

How to Increase your Flight Profitability with Seabury Solutions

This is the first, in a campaign series from Seabury Solutions, which identifies the challenges airlines face in evaluating operational performance, discuss our thoughts on performance analysis and introduce you to our industry leading Enterprise Performance Analysis Software, (EPAS), designed to help drive decision making and operational performance improvements, while maximizing profitability for the airline.

This article will touch on a number of topics related to Airline Performance & Flight Profitability. It begins with a brief introduction into Seabury Solutions and the flagship solution for evaluating Flight Profitability, APAS. (Airline Performance Analysis System)

Introduction into Seabury Solutions and EPAS

Seabury Solutions, a subsidiary of Seabury Capital, was established in 2002. Since then, the IT company have been developing cutting edge software solutions specifically for the aviation industry. The Seabury Solutions product range cater for, Performance Analysis, MRO/M&E and Regulatory Compliance. The first IT solution developed was the airline flight profitability system, APAS, contained within the EPAS suite.

The EPAS suite of solutions is built on an extremely flexible and powerful digital transformation platform used to model and measure the performance of your entire operation. It has been designed by leading edge technologists and highly experienced aviation professionals.



Through APAS, Seabury Solutions has helped some of the world's leading airlines improve their financial performance and respond to unplanned events and market opportunities. APAS is used by some of the largest airlines in the world, including **American Airlines, Delta, Southwest, WestJet** and **AeroMexico**. The fact that a single product can fulfil the requirements of such a diverse population of airlines speaks to its versatility and scalability.

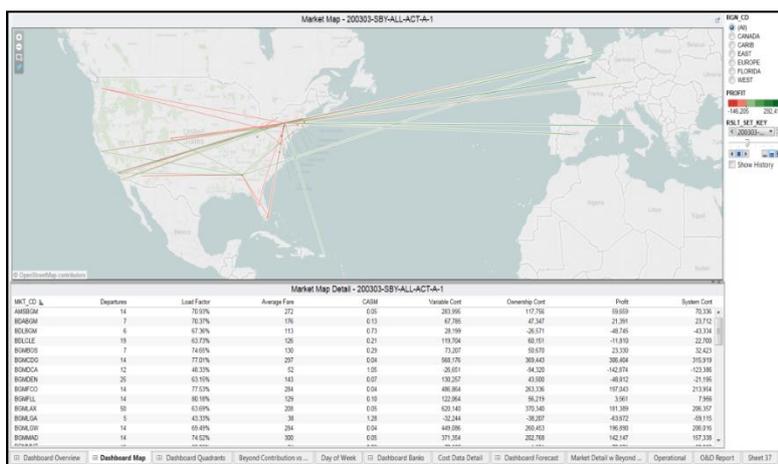
EPAS – Enterprise Performance Analysis System

- (i) **APAS** – Flight Profitability
- (ii) **MPAS** – Maintenance Performance Analysis
- (iii) **RPAS** – Distribution Channel Performance
- (iv) **CPAS** – Contract Management & Vendor Performance



Figure 1 – APAS Architecture

APAS highly configurable, user driven architecture can be configured to measure the performance of any aspect of your business, from a single contract to an entire line of business. It can accept financial and operational data from any number of sources and businesses including information from multiple airlines and their subsidiaries and transform information into detailed, actionable, multi-dimensional performance results designed to drive decisions on the operations.



APAS is an industry leading flight profitability performance measurement solution intended to drive network planning decisions. The results generated from APAS support decisions such as frequency rationalization, entering/ exiting markets, fleet deployment, multi-time horizon view of performance evaluation intended to drive short and long-term scheduling decisions, etc.

APAS provides a comprehensive multi-dimensional view of network performance, generating results at a flight level (a single flight departure), network including beyond level (flight - beyond flight passenger flows) and O&D (passenger itinerary O&D) level of detail enabling insightful analytics. Alternatively, APAS can create additional dimensionality of the airline's performance view by taking

a flight and driving answers down to a cabin and even passenger itinerary level of detail to drive an additional layer of decisions on cabin layouts, seat product offering and product and passenger marketing strategies.

APAS was designed from the following core set of concepts:

- Empowers the end user with full control through its intuitive and user-friendly design
- Infinite detail - (drives down below the flight e.g. flight connectivity, cabins, seat map profitability, individual customers etc)
- Purpose driven modelling
- Executive management decision support
- Empowering business transformation & restructuring

The value proposition derived from APAS include the following:

- Data enhancement/correction
- Multi model processing used to drive different time horizons such as actuals, forecasts, preliminary or what-if scenarios
- Fleet and resources optimization

APAS enables the user to generate a comprehensive, actionable set of results that provide stakeholders with the tool to guide better decision making:

- Measure Segment contribution as well as Network and O&D contribution
- Determine which markets to increase/ decrease capacity
- Identify opportunities to adjust market operational frequency
- Evaluate opportunities to up-gauge or down-gauge operations (swap fleet types)
- Assess marketing incentives

The next article will focus on **'Network Performance Measurement'** and the challenges observed in most organisations today. It will also include observations in performance analysis direction, a customer case study using APAS and a sample of some more Executive Reporting Dashboard, within EPAS.

About the Author

Andrew Gaffney joined Seabury in August 2012 as an executive within Seabury's IT software consulting and development firm, Seabury Solutions, LLC (Solutions). Mr. Gaffney is a product manager for Seabury's proprietary Airline Performance Analysis System (APAS) which supports the flight profitability functions for some of the world's leading airlines. Mr. Gaffney has assisted clients on a range of projects including business process development and reengineering, IT due diligence and implementation of Seabury's proprietary applications.

Mr. Gaffney has more than 20 years of airline Financial Planning & Analysis and technology experience including cost management, cost allocation methodology, financial and operational modeling, corporate budgeting, route profitability and operational analysis. Prior to joining Seabury, Mr. Gaffney held various management roles in Finance at Delta Air Lines including flight profitability using Solutions' APAS software.

About Seabury Solutions

Seabury Solutions is a multi-industry software development and consultancy company. It was established in 2002 and formed part of Seabury Capital. Seabury Solutions has built its reputation in the market by delivering industry leading aerospace technology. Having built upon decades of aviation expertise in-house, this knowledge has been leveraged into a suite of products that enhance aviation operations' decision-making process.

With a truly global reach, the network of offices is located in Argentina, Australia, Canada, Germany, Ireland, Kenya, Korea, the Netherlands, Philippines, & USA. This wide geographical spread allows the Seabury Solutions team to provide support 24/7 to all their customers in real-time.