

## ➤ PROLOGIS – Experts in Aviation Consultancy

With offices in Germany and Abu Dhabi, **PROLOGIS** are one of the leading consultancy specialists within the airline industry. Built upon years of experience in international and interdisciplinary projects, we offer highly qualified consultancy services for airline customers worldwide.

With the benefit of more than 15 years' experience, **PROLOGIS** has in-depth expertise in a broad range of areas of the airline business. We are well aware of the dramatic changes within the aviation industry over recent years, and have been supporting airlines to implement processes and systems which are capable of facing increased competition and managing new business models.

To date PROLOGIS has lead projects for more than 40 regional and international airlines in key business areas such as:

- *Revenue Management and Distribution*
- *Reporting, MIS & Data Warehousing*
- *Ground Operations and Airport Processes*
- *Electronic Document Management & Exchange*
- *Revenue Accounting*
- *System Integration and Migration*
- *Finance-, Cost management and Controlling*
- *Fuel Management & European Emission Trading Scheme (EU ETS)*

Each **PROLOGIS** consultant has an average of more than 8 years practical experience and in depth knowledge of the airline industry. Our objective is to provide consultancy that is based on best practice experience, while considering your current situation, together with what is feasible from a business perspective.

## ➤ Our Consultancy Approach

Each and every project calls for change – not only in terms of structures and systems but also for the people involved, since their work often has to change as a result of the project. Our starting point is to understand your expectations and current situation completely. We focus on achieving your objectives in line with your budget and schedule to the complete satisfaction of all parties involved.

While focusing on airline business **PROLOGIS** offers – among others – expertise in the design or change of business models as well as the implementation of new internal structures, processes and systems.

### Proven Solutions

Our success has been built upon the delivery of proven solutions, which we modify to meet your specific needs. In doing so, we give full consideration to your corporate culture and available resources. In working together, we place a great deal of emphasis on moving forward in a structured manner based on the expertise we have obtained working on similar projects throughout the industry.

### Working together – Across Cultures and Borders

The people who participate in the project represent a key success factor for the project itself. How the members of the project team make decisions, act and communicate is of immense importance. Bringing an international team together to implement a project represents a unique challenge – due to differences in values, norms, thinking patterns and behaviour. **PROLOGIS** offers you years of experience in the area of successfully managing international and multi-cultural projects.

## ➤ Previous Projects – A Selection

Here you can find brief summaries of just some of the projects that PROLOGIS has successfully completed. We would be happy to provide you with more information, or supply references if required.

### On the Path to a Hybrid Business Model

Several airlines including **TUIFly**, **Germania** and **Sun Express**, took the decision to enhance their business models; PROLOGIS supported change processes from their previous status as either a charter, network or low cost carrier, into a hybrid airline.

**hlx.com** Hapag Lloyd Express (**HLX**) began life as a pure low-cost carrier. Its desire to add charter allotments to the business caused increased complexity in the areas of Sales and Revenue Management.

PROLOGIS were delighted to be chosen to lead the selection and implementation of a new Revenue Management System for HLX. As part of this project, PROLOGIS also successfully designed and implemented a database for customer relationship management and marketing. Subsequently, PROLOGIS provided key support to HLX in their merger with charter airline TU-IFly.

### Scanning, Document Management and Integrated Workflows

When **Emirates** decided to implement a document management system that linked all of their 70+ worldwide outstations to their headquarters in Dubai by an integrated workflow, PROLOGIS were asked to prepare the initial conceptual design.

As part of this concept, PROLOGIS described all relevant tasks for the scanning, capturing and exchanging of documents (contracts, invoices etc) at both outstations and headquarters, and supported this with definitions of the new roles and dataflows related to the reconciliation, approval and accounting processes.

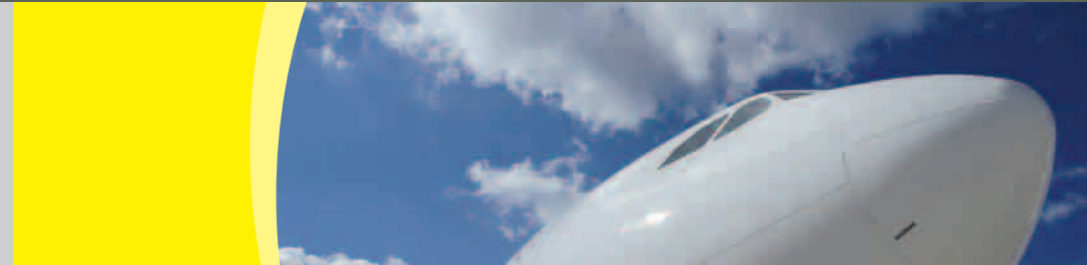
To ensure the success of the project, PROLOGIS together with Emirates' finance team agreed with all regional managers and stakeholders worldwide on the new approach, which led to the introduction of highly efficient automated processes, replacing costly manual ones, resulting in significant cost savings.

### Searching for the Airline Cost Killer

**Condor** – part of **Thomas Cook AG** – asked for PROLOGIS' help to develop a new approach to financial controlling and to implement an integrated system to support the following functions:

- *contract management*
- *budget planning and monitoring*
- *route profitability calculations*
- *invoice verification*

The restructuring of their European airlines required a new type of system and processes, creating transparency with regard to service data and costs. In addition to the cost management system, PROLOGIS designed a data warehouse as a platform for airline reporting and the management information system (MIS) used by the Condor management.



### Expanding Functionalities with New Skies

Among many airlines, including **Ryanair**, **Air Greenland**, **Sama** and **Jetstar**, PROLOGIS has supported the implementation of new functionalities within their commercial systems.

For **Transavia** – an independent member of the Air France/KLM group – the integration of sister company **Basiq Air** in 2005 marked the start of its low-cost operation and resulted in a change of its business model, which included the merger of its charter and scheduled services into the single brand of **transavia.com**. Part of this strategy was the implementation of web-based bookings for ancillary products such as hotel rooms, rental cars, travel insurance and event tickets. In essence, everything pointed to the adoption of an all-in-one reservation and distribution system, for which **New Skies** by **Navitaire** was selected.

### Fuel management & European Emission Trading Scheme (EU ETS)

At **Air Astana**, **Safi Airways**, **Jazeera Airways**, **SAMA**, and **Germania**, PROLOGIS has been entrusted with the preparation and submission of their ETS Monitoring Plans. PROLOGIS' objective is to make it easier for airlines to comprehend, comply with and reduce the costs of Aviation ETS. Our strategy is to offer solutions that are consistent with your business model, relevant to the size of your airline and applicable to your emitting tier level. Our team of experts in emission trading will bring their experience and expertise to your airline to help you adapt to the changing business environment created by ETS.

### Temporary Management - When Resources are Scarce

At airlines including **SAMA**, **Blue Express** and **TUIFly**, PROLOGIS experts supported clients to bridge a resource gap experienced in their complex and unique airline processes. As part of the internal team, PROLOGIS consultants were responsible for managing the day-to-day business or to provide training for the internal team in critical business areas such as Revenue Accounting, Revenue Management, Ground Operations and IT Management.

### Our Clients

PROLOGIS has successfully completed projects for the following clients:

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|---|---|
| <b>Europe:</b>  | <b>Asia/Australia/Africa/Middle East:</b>   |
| <ul style="list-style-type: none"> <li>• Aer Lingus</li> <li>• Air Berlin</li> <li>• Air Greenland</li> <li>• Blu-express</li> <li>• Bmibaby</li> <li>• Condor</li> <li>• Corsair</li> <li>• Germania</li> <li>• Germanwings</li> </ul> | <ul style="list-style-type: none"> <li>• HLX/Tuifly</li> <li>• IDTGV</li> <li>• Lufthansa</li> <li>• Italia</li> <li>• Monarch</li> <li>• Ryanair</li> <li>• SunExpress</li> <li>• Thomsonfly</li> <li>• transavia.com</li> <li>• Air Astana</li> <li>• AlQudra</li> <li>• Emirates</li> <li>• Jazeera Airways</li> <li>• Jet4you.com</li> <li>• Jetstar</li> <li>• Nas Air</li> <li>• Regional Investment</li> <li>• Safi Airways</li> <li>• Sama</li> <li>• Tiger Airways</li> <li>• Virgin Blue</li> </ul> |

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