



Business-friendly Solutions

CONNECTED PLANNING TO TURBOCHARGE THE AIRLINE GROWTH

POWERED BY ANAPLAN



COMMERCIAL | OPERATIONS | HUMAN RESOURCES | SALES | FINANCE

SILOED. LEGACY. COMPLEX. INFLEXIBLE. UNPREDICTABLE.



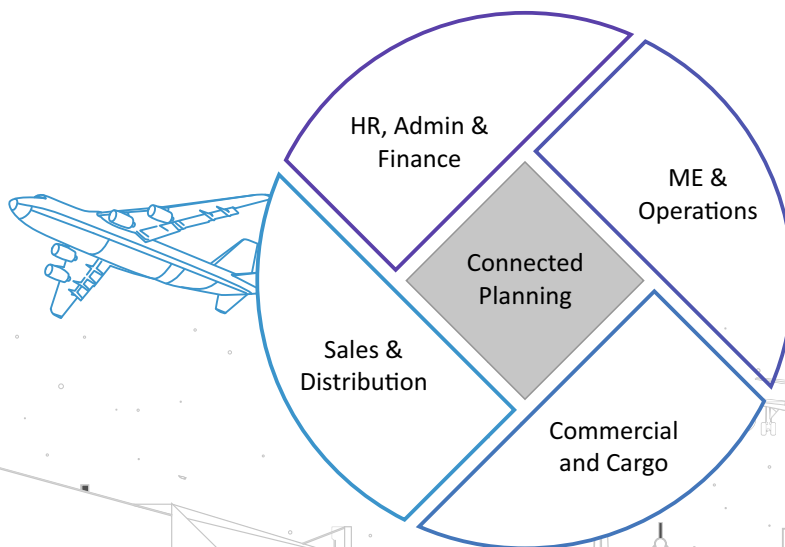
For airline CXO's, the challenge isn't merely to respond to the industry's current operating environment-it's to anticipate what's coming and position the company to win in the future and create competitive advantage.

Airline is a complex and cost intensive business. Many carriers have multiple brands & alliance partners to plan, schedule, and track thousands of flights a day. In order to spot trends to keep flights and schedules aligned with fluctuations, airlines need to do connected planning as operational capacity needs change at hundreds of airports globally. This means redeploying staff - the largest element of controllable cost.

Inflexible & siloed planning systems. Legacy systems are designed to support annual budgeting and lack the speed or flexibility airline carriers need today for predictions.

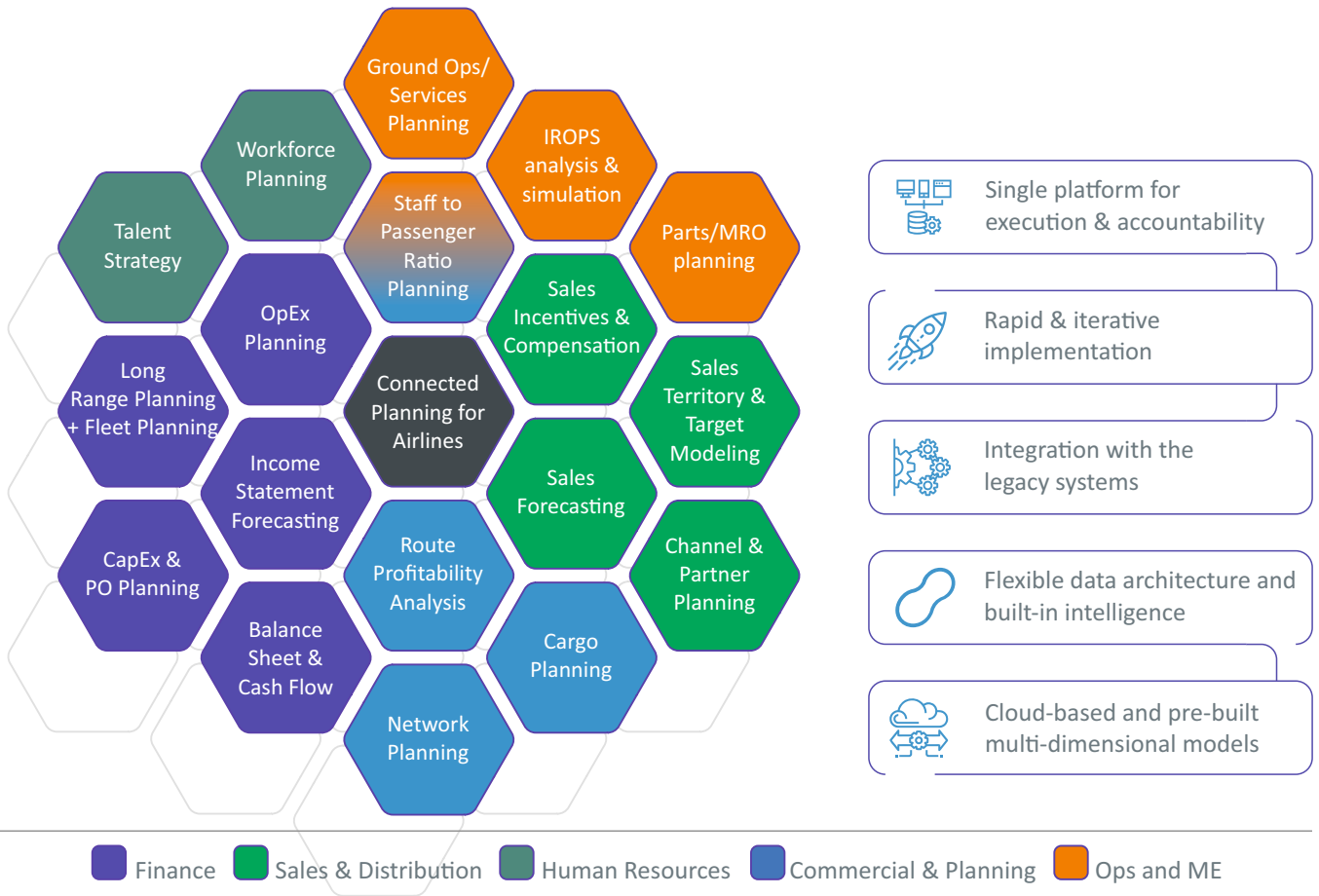
Spreadsheets, Seriously! Some are still using the spreadsheets which are not built to analyze billions of transactions across multiple dimensional data combinations in operational planning and budgeting for airlines. Spreadsheets and siloed planning point solutions preclude the collaboration that is required when planners are distributed around the globe.

Connected Planning across The Enterprise Airline CXO's need to do connected planning to optimize the airline performance, improve visibility, efficiency, productivity and lower operational costs.



CONNECTED PLANNING FOR AIRLINES

Drive Efficiency and Productivity and Optimize Costs



COMMERCIAL & PLANNING

- Pandemic brings uncertainty in the consumer buying & travel behavior. With “what-if” analysis business leaders can plan better pricing strategies
- Analyze route profitability on integrated data of each segment/flight/leg along with what-if” analysis empowers airline leaders for efficient route planning & tail assignments
- With cargo getting lot of focus across globe a real time awareness of what is getting booked from which station is helping to decide how best should the load plan be created

HR & FINANCE

- With reduced staff and dynamic changes, Anaplan’s real time adhoc integrated workforce planning can help in achieving target ratios between staff, passenger and cargo
- Distributed network and disjointed planning leads to revenue spills. With Anaplan’s connected budgeting & planning the complex tasks of synchronizing various data sources can be completed in days instead of weeks
- Manage liquidity effectively through accurate and dynamic forecasting of short-term cashflows, payables and receivables

OPS AND ME

- Parts inventory planning and automatic re-conciliation of parts consumed to flag exceptions for issuance of purchase orders in near real time, thus reducing the AOG time
- Rapid simulation and scenario planning in case of IROP to update schedule alternates, pax and crew accommodation & transportation thus optimizing the costs
- Plan ground services capacity and resources efficiently to improve customer service levels and reduce AOG time

SALES & DISTRIBUTION

- Identify the right channel mix and distribution strategies through segmented revenue and cost analysis, for optimal distribution costs and better margins
- Improve sales performance through intelligent analysis of POS performance, cost of sale, class mix, ancillary revenues and partner performance to respond to changing market and customer needs
- Reduce cost of sales by aligning sales and agency incentives with sales performance through incentive and compensation modelling

- RAPID MODELING
- ON-THE-FLY ADAPTABILITY
- REAL-TIME CALCULATION ENGINE

“We’ve got quick and fast forecasts, total accuracy, and auditability in the numbers. We’re doing scenario planning and sensitivity analysis for the whole business across Asia, and that’s giving us a dynamic understanding of where the business is and where it’s going.”

HEAD OF FP&A ASIA, AIRASIAEXPEDIA



AGILITY AND SPEED IN PLANNING

In fast-moving sectors such as airline travel, it is imperative that finance provides a planning and budgeting platform that facilitates insight at the same speed with which managers need to make decisions-and today, that means real time.

Persisting legacy systems fail to deliver speed, precision, and collaboration and thus, hamper productivity and compromise competitiveness.

Use cases: Financial Planning & Workforce Planning



Challenges

- Highly volatile market requiring continual changes to planning models
- Ability to manipulate large amounts of data in real time
- Need for rapid implementation with minimal consultation



Solution

- Replaced thousands of spreadsheets with a single Anaplan model
- Highly flexible, real-time, driver-based planning and budgeting
- Self-managed solution that allows rapid scenario analysis
- Flexible financial reporting across multiple perspectives and currencies

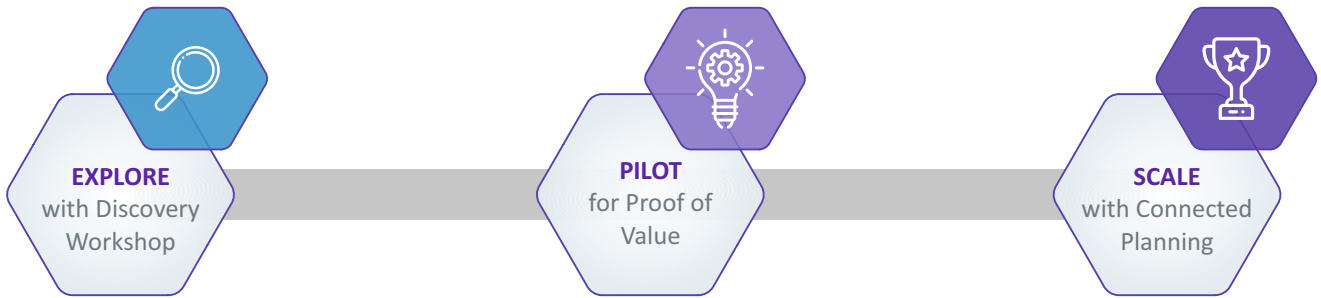


Results at a glance

- Drastic reduction in the time spent amending models and creating new versions
- Rapid time to value with global rollouts completed in a few weeks
- Improved accuracy in forecasts and improved decision-making
- Ability to run multiple scenarios



RAPID, TIME-BOUND EXECUTION



Exploratory discussion on potential use cases aligned to business objectives and propose a Proof of Value/Pilot

Demonstrate the proof of value for a prioritized use case and define a future platform roadmap

Value expansion through continuous & iterative delivery

One Day Workshop

3D- 3W- 3M/Use case

3 - 9 Months

Use case prioritization

Demo

Journey Maps

Scoping

Use case-led MVP/pilot

Planning Strategy Roadmap

Planning Data Landscape Assessment

New Use Cases (DBT)

Planning-as-a-Service

Planning CoE

Ongoing Support

Integration & Data Foundation



ITC INFOTECH - CONNECTED AND INTELLIGENT PLANNING COE

To help businesses, ITC Infotech has a strategic partnership with Anaplan, a Connected Planning solution provider. Together with the Platform and our strong Domain Consulting, Integration and Analytics expertise across industries, we are helping business leaders and end users with reliable and real-time insights to enable Planning and Execution with precision. We enhance the Planning solution with linkages to operational and execution systems such as Salesforce CRM and SAP ERP to empower users in Sales, Marketing and Procurement.



About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides Business-friendly Solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a wholly owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a leading multi-business conglomerate. With a market cap of US \$35 Billion and gross sales value of US \$10.8 Billion, ITC Ltd is acknowledged as one of India's most valuable business corporations. It has been ranked as India's most admired companies by a survey conducted by Fortune India, in association with the Hay Group.

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