PROLOGIS
Experts in Aviation Consultancy

Our Clients

A selection of the airline clients who have benefitted from our consultancy expertise:

- bmibaby
- Condor
- Germanwings
- iDTGV
- Monarch Airlines
- Ryanair
- Thomsonfly
- transavia.com
- TUIfly

Reporting and
Data Warehousing

PROLOGIS AG

To date PROLOGIS has participated in projects for more than 20 regional and international airlines in key areas such as

- Low-cost and hybrid airline business
- Revenue management and distribution
- Ground operations and airport processes
- New Skies© migration and upgrade
- **Financial controlling and data warehousing**

PROLOGIS consultants have many years of practical experience and detailed knowledge in many different areas of the airline business. Our objective is to provide consultancy that is based on your current situation as well as examining what is feasible from a business perspective.

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PROLOGIS AG
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Reporting and Data Warehousing (DWH)

Your challenge

Well prepared and, above all, accessible data are critical success factors in the complex and dynamic aviation industry when it comes to the successful direction and planning of an airline. Every airline manager is reliant on high quality, up-to-date and consistent information to support the decision-making process.

However, those responsible seldom have adequate access to the information they need at the time when they are required to make key decisions, and this can even be true when the company holds the necessary data. Studies show that almost 95 per cent of time is spent on capturing and correcting data, and only five per cent on data analysis. Critical data is often difficult to access due to the way it is structured and stored; therefore incorporating accurate data into reports can be very challenging and time consuming. This is also because:

- information may not be accessed directly from the various operational systems (such as reservations, sales, accounting, crew, maintenance or ops systems) and has to be linked manually with data from other systems
- the data may be incomplete, or the various systems can hold contradictory data
- compilation of data can be time-consuming and unreliable, and production of reports is too protracted for them to be available in time to support the managers concerned in their decision-making

Our support

PROLOGIS has successfully developed concepts and implemented resulting systems for analysis, management information and reporting for more than 40 companies, among them many well-known airlines. Together with our clients we have

- researched and analysed the requirements of decision-makers and managers for information and reports
- analysed and described the availability and quality of necessary critical data
- described and documented processes and logical flows in order to eliminate gaps, contradictions and quality failings
- designed data models and reports
- produced checklists for the search for appropriate software solutions and led evaluation processes for suitable systems
- implemented new information and reporting systems and, where appropriate, enhanced existing applications

For the past 20 years, PROLOGIS has been supporting companies in the design and introduction of reporting and information systems as well as the implementation of global data warehousing solutions (DWH). In the various reporting systems for which we are responsible, we at PROLOGIS integrate data from most well-known airline applications, such as Amadeus, New Skies®, LH-Netline, and Airpas. We also work with data from our airline clients' own systems, which may have been individually developed or adapted. Because we are independent consultants, not tied to any particular system, we are able to work with all the major providers of reporting software, such as ORACLE, SAP, Hyperion or Business Objects.

Results

Using a flexible and efficient analysis and reporting tool, management is provided with all relevant data for the planning and direction of an airline – in good time and of the highest quality. The available information and reports are reliable because data consolidation in a data warehouse integrates and manages conflicting data from the various operational systems, consequently eliminating gaps or errors.

PROLOGIS ensures that the availability and quality of information and reports represent a success factor and a competitive advantage for its clients.

"Condor" Case Study

The German airline Condor, with a fleet of more than 35 aircraft and a network of worldwide destinations, is one of the leading charter carriers in Europe. Before PROLOGIS started its "Airline Data Warehouse" project for the airline, reporting and analysis systems were extremely complex. Data from a range of systems had to be regularly combined and transferred to reports, and there was no integrated data storage solution. Working with Condor, PROLOGIS designed and implemented a data warehouse using an ORACLE database which integrated all data critical for decision-making from the feeder systems. Inconsistencies between the input data were eliminated and gaps automatically closed. The result was an integrated and reliable data pool. Subsequently, standard reports and evaluations were developed, using the common reporting tool MICRO STRATEGY, which provided the management of Condor with regular, reliable and up-to date information.

"HLX" Case Study

The former TUI AG subsidiary HLX proved to be a good example of a low-cost carrier with a highly efficient IT environment for ticket distribution and reservations, but suffered from a significant lack of management information and reporting. PROLOGIS implemented a data warehouse and powerful reporting system which loaded and integrated data from their distribution system New Skies®, AMADEUS and other reservation systems used by the TUI tour operator group. Based on this booking data, the data warehouse provided information to many critical business processes such as revenue management, route planning and controlling as well as customer relationship management.