AIRLINE AND AIRCRAFT OPERATORS DELEGATE INFORMATION

“Again a perfect platform to meet vendors and other airline delegates. Perfect networking!”. XL Airways Germany

VENDORS EXHIBITING THEIR SOFTWARE INCLUDE:

For further information: frankfurt2012@aircraft-commerce.com

+44 1403 230 888
WHY ATTEND AS A DELEGATE?

The Airline & Aerospace MRO & Operations IT Conference – EMEA returns to Frankfurt for 2012, bigger and better than before, with a who’s who line up of aviation IT vendors exhibiting their software, and more workshops and airline IT case studies.

It is the only event in the world which addresses the strategic issues surrounding the development of technology behind improvements in maintenance and operating costs of aircraft. The topics discussed and the software available to demo in the exhibition hall offer a one-stop solution for airlines and MROs to seeking to implement or discover more about how new technology can streamline and increase their MRO and operating efficiency as well as reduce costs dramatically.

The conference has become a must attend event to:
• Learn more about the current IT systems on the market. All the major vendors will be exhibiting their latest software solutions.
• Network with senior decision making executives from airlines and MROs from across the Americas region. Job titles include: IT Directors, VP Technical, VP Operations & CEOs.
• A fact finding mission to learn about the whole process in this rapidly developing and booming sector of the industry.

CONFERENCE OVERVIEW:

The conference provides superb opportunities:
• A large exhibition area allows you the opportunity to try out the major software and hardware IT systems from the world’s leading vendors. Over 40 vendors will be exhibiting their software at Frankfurt. See over page for a full list of vendors booked to date and the conference floor plan.
• A two day agenda of presentations, given by industry experts and the airline/MRO IT users themselves, discuss the latest trends and innovations in this rapidly developing sector of the industry. See the following pages for a full list of the presentation titles.
• Network with executives (IT, MRO and Operations personnel) from airlines and MROs from across the EMEA region. Forge new business partnerships.

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**LIVE SOFTWARE DEMONSTRATIONS:**
Extended breaks during the presentation programme (including a two hour cocktail reception) allows airlines, aircraft operators and MROs the opportunity to browse the extensive exhibition area. It provides the ideal opportunity to:

» Try out all the major MRO and Operations system solutions from world’s leading vendors to help decide which systems are most suitable for your company
» Try out all the latest upgrades and add-ons to complement your current systems
» Speak with the vendors about problems you may be having with your current system and discuss the best solutions

**MRO Software available to Demo includes:**
» Fully integrated MRO Solutions
» Supply Chain Solutions Software
» Digital Documentation Management Solutions
» MRO solutions linked to Enterprise Wide Software (ERP etc)
» Full Scanning Services for paperless solutions
» Mobile/iPad solutions for the Hangar

**Operations Software available to Demo includes:**
» iPad / Tablet solutions for the Flight Deck
» EFB (Electronic Flight Bag)
» ETL (Electronic Technical Log)
» Flight Planning Solutions
» Aircraft Situation Display Software
» Operations Cost Management Solutions
» Optimising Weight & Balance Software
» Fuel Saving Solutions

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Main Conference Agenda of Presentation, Case Studies & Keynotes:
The conference agenda is divided into MRO IT topics on day one with the Operations IT topics on day two. The list of conference speakers is currently being finalised - it includes a mixture of airline/MRO IT users, Consultants and IT Vendors. Day one focuses on MRO IT presentation topics in the main conference hall with Operations IT workshops running concurrently. Day two focuses on Operations IT presentation topics in the main conference hall with MRO IT workshops running concurrently.

**Speakers Include:** Turkish Airlines, JAT Tehnika, Thomas Cook Airlines, Danish Air Transport, SAKS Consulting, Closed Loop Consulting, aviationexperts GmbH, Conduce Consulting, ExSyn Aviation Solutions.

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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8.00am</td>
<td>SOFTWARE DEMOS, REFRESHMENTS &amp; REGISTRATION</td>
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<tr>
<td>8.55am</td>
<td>CHAIRMAN’S OPENING REMARKS</td>
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| 9.00am | **Main Conference Hall** Airline Case Study: The process and challenges of implementing a core M&E System and Point Solutions into a major carrier.  
Dr. Orkun Hasekioglu, IT Director, Turkish Airlines/Technic |
| 9.30am | **Main Conference Hall** Airline Case Study: The Advantages and challenges of Implementing an M&E System into the Airline Low Cost Model  
SAP Project Manager, Sabena Technics |
| 10.00am | **Main Conference Hall** Fifteen in one major software implementations are considered failures or not having met plan. How do you make your a 1, not a 15?  
Geoff Zuber, General Manager Aerospace & Utilities, Holocentric |
| 10.30am | SOFTWARE DEMOS - REFRESHMENT BREAK                                                                 |
| 11.30am| **Main Conference Hall** Structuring an M&E System: What systems and solutions are needed to get the following functionalities - CMS, Documentation, Engineering & e-Job Card Production  
Michael Wm. Denis, Vice President Customer Engagement, InfoTrust Group |
| 11.30am| **Workshop Room:** Operations IT Workshop 1: An EFB Masterclass                                   |
|        | » How to justify an EFB solution to senior management and present a business case.                 |
|        | » Selecting a level of capability for your airline.                                                |
|        | » The impact of EFB on business processes.                                                        |
|        | » Implementation and application of the “Connected Aircraft” EFB architecture.                      |
| 12.00pm| **Main Conference Hall** Human Interaction with modern IT Systems in Aircraft Maintenance. How does it contribute to continued Airworthiness and what does the future hold?  
Sander de Bree, General Manager, ExSyn Aviation Solutions |
<p>| 12.30pm| SOFTWARE DEMOS - LUNCH                                                                           |</p>
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<td>2.00pm</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;<strong>General Workshop: An iPad / Tablet Strategy Masterclass</strong>&lt;br&gt;If you want to deploy iPads or any other table device to your flight crew, cabin crew, engineers or ground crew then you’re going to need a kick-ass tablet strategy. This is the definitive master class for anyone wishing to put together a plausible business case or to achieve a return on investment with tablet devices in their aerospace information system landscape.&lt;br&gt;&lt;br&gt;<strong>Topics covered include:</strong>&lt;br&gt;» Vital business case tactics&lt;br&gt;» Hardware selection&lt;br&gt;» Software selection - off-the-shelf, outsourced or develop in-house?&lt;br&gt;» Deployment &amp; training&lt;br&gt;» Achieving your Return on Investment&lt;br&gt;» What next? - extending your original business case.&lt;br&gt;&lt;br&gt;Workshop hosted by: Paul Saunders, Operations Director, Conduce Consulting</td>
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<td>3.00pm</td>
<td><strong>SOFTWARE DEMOS - REFRESHMENT BREAK</strong></td>
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<td>4.00pm</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;Airline Case Study: Upgrading Line Maintenance Control Solutions; the challenges, implementation and benefits are discussed.&lt;br&gt;Alan McCartney, Planning Scheduling &amp; Airworthiness Manager, Loganair&lt;br&gt;Nick Godwin, CEO, Commsoft</td>
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<td>4.00pm - 5.00pm</td>
<td><strong>Workshop Room:</strong>&lt;br&gt;<strong>Operations IT Workshop 2: A Fuel-Saving Programme Masterclass.</strong>&lt;br&gt;» How to access the relevant data.&lt;br&gt;» Nominating a ‘Champion’ for fuel conservation within your airline.&lt;br&gt;» How to build a business case and get support for the programme internally.&lt;br&gt;» Choosing the right software for the job to ensure a successful programme.&lt;br&gt;&lt;br&gt;Workshop hosted by: Optimised Systems &amp; Solutions (OSyS)</td>
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<td>4.30pm</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;Airline Case Study: Software to manage engine removal &amp; shop visit timings, define shop visit workscopes &amp; optimising long-term maintenance costs.&lt;br&gt;Andrew Egan, Senior Project Manager Engineering, easyJet</td>
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<td>5.00pm</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;Airline/MRO Round Table Discussion - Executives from 3 airlines &amp; MROs discuss M&amp;E System Selection Criteria, including:&lt;br&gt;» What are the critical functionality requirements?&lt;br&gt;» What are the most important point solutions to integrate with the core system?&lt;br&gt;» Support for data migration, integration and on-going technical support&lt;br&gt;» Ensuring that the system provides the right technology standards for the future&lt;br&gt;» Airline/MRO Panelists: Dejan Plavsic, Business Development, JAT Tehnika&lt;br&gt;» Other panelists to be added shortly&lt;br&gt;&lt;br&gt;Chairman Round Table Discussion: Sharhabeel Lone, Partner Global Business Strategy, SAKS Consulting</td>
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<tr>
<td>6.00pm - 8.00pm</td>
<td><strong>COCKTAIL RECEPTION &amp; LIVE SOFTWARE DEMONSTRATIONS</strong></td>
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<td>9.00am</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;Airline Case Study: A real-life experience of using the iPad in the Flight Deck. The pros and cons are discussed?&lt;br&gt;Jakob Evald, EFB Project Manager, Atlantic Airways</td>
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<td>9.30am</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;Airline Round Table Discussion - iPad in the Flightdeck&lt;br&gt;Key Executives from three airlines discuss the important issues of the most controversial innovation of the last 12 months. Discussion includes:&lt;br&gt;» Is the iPad a viable alternative to manuals and charts?&lt;br&gt;» What about EFB? Can the iPad take over from fixed solutions?&lt;br&gt;» What are the limitations of the iPad?&lt;br&gt;» Where do you see future developments? Will Windows 8 provide a more stable platform?&lt;br&gt;Airline Panelists: Jakob Evald, EFB Project Manager, Atlantic Airways&lt;br&gt;Lasse Nyberg, EFB Administrator, Danish Air Transport&lt;br&gt;Richard O’Mara, Head of Flight Crew, Thomas Cook Airlines&lt;br&gt;Chairman Round Table Discussion: Paul Saunders, Operations Director, Conduce Consulting</td>
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<td>11.30am</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;iPad Airline Case Study 1: How flexible is the iPad? The introduction of Crew iPads at a UK Airline.&lt;br&gt;Richard O’Mara, Head of Flight Crew, Thomas Cook Airlines</td>
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<td>11.30am</td>
<td><strong>Workshop Room</strong>&lt;br&gt;MRO IT Workshop 1: The need for independent Auditing of MRO Implementations. The key touch points:&lt;br&gt;» Putting an audit mechanism together in your selection&lt;br&gt;» Key audit touch points and how to gain maximum return during implementation&lt;br&gt;Using audit as a mechanism to drive change through your implementation&lt;br&gt;Workshop Hosted by: Paul Priddle, SAKS Consulting</td>
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<tr>
<td>11.55am</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;Airline Case Study: An EFB Success Story. Augsburg Airways outline their blueprint for a successful EFB program including an in-depth look at their software solution and the operational benefits.&lt;br&gt;Capt. Jens Technau, DHC8 Fleet Captain, Augsburg Airways</td>
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<td>12.20pm</td>
<td><strong>Main Conference Hall</strong>&lt;br&gt;Airline Case Study: A successful Class II EFB Program. Malmo Aviation outline their Class II EFB project from the benefits of the powerful software, to implementation challenges and the operational benefits of a total EFB solution and a paperless cockpit.&lt;br&gt;Anderz Forzelius, Documentation Manager, Malmo Aviation</td>
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<td>12.45pm</td>
<td>SOFTWARE DEMOS - LUNCH</td>
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## DAY TWO - WEDNESDAY 13TH JUNE 2012 CONTINUED

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<td>2.00pm</td>
<td>Main Conference Hall</td>
<td>Why do most people start the project in the middle? A lesson in EFB project Management. Capt. Michael Bryan, Principal, Closed Loop</td>
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| 2.00pm - 3.00pm | Workshop Room | **A Business Analytics for the Airline MRO Industry Masterclass.**  
  » An overview of Business Intelligence trends across the airline MRO industry  
  » MRO Analytics components  
  » Analytics Software can help airlines and MROs dive deeper into their maintenance data and provide strong reporting and analytics capability.  
  » A Business Intelligence road map for the MRO industry.  
  Workshop Hosted By: Ravishwaran Pattabi, Practice Head BI, Hexaware Technologies |
| 2.30pm| Main Conference Hall| Fuel Efficiency: How to discover Fuel Savings and how to monitor the Progress of your Fuel Savings program. Rudolf Christen, CEO, Aviaso |
| 3.00pm|                      | **SOFTWARE DEMOS - REFRESHMENT BREAK**                                                                                                             |
| 4.00pm| Main Conference Hall| The future of Operations Control Software and Systems  
  Christian Lambertus, Managing Partner, aviationexperts PCS GmbH & Co. KG |
| 4.30pm| Main Conference Hall| EFB Connectivity - Options and Considerations  
  Mario Sabourin, Senior Project Manager EFB, SITA |
| 5.00pm|                      | **CLOSE OF CONFERENCE**                                                                                                                         |
CONFERENCE DELEGATE BOOKING FORM:

No of delegates: [ ]
I wish to register:
Delegate rate €790.00: [ ]
Total €: [ ]

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www.aircraft-commerce.com/conferences/Frankfurt2011/Terms_Conditions.asp. By registering your delegate place(s) using this form you adhere to these terms and conditions.
An excellent event. It was fantastic to meet with people who are at different points in a M&E selection, implementation and online process. So much knowledge in one spot”. Transport Canada

“A great way to meet other operators as well as vendors and to hear about the latest technology”, Jazz Air

“You cannot afford to miss this type of conference otherwise you will miss out on learning about the latest advances in technology”, Kuwait Airways

“Good networking opportunities and a 1 stop shop for more MRO software packages”. Virgin Atlantic Airways

“A great forum to get new experiences, find partners and new ideas. A great opportunity to find or share your IT needs”, CSA Czech Airlines

“Very good - a nice balance between workshops, case studies and vendor sales activities. Also a very useful networking opportunity. I feel I learned about the vendors current software solutions and common issues problems in the MRO world”, Virgin Atlantic Airways

“Very good for networking and offers a broad prospective on the market. Flawlessly organised”, Boeing

“It was a very useful and well organised conference. See you in 2011”, Aeroplex

“Very good to meet with the variety of vendors and keep up with concepts, ideas and technology”, Flybe

“Again a perfect platform to meet vendors and other airline delegates. Perfect networking!”, XL Airways Germany

“As usual this was a well run and organized event. Having attended a number of previous conferences, I found this one to be the most complete in respect of the software offerings on display. The number of vendors displaying their products at this year’s event provided the airlines and MROs with an opportunity to source various software products, spanning the airline and MRO operational environments, in a single location”, South African Airways

“A great event, can’t wait for next year!”, AirAsia

“I consider the conference very convenient for the operator, as it allows us to receive a complete overview about the market. This meeting has been successful and we will probably sign a contract with one of the exhibitors”, Pullmantur Air

“We had a good opportunity to meet and talk with all the vendors and to get a better understanding of their products”, Orient Thai Airlines