, health, property

Psychological needs
Air, water, food, shelter, clothing, reproduction
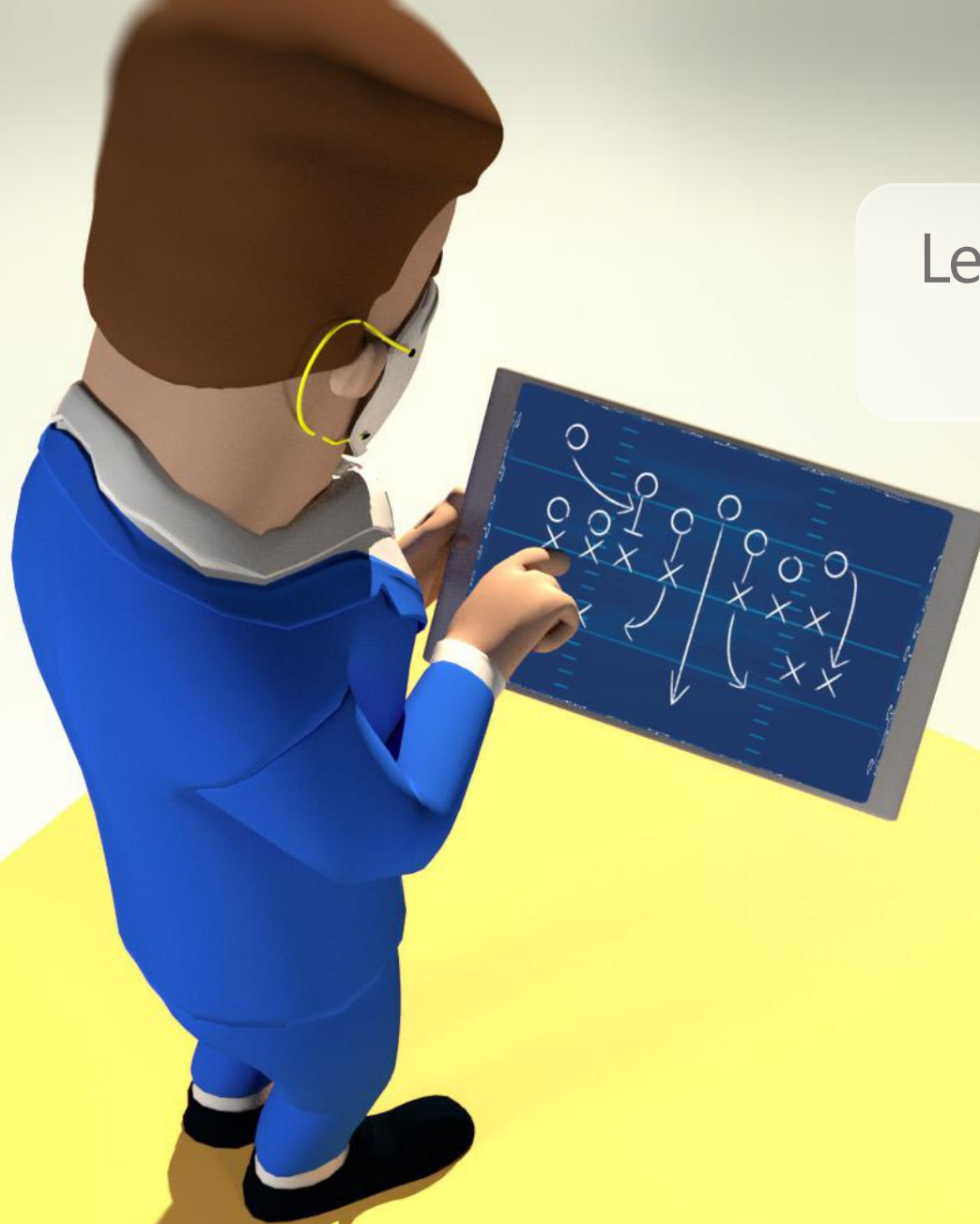
Old playbooks are useless
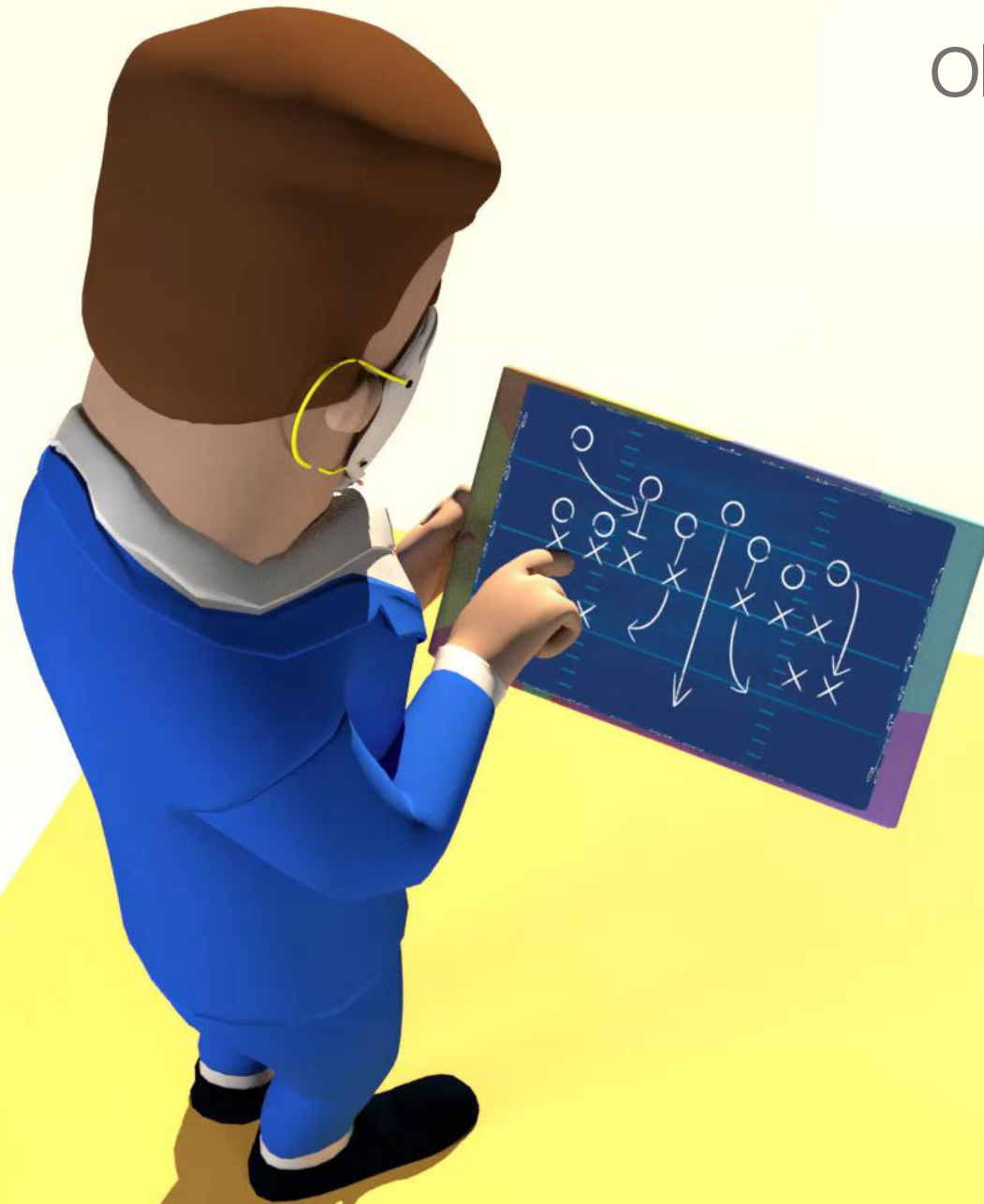
Adventurers unite!
Experiment
Stand apart
Take Risks

The Path to Airline Self-Actualization and Competitive Advantage

- Meet your customers where they are

- Accelerate your business to a more futureproof ground

- Choose the right tools

The offer is still king … it's just different

- Abandon historical pricing/RM mechanisms
- Embrace dynamic offers and bundles
- Personalize, pivot, find what works
- Remember, *it's not only about the fare*

Recovered customers today = deeper loyalty tomorrow

- "Made me feel safe"
- "Did right by me"

Automation and simplified servicing are now minimum requirements

ACCELERATE YOUR BUSINESS TO A MORE FUTUREPROOF GROUND

What was a "gradual evolution" is now a race to survival

- Dynamic Offers
- NDC and adapted distribution
- Simplified, streamlined payments and settlement
- ONE Order and digital retail

CHOOSING THE RIGHT TOOLS

Futureproof and Flexible

- From closed systems to open interoperability
- PSS agnostic by default
- Systems built to pivot with you
- New data science that leverages this world of Reset, including searches and schedule optimization
- Airline controlled tech, *every time*

Performant and scalable

- Cope with escalating look to book
- Extreme search at lower costs
- Elasticity to adapt to changing demand

Low cost of ownership

- Automation and adaptation leveraging cloud, off-PSS options and best of breed

GOODBYE!
AND THANK YOU

FARELOGIX

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EPISODE 5 (ADAPT & GROW)

● **LIVE** POLL IN PROGRESS

Audience: **Live Poll** Should the aviation and travel industry accelerate Digital Transformation?

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

Jean-Louis Lalonde
President & CEO of AZUR Group

Jim Davidson
President and CEO, Farelogix

Martin Mitev
Aviation Futurist

🔴 **LIVE** PANEL IN PROGRESS

Serdar Gürbüz
SVP, Digital Innovation & Analytics
Solutions, Turkish Airlines

Panel: **What are areas where digital is bound to change how airlines and the wider aviation continue after the crisis.**
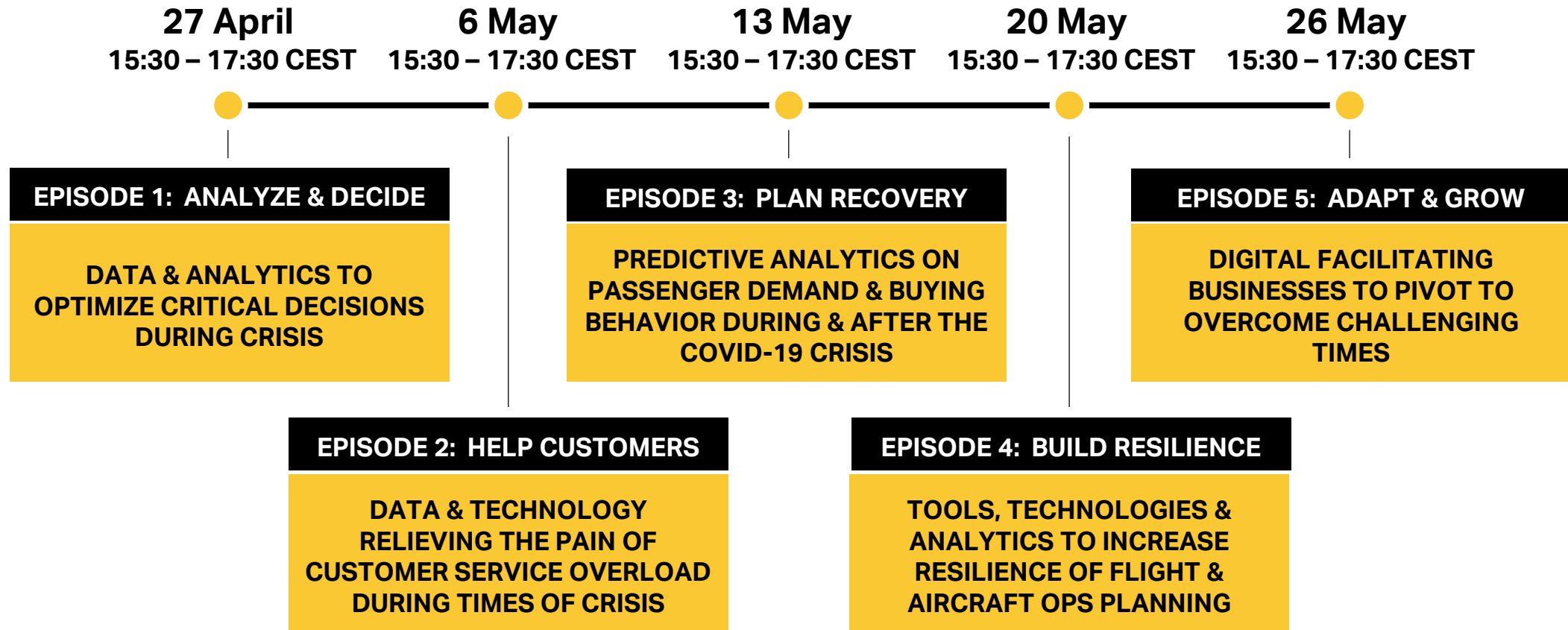
Dr. Thomas Wittmann
Managing Director, Lufthansa Systems

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Aviation Data & Digital Webinar Series

27 April
15:30 – 17:30 CEST

6 May
15:30 – 17:30 CEST

13 May
15:30 – 17:30 CEST

20 May
15:30 – 17:30 CEST

26 May
15:30 – 17:30 CEST

EPISODE 1: ANALYZE & DECIDE

DATA & ANALYTICS TO OPTIMIZE CRITICAL DECISIONS DURING CRISIS

EPISODE 3: PLAN RECOVERY

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

EPISODE 5: ADAPT & GROW

DIGITAL FACILITATING BUSINESSES TO PIVOT TO OVERCOME CHALLENGING TIMES

EPISODE 2: HELP CUSTOMERS

DATA & TECHNOLOGY RELIEVING THE PAIN OF CUSTOMER SERVICE OVERLOAD DURING TIMES OF CRISIS

EPISODE 4: BUILD RESILIENCE

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

For agendas, slides, and recordings go to:
iata.org/addws

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Thank you, and see you soon!

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