Client
Air Arabia
P.O. Box 132
Sharajah
United Arab Emirates

Employees: 200+
Industry: Airline

Solution Implemented
Focus RT

"Basically, there was lack of communication between Operations , Sales, and Finance. And there were significant inefficiencies in generating Management reports.   We really needed a system where we can bring all information together. Focus understood our concerns and requirements and provided exaclty what we needed. Now we can easily generate various special reports. With Focus RT, we are able to identify our profitable routes and sectors. Not only we have increased our efficiencies, but we have also increased our profitability."

Name
Position

Technical Situation

- **Islands of Information** - By virtue of setup and the industry, the fast efficient handling of operations like Ticketing, Operations and Maintenance required vertical specific software's. Air Arabia being quality conscious, implemented the best of the breed software's to take care of these verticals but when it came to MIS, they had islands of information, virtually impossible for them to have a global view of their operation in totality.
- **High Data Mining time** - The system was complicated and information was in different flavors and structures of database. The difficulties experienced in getting the information on a uniform platform (on excel sheet) impacted directly on their ability to work efficiently and meet the targets in terms of the average speed of each transaction.
- **Inefficient Management Reporting** - Working in an environment that failed to provide suitable tools to meet demanding reporting requirements led to the loss of efficiency. This in turn created a reporting system with a complex mix of outputs and achieving and efficient reporting system became a far cry.
- **Accrual based accounting system** – Working as a budget airline it is very important for Air Arabia to work on accrual based accounting system .

Solution

Focus Softnet offered its best of the breed solution called "FOCUS RT, an ERP software solution that has the capability to run from remote locations on a centralized database. The following features directly addressed in solving the pain areas of the Group:

- To specifically address the need of the client as the accounting system required to pull in the data form the technical software's integrations were defined.
- Special reports like Route Profitability / Sector Profitability were defined to give an operational viability and profit scenario of the reports.
- Focus provided an online connectivity with all locations of Air Arabia's sales and operational office using the socks connectivity so as to have one single pool of data.
- Focus could very easily define accrual based accounting as the product is flexible to suit all standard accounting norms.

Benefits

Focus RT back office system enabled the Airline to have online information of their individual operations at any time, in real time. The solution enabled the Airline to have a centralized management system while having a distributed operating environment. The core benefits are as follows:

- Interactions between departments required for core tasks decreased considerably therefore reducing the time required for getting centralized information, which will save the business millions per annum in terms of manpower utilization.
- With the increased usability of software and the reduction in the difficulty of core tasks user acceptance is extremely high, even amongst hardened old timers.
- Detailed dataflow streamlining (workflow management) identified a number of areas where further improvements could be made increasing the scope of bettering the overall efficiency.

Client profile

Air Arabia was established in February of 2003 and started operations in October of 2003. Air Arabia can be safely said to be the first budget airlines in the Middle East region.

The airline is the first and only low-fares airline in the Middle East and North Africa region, with a vision to be one of the world's leading budget airlines in terms of profit margin, innovation, reputation and operational excellence. Through their value proposition, "**Be Smart. Pay less. Fly more.**" The airline enables customers to make the smart travel choice; those who have been unable to afford air travel in the past to start travelling throughout the region and those who do travel to do so more frequently, benefiting both business and leisure travellers.

Air Arabia's mission is to revolutionise air travel in the region through an innovative business approach offering superb value for money and a safe, reliable operation.

Business Situation

As part of their development strategy to gain improved efficiencies within the business, a major local airline was in the process of redesigning their core back office management system. This system was to allow the back office to tap information from their different operations department and compile the data for a centralized Management Information System. Whilst one of the main aims of the project was to introduce additional functionality, it was critical that this did not negatively impact the operations in any way.