Avanade® Mobile Airline Platform
The new way of delivering in-flight sales and services in the Airline Industry

The way airlines are doing business is undergoing a fundamental transformation. This transformation is applying innovative programs and technologies to improve and differentiate the passenger experience. And this transformation also includes airlines working to capture new ancillary revenues — revenues beyond the sale of tickets that are generated by direct sales to passengers.

The Avanade Mobile Airline Platform is purposely designed and developed to help airlines advance their efforts in enabling in-flight crew to deliver a superior passenger experience while generating new ancillary revenues in-flight.

What Is the Avanade Mobile Airline Platform?
The Avanade Mobile Airline Platform is a mobile sales and service application supported by robust retail management capabilities that transforms how flight crews engage with passengers to deliver exceptional, personalized sales and service in-flight.

The Avanade Mobile Airline Platform can help you:
• Improve the passenger experience by enabling the offering of personalized service and simpler in-flight transactions.
• Create new revenue streams by offering an expanded catalog of in-flight products and services supported by real-time payments.
• Enhance in-flight crew engagement by providing them with a state-of-the-art, feature-rich mobile application that enables them to better perform their job.
• Reduce costs and risk by using a sales and service solution that supports personal mobile devices, cloud-based operations, and real-time processing.

Avanade Mobile Airline Platform

Bringing it all together to improve the passenger experience and open new revenue streams

Avanade Mobile Airline Platform is more than a mobile application for in-flight sales and service. It is an end-to-end business solution that brings together everything needed to transform and optimize the in-flight sales and service experience: mobile application; retail sales processes; customer services processes; flight, passenger and product/service information integration; device and network partners; and managed services. This means that the crew will have at their fingertips, through a mobile user experience that simplifies in-flight tasks, all of the information and capabilities needed to quickly and effectively sell to customers and handle their customer service needs.

And access to information is a key design element of the Avanade Mobile Airline Platform. The mobile application supports both on-line and off-line transactions. So if a plane is equipped with WIFI access all transactions can be processed in near real-time, such as accessing passenger records or authorizing credit cards, giving the crew the up-to-date information they need to deliver the best possible service.

A Single Mobile Device and Application for Multiple Uses

Avanade Mobile Airline Platform eliminates the need for airlines to use dedicated mobile devices and applications for specific tasks such as emails, scheduling, in-flight selling, procedure handbooks, and corporate communications by enabling your in-flight crew to use a single application on a single device for all of these tasks. Our solution supports multiple device types including personal and dedicated devices in both smartphone and tablet form. And it is ready to work across leading mobile operating systems.

With a mobile application that delivers simple and quick access to passenger information and sales and services processes, the flight crew can expertly manage the following tasks:

- **Point-of-Sale**: In-flight retail sales of food, beverage and products and services including managing payments and inventory with support for advanced capabilities such as loyalty programs and vouchers.

- **Customer Service**: With direct access to flight and customer information, the flight crew can process upgrades and seat changes and assist passengers with connecting flights to help provide better and more personalized service.

- **Crew Engagement**: Crew can communicate with airline operations on various tasks, such as schedule rotations and gate information. When arriving at new locations, the application offers access to local information, such as making reservations at local restaurants.

- **Crew Productivity**: Access and view mandatory manuals and other flight requirements and report incidents when discovered.

- **In-flight Administration**: Manage inventory and products, pricing, and promotions. With the touch of a button all inventory information is synchronized with the mobile devices used in the flight.
Equipped with Leading Retail Capabilities

With the Avanade Mobile Airline Platform, in-flight crew can seamlessly complete a sale for food and beverage or product and services including taking payments. And the crew can also deliver personalized service, such as providing promotions to frequent fliers and assisting passengers with advanced transactions such as processing seat upgrades. While the mobile application makes these transactions simple and fast, it is the core retail processes and integration that makes it a reality.

The core retail processes of the Avanade Mobile Airline Platform are developed using leading retail management software from Microsoft and Avanade’s Connected Retail leading practices and processes. Microsoft Dynamics for Retail is integrated directly into the platform to provide one single retail management system to manage all business processes for in-flight sales and service including point of sale, merchandising, inventory management, and financials/reporting. For example, native capabilities will enable an airline to manage perpetual inventory by cart, plane and warehouse, which improves inventory service levels, optimizes inventory investments, and improves the replenishment processes.

Supported by Multiple Operational Options

Avanade can deliver the Mobile Airline Platform in multiple forms, including managed on-premise or in the cloud, to meet the unique operational and infrastructure needs of each airline. As a global managed service provider, we can deliver the infrastructure and application management services to airlines, taking responsibility for operating some or all of the related business processes.

We offer a menu of managed service capabilities, including solution hosting; mobile application support; and mobile device support, enabled through Avanade’s skilled global resources combined with industrialized methods and tools to ensure a low risk and accelerated transition that minimizes business disruption.

The Avanade Mobile Airline Platform Difference

Avanade Mobile Airline Platform applies mobile innovation, mobile data network connectivity, and advanced sales and service capabilities that redesign in-flight sales and service to significantly enhance the passenger experience while creating opportunities to generate ancillary revenue. Through enhanced technology and tools, the Avanade Mobile Airline Platform brings about an entirely new approach to airline sales and service.

The platform creates a distinct difference for passengers, crew, and the airline:

The Passenger Difference
- Enables personalized services, such as upgrade processing.
- Allows for purchase of extended catalog of products and services.
- Provides for crew to deliver timely passenger support, such notification of gate changes.

The Crew Difference
- Simplifies and expedites delivery of in-flight sales and services.
- Improves crew experience by using familiar and modern devices and applications to limit demand for training and support.
- Supports “personal use” tasks such as emails to improve crew productivity.

The Airline Difference
- Reduces hardware acquisition and maintenance costs by supporting personal devices.
- Reduces fraud through near real-time credit card authorization, and coupon and voucher validation.
- Designed and built for the Cloud for easy and low-cost deployment and maintenance.
Why Avanade?

When you choose the Avanade Mobile Airline Platform, you’re not just acquiring a mobile application – you’re acquiring a complete retail sales and service solution tuned for the airline industry. With our airline experience, expertise in retail, user experience design and business integration capabilities, and core Microsoft-based business software, we are uniquely able to help you deploy an in-flight sales and service solution that improves the passenger experience while creating new revenue opportunities. Our systematic approach uses leading practices, standard tools, and managed services that help to reduce solution acquisition costs as well as on-going operational costs. With Avanade, you can acquire leading mobile sales and service capabilities that are also cost-effective.