



Global Airlines Practice



Overview

The Airlines practice has been the fastest growing practice, internally at Mahindra Satyam. We have partnered with over 25 airline, airport and travel companies, spread across all five continents, and are engaged in large scale IT initiatives across multiple locations. These engagements are implemented by a resource base of highly skilled domain consultants, architects, project managers and engineers located on customer and Mahindra Satyam premises.

Mahindra Satyam takes pride in a practice marked by strong differentiation, strategic long-term relationships, and industry leadership through direction setting driven by world-class solutions and process infrastructure. We're leaders in airline ERP implementation as well as web application development and legacy system modernization. Our customers range from large international carriers, regional players as well as high-end airlines catering to the luxury travel segment and low cost airlines. We have had engagements with some of the largest airports globally, as well as the world's premier travel agencies.

The Airlines practice has consistently been successful in creating an environment of collaboration with customers, bringing in innovative ideas and demonstrating an unparalleled ability to execute.



Unlock your Hidden Potential

The global airline industry has been subject to constant change over the last decade leading to new business models, business entities and formations, large scale changes in the distribution environment, fluctuating passenger load, and tremendous pressure on margins. While the industry has looked to adjust to the changes and poise itself to gear up for long-term passenger growth, fluctuations in fuel prices, recessionary economic climate, and disruptive innovations looming on the horizon are adding to the challenges.

Under these circumstances, airline companies across the world are forced to look inwards, be it to cut operational costs or identify channels to protect and enhance revenue streams. The big questions being asked now are: Are organizational strengths being sufficiently exploited to create the right market differentiators and larger revenue opportunities? Is it completely aligned with strategic direction, and are the existing IT assets being put to work to produce the promised results? Are we looking at the right places to generate efficiencies, and are there markets that we're not exploiting enough? Essentially, the onus on airlines is to perform at their full potential, and that's where we come in.

Mahindra Satyam is continuously engaged with the global airline industry on a large scale and made considerable investments in integrated solutions, frameworks and process infrastructure. This places it in a perfect position to partner with airline companies, unlock their enterprise potential, and help them take-off on long-term growth.

Airlines Center of Excellence

The Airline Centre of Excellence (CoE) focuses on establishing standards and best practices across various business areas and ensures that the projects we deliver offer substantial business value to our customers. The CoE also focuses on continuous innovation, exploring futuristic concepts, technologies and prototyping them. Below are some facets of the CoE:

- Industry best practice: Compliant to IATA 722
- AIO – certified airlines domain specialists
- IP offerings for innovative products and pricing strategies
- Industry best deployment standards [Summit – D,T – PWC]
- Industry best practice framework reduces time to market drastically

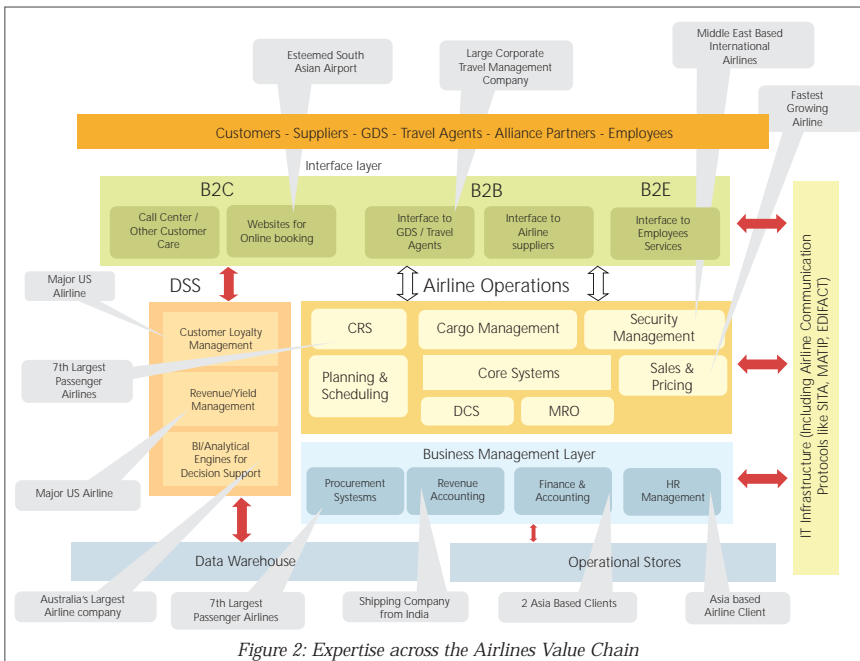
Service Offerings

Mahindra Satyam's service offerings for the Airline industry are backed by substantial domain expertise, supported by an extensive alliance eco-system and built on the expertise gained through multiple implementations and established technology and process frameworks.



Solution Landscape

Mahindra Satyam has implemented solutions across the complete business value chain for the airline industry, some of which are represented below.



Solution Accelerators

Mahindra Satyam has continuously invested on innovations that add value to the business by employing industry best practices and drastically reducing implementation time.

Airline xPress:

Airline xPress is a pre-built solution incorporating process templates and industry best practices on a commercial ERP platform that drastically cuts down implementation time. With over 15 ERP implementations in the airline industry as well as the distinction for the fastest airline back office implementation time till date, Mahindra Satyam is an unparalleled leader in this area.

iDecisions™ :

iDecisions™ is an out-of-the-box, platform independent analytics solution for the airlines industry, leveraging industry standard data models, analytics frameworks that lowers implementation and maintenance costs and time to market by 30%.

Loyalty Management:

Loyalty Management is Mahindra Satyam's Frequent Flyer Program framework that integrates CRM, BPM technologies and the iDecisions™ business intelligence IP for effective process management, experience management and change management capabilities to enable Airlines to manage the lifecycle of their Frequent Flyer Programs and derive greater value to the customer at reduced operational costs.

Industry Recognition

Mahindra Satyam has been a leader in the airline and package implementation space, which is ratified by strong industry recognition:

- Mahindra Satyam has been placed among the leaders of “an extremely well-qualified pack” in Oracle and SAP ERP implementations by leading Analyst organizations
- Certified Global Advantage Partner of Oracle. Largest SAP workforce in Asia Pacific
- IDC: ‘Mahindra Satyam has risen to become one of the world’s largest ERP (Oracle & SAP) systems integrators’
- “We recognize the significant commitment shown by Mahindra Satyam and Oracle in support of our major system changeover with minimum disruption to our day-to-day operations.” - Kenyan Airlines

Case Studies:

Business Transformation

Mahindra Satyam has helped one of the busiest international airports improve and transform its brand image along with a much-improved and lasting user experience which was evident from the online poll results. Mahindra Satyam's Usability & Experience Management practice delivered a totally revamped brand experience for the airport that firmly compliments its status as one of the best airports in the world.

IT Services

Mahindra Satyam re-architected the complex and disparate set of legacy applications for one of the world's best airlines. The solution simplifies network computing architecture with the capability to facilitate future plans and derive single version of truth with respect to rolling out the application to all network stations across its global operations. The solution created a state-of-the art self service functionality enabling automation and transformation across all back office processes like HR, Purchasing, and Financials thus improving productivity and reducing operational expenses.

Outsourcing

For one of the leading long distance airlines worldwide, Mahindra Satyam has delivered an end-to-end IT service solution by introducing an ITIL framework and best practices into its application support processes, and taking over production support thereby achieving an assured cost reduction of 3-8% every year as well as improving response and turnaround times.

About Mahindra Satyam

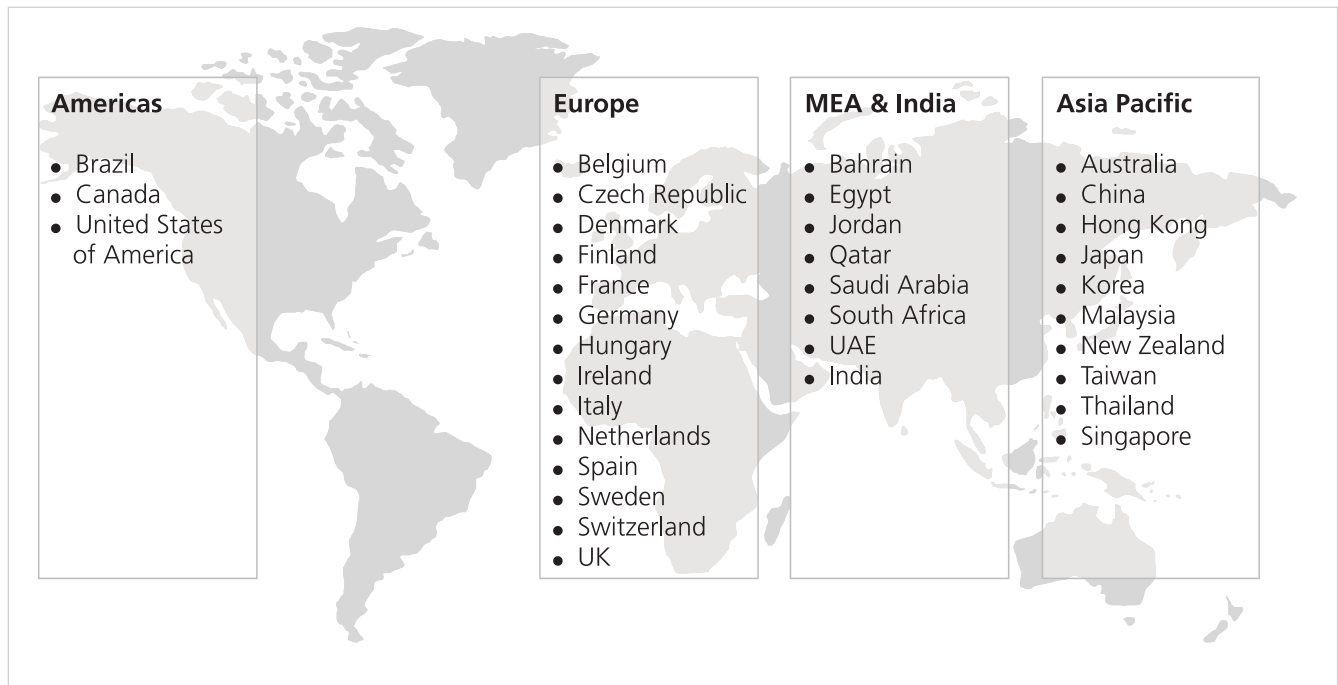
Mahindra Satyam is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the multi-billion Mahindra Group, a global industrial federation of companies and one of the top 10 business houses based in India. The Group's interests span automotive products, aviation, components, farm equipment, financial services, hospitality, information technology, logistics, real estate and retail.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.

Global Presence



Contact

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