

AIRCRAFT

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THE WORLD'S LEADING AVIATION IT CONFERENCE FOR MRO & OPERATIONS SOLUTIONS

AIRLINE & AEROSPACE MRO & OPERATIONS IT CONFERENCE
13TH & 14TH MARCH 2012 , Hilton Miami Downtown, Miami FL, USA

AMERICAS



AIRLINE AND AIRCRAFT OPERATORS DELEGATE INFORMATION

"A great way to meet other operators as well as vendors and to hear about the latest technology".
Jazz Air

VENDORS EXHIBITING THEIR SOFTWARE INCLUDE:

Lead sponsor



WHY ATTEND AS A DELEGATE?

The Airline & Aerospace MRO & Operations IT Conference – Americas returns to Miami 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 seeking to implement or discover more about how new technology can streamline and increase their MRO and Flight Operations efficiency as well as reduce costs dramatically.

This event has become a must attend event for airlines and MRO providers seeking to:

- Install new MRO and/or Flight Operations IT Systems
- Network with and learn from fellow airlines and MROs about common problems and how to overcome them.
- Learn about the latest upgrades available from the world's major vendors and how best to incorporate them into a current system.



image from the Airline & Aerospace MRO & Operations IT Conference EMEA

CONFERENCE OVERVIEW:

The conference provides three superb opportunities:

- » A large exhibition area allows airlines and MROs the opportunity to try out the major software and hardware IT systems from the world's leading vendors. Over 30 vendors will be exhibiting their software and running demo's. See over page for a full list of vendors booked to date and the conference floor plan.
- » A two day agenda of presentations, case studies and interactive workshops 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 pages 4,5 & 6 for a full list of the presentation titles.
- » Network with your peers (IT, MRO and Operations personnel) from other airlines and MROs from across the Americas region. Learn from their experiences, recommendations and exchange ideas.

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:

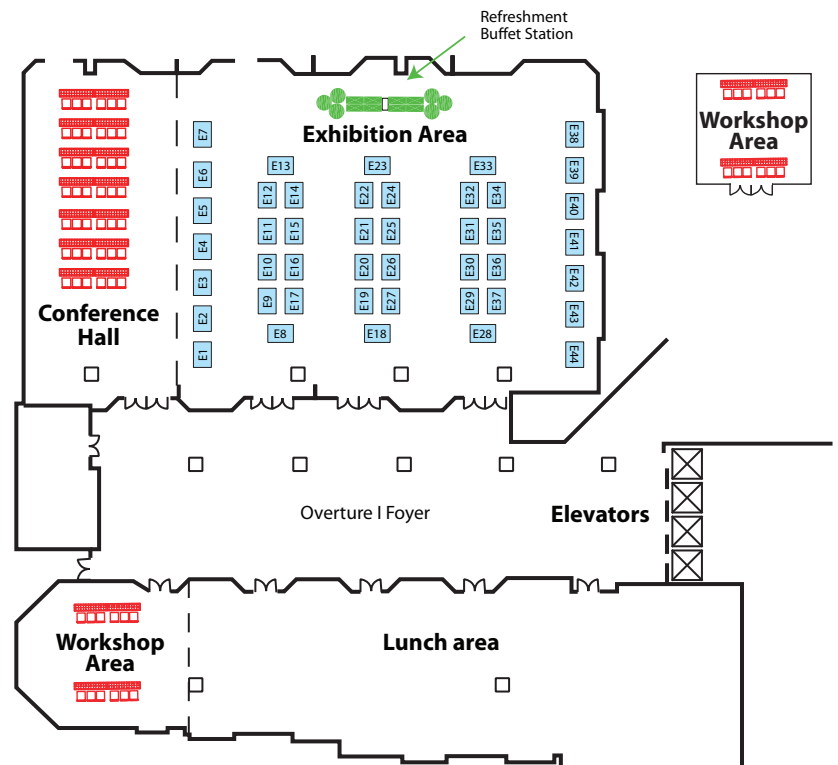
- » Try out all the major MRO and Operations system solutions from with world's leading vendors to help decide which systems are most suitable for your company
- » Try out all the latest upgrades and add-ons to complement your current systems
- » Speak with the vendors about problems you may be having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



DAY ONE - TUESDAY 13TH MARCH 2012

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.

Interactive Workshops:

The workshops run in an opposite format so the Operations IT workshops are on day one with the MRO IT themed workshops on day two. They will be held in conjunction to the main agenda and are situated in the Concerto D opposite the exhibition hall. Places are limited to 40 per workshop so book early to avoid disappointment.

8.00am	SOFTWARE DEMOS, REFRESHMENTS & REGISTRATION
8.55am	CHAIRMAN'S OPENING REMARKS
9.00am	<p>Main Conference Hall Keynote Presentation: Implementing MRO Solutions - lessons in project management <i>Sharhabeel Lone, Partner Global Business Strategy, SAKS Consulting</i></p>
9.30am	<p>Main Conference Hall Airline/MRO Round Table Discussion - Executives from 3 airlines & MROs discuss the key business critical topics affecting MRO IT today, including: <ul style="list-style-type: none"> » What are the biggest challenges facing airlines/MROs today with their software solutions? » What do you see are the main drivers for MRO technology replacement? » What support do airlines/MROs look for from software Vendors / Systems Integrators? » Going paperless - how many years before the MRO industry become paperless? » How do you think change management can be more effectively handled in MRO enterprise wide technology implementations? <p>Panel Participants: <i>Wade Guthrie, Director of IT, US Airways</i> <i>Fernando Matos, Head of IT, TAP Engineering & Maintenance</i> <i>Jim Buckalew, VP Technology, AAR Defense Products & Services</i> Session Chairman: <i>Sharhabeel Lone, Partner Global Business Strategy, SAKS Consulting</i></p> </p>
10.30am	SOFTWARE DEMOS - REFRESHMENT BREAK
11.30am	<p>Main Conference Hall Airline Case Study: MRO - Implementing Software or Managing Cultural Change? Software to manage complex transition with minimal risk. <i>Geoff Zuber, General Manager, Holocentric</i></p>
11.30am - 12.30pm	<p>Concerto Ballroom D Operations IT Workshop 1: An EFB Masterclass <ul style="list-style-type: none"> » 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. » Workshop hosted by: <i>Capt. Michael Bryan, Principal, Closed Loop Solutions</i> </p>



DAY ONE - TUESDAY 13TH MARCH 2012 CONTINUED

12.00pm	<p>Main Conference Hall Airline Case Study: Paperless documentation & CMS system - what is required to make it possible? <i>Speaker TBC</i></p>
12.30pm	<p>SOFTWARE DEMOS - LUNCH</p>
2.00pm	<p>Main Conference Hall Integration & Data Migration: Getting your core M&E system to speak with your CMS, Flight Ops & MCC Data; AHM & EHM Systems; EFB & ETLs; Other point solutions & systems used by third party suppliers. The additional challenges posed by data migration. <i>Michael Wm. Denis, Vice President Strategy & Consulting, InfoTrust</i></p>
OPERATIONS WORKSHOP 2 2.00pm - 3.00pm	<p>Concerto Ballroom D General Workshop: An iPad / Tablet Strategy Masterclass 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. Topics covered include: » Vital business case tactics » Hardware selection » Software selection - off-the-shelf, outsourced or develop in-house? » Deployment & training » Achieving your Return on Investment » What next? - extending your original business case. <i>Workshop hosted by: Paul Saunders, Operations Director, Conduce Consulting</i></p>
2.30pm	<p>Main Conference Hall Operating the latest aircraft with on-board maintenance systems (e.g. 747-8, A380, 787): How good are they at reducing time, compared to earlier-generation aircraft, to solve technical defects and perform non-routine line maintenance issues? <i>Speaker TBC</i></p>
3.00pm	<p>SOFTWARE DEMOS - REFRESHMENT BREAK</p>
4.00pm	<p>Main Conference Hall Airline Mergers: MRO IT systems are among the most complex in any airline - the challenges of merging two different systems are discussed and solutions suggested to make the process less painful. <i>Dave Marcontell, President, COO & Principal, TeamSAI</i></p>



DAY ONE - TUESDAY 13TH MARCH 2012 CONTINUED

OPERATIONS WORKSHOP 3	4.00pm - 5.00pm	Concerto Ballroom D Operations IT Workshop 2: A Fuel-Saving Programme Masterclass. » How to access the relevant data » Nominating a 'Champion' for fuel conservation within your airline. » How to build a business case and get support for the programme internally. » Choosing the right software for the job to ensure a successful programme. Workshop hosted by: <i>Ian Britchford, Fuel Saving Director, ETS Aviation (formerly Fuel Saving Manager, easyJet)</i>
	4.30pm	Main Conference Hall Airline Case Study: MRO System Replacement - Selection through to phased implementation. <i>Steve Bogie, Program Director, Air Canada</i>
	5.00pm	Main Conference Hall: Airline Case Study: Capturing Efficiencies through Streamlined Maintenance <i>Speaker TBC</i>
	6.00pm - 8.00pm	COCKTAIL RECEPTION & LIVE SOFTWARE DEMONSTRATIONS

“An excellent event. It was fantastic to meet with people who are at different points selection, implementation and online process. So much knowledge in one spot”, **Transport Canada**



The Main Conference Sessions



A Typical Workshop Session

CONFERENCE AGENDA OF PRESENTATIONS

DAY TWO - WEDNESDAY 14TH MARCH 2012

8.00am	SOFTWARE DEMOS, REFRESHMENTS & REGISTRATION
8.55am	CHAIRMAN'S OPENING REMARKS
9.00am	<p>Main Conference Hall FAA Keynote Presentation: The FAA outline their historical, present and future policy plans on portable EFB hardware and software, such as iPads and other Tablet devices. <i>Brian Hint, Future Flight Technologies Branch, FAA</i></p>
9.20am	<p>Main Conference Hall Airline Case Study: Alaska Airlines outline their experiences of using the iPad in the Flight Deck. The pros and cons are discussed? <i>Capt. Jim Freeman, iPad Project, Alaska Airlines</i></p>
9.50am	<p>Main Conference Hall Airline Round Table Discussion - iPad in the Flightdeck Key Executives from three airlines discuss the important issues of the most controversial innovation of the last 12 months. Discussion includes: » Is the iPad a viable alternative to manuals and charts? » What about EFB? Can the iPad take over from fixed solutions? » What are the limitations of the iPad? » Where do you see future developments? Will Windows 8 provide a more stable platform? Panel Participants: <i>Brian Hint, Future Flight Technologies Branch, FAA</i> <i>Capt. Jim Freeman, iPad Project, Alaska Airlines</i> <i>John Pass, Flight Operations, UPS</i> <i>Capt. Mike Davis, Manager Technology and Regulatory Compliance, US Airways</i> Session Chairman: Paul Saunders, Operations Director, Conduce Consulting</p>
10.50am	SOFTWARE DEMOS - REFRESHMENT BREAK
11.50am	<p>Main Conference Hall The Connected aircraft: Can an aircraft be equipped to have the right connectivity to reap the full benefits of EFB & ETL, Fuel Management Data, Flight Ops Data, & other uses such as in-flight telephones & internet connection? What are the costs involved to equip an aircraft to have this level of connectivity? <i>Matt Bradley, VP Business Development, FLYHT</i></p>
11.50am - 12.50pm	<p>Concerto Ballroom D MRO IT Workshop 1: The need for independent Auditing of MRO Implementations. The key touch points: » Putting an audit mechanism together in your selection » Key audit touch points and how to gain maximum return during implementation » Using audit as a mechanism to drive change through your implementation <i>Workshop hosted by: Paul Priddle, Associate Partner, SAKS Consulting</i></p>

MRO WORKSHOP 1



DAY TWO - WEDNESDAY 14TH MARCH 2012 CONTINUED

12.20pm	Main Conference Hall Airline Case Study: Software to manage engine removal & shop visit timings, define shop visit workscopes & optimising long-term maintenance costs. <i>Chandan Nahar, Senior Manager Asset Manager, American Airline</i>
12.50pm	SOFTWARE DEMOS - LUNCH
2.00pm	Main Conference Hall Case Study: An analysis of a real-life implementation of a Fuel Management System. <i>Sioh Litingtung, Consultant, Optimized Systems and Solutions (OSyS)</i>
MRO WORKSHOP 2	Concerto Ballroom D 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. <i>Workshop hosted by: Hexaware</i>
	2.00pm - 3.00pm
2.30pm	Main Conference Hall How to Implement Fuel Savings Linked to EFB. <i>Dr. Oliver Kranz, Managing Partner, PACE</i>
3.00pm	SOFTWARE DEMOS - REFRESHMENT BREAK
4.00pm	Main Conference Hall Airline Case Study: Best practice to collect data and ensure an accurate ETS report. <i>Eric Smith, Industrial Engineering Manager, UPS</i>
4.30pm	Main Conference Hall Why do most people start the project in the middle? A lesson in EFB project Management. <i>Capt. Michael Bryan, Principal, Closed Loop Solutions</i>
5.00pm	CLOSE OF CONFERENCE



AIRLINE DELEGATE BOOKING FORM (INC. ALL AIRCRAFT OPERATORS):

Aircraft Commerce has a limited number of VIP airline delegate places available making the event extremely cost effective for airlines to attend. Airline delegates have the choice of 2 VIP delegate offers below. The VIP places are allocated on a first come, first served basis so please reserve your space at your earliest convenience to take advantage.

Discounts are available if you wish to attend for just one day. Contact us on the contact details below for more information.

OFFER 1	VIP Offer 1 includes 2 nights accommodation at the conference venue, Hilton Miami Downtown Hotel, Miami Atrium:		I wish to register:
	No. of VIP delegates: <input type="text"/>	airline delegate rate \$445.00 (USD):	<input type="text"/>
	Please mark which 2 nights accommodation you require: <input type="checkbox"/> 12TH MARCH <input type="checkbox"/> 13TH MARCH <input type="checkbox"/> 14TH MARCH		Total \$ (USD):
<i>On selection of dates Aircraft Commerce will book your accommodation for you and send you the confirmation numbers. Two nights included - additional nights att \$225.00 (USD) each.</i>			

OFFER 2	VIP Offer 2 does not include the complimentary accommodation or transfers. For a list of hotels http://www.aircraft-commerce.com/conferences/miami2012/hotel.asp		I wish to register:
	No. of VIP delegates: <input type="text"/>	airline delegate rate \$95.00 (USD):	<input type="text"/>
			Total :

STANDARD	Airline VIP Delegate places are available - register your delegate place(s) using one of the above 2 options		I WISH TO REGISTER:
	NO. OF VIP DELEGATES: <input type="text"/>	airline delegate rate \$395.00:	<input type="text"/>
			TOTAL \$:

YOUR DETAILS:

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THE WORLD'S LEADING AVIATION MRO & OPERATIONS IT CONFERENCE SERIES RETURNS TO THE AMERICAS REGION IN 2012.

(TESTIMONIALS ARE FROM THE 2011 EMEA, AMERICAS AND APAC CONFERENCES)

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