

The Business of Aviation

GORDON ROSEN, PRESIDENT OF THE ASI GROUP, EXPLAINS HOW CUTTING-EDGE TECHNOLOGIES ARE IMPROVING AVIATION SOLUTIONS IN TODAY'S TIGHTENING ECONOMY.



The business of aviation is constantly – and rapidly – evolving. What are the biggest operational challenges currently being faced by airports and airline operators alike?

GR. The biggest operational challenge is keeping pace with that evolution. The search for efficient, cost effective answers is the key to success for airports and operators. This means the incorporation of technology to reduce expenses, maximise profits and assist in effective logistical management.

How is the advent of real-time data management solutions enabling both airports and operators to achieve maximum productivity and efficiency in their daily operations?

GR. If you're well informed of operational movements in real-time, then your decisions are based on the most timely and accurate facts. Real-time data management allows you to compare the logistical and financial costs of holding a flight versus baggage, mail or cargo mis-connects.

Have you been involved in any particularly interesting projects recently? What challenges did these projects present, and how did you address those problems?

GR. Yes, we were recently contracted by APS to improve interline baggage partnership opportunities for Los Angeles International Airport through revolutionary integration of GPS, Wi-Fi and aircraft movement integration for a true track and trace solution. The largest challenges were

due to the fact that 43 airlines would be relying on APS for successful tracking and transport of six million plus bags annually. The airlines didn't know in real-time where the bags were, so we had to solve this costly problem.

ASI's premier solution, InterBAG provides real-time internet-based GPS information, airline movement messages, itinerary and baggage messages for intelligent decision support. Using real-time data from BSM, SIMM and MOV messages in conjunction with alert messaging, multi-directional communication, and immediate data availability we supplied APS with the tools and support to track every bag travelling to and from LAX.

A strong combination of scanned data for GPS monitoring, daily patrol by internal staff, accounting that allows for accurate billing to the appropriate airlines and service level agreements all work in tandem to optimise the customer experience and the overall baggage transport process.

The MENA region is currently undergoing rapid development, particularly with regards to its transportation systems; more than US \$50 billion is currently being spent on expanding the aviation infrastructure in the GCC alone. Why is it important that technology providers such as ASI are involved in the development process to ensure airports continue to meet the needs of both today and tomorrow?

GR. Most technology providers, by necessity, have to develop answers that will work now and be adaptable for the future. In 30 years of operation and over 250 installations, we've experienced hundreds of 'important points'. We've seen what has worked, and what has not, for the full spectrum of situations and environments the aviation industry faces.

By involving tech providers from the beginning, decision makers can be assured that they're looking at the complete picture and make their plans with assurance that they can be adapted as the future requires. In the long run, this could save airports billions of dollars.

Finally, what are your plans in the MENA region? How do you hope to capitalise on the phenomenal growth in passenger throughput numbers – and of course, the attendant rise in baggage and freight?

GR. The rise in passenger and baggage throughput—and the increasing amount of freight—means it's more important than ever to rely on technology for cost-effective solutions. As with any logistical needs, the incorporation of hard and soft technologies can drastically reduce an organization's expenses and maximize profits.

ASI's software is already being used on every continent and, to date, we've installed over 1500 modules around the globe. What's more, our philosophy of ongoing product development and improvement has always been based on industry trends and customer feedback, so we're able to adapt quickly and supply, airports and operators alike, the best product possible for the present and the future.

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Gordon Rosen founded Aviation Software, Inc. (ASI) in 1981, functioning as its chief software architect until 2003. He has served on the boards of domestic and international airlines and FAA Committees and was invited to testify before the Office of Technology Assessment congressional subcommittee as a certified aviation technology expert.

