



# Aviation Expertise Marketplace

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Innovative Pathway to Aviation Expertise

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# Airsource Partners' Mission

Provide airlines and other aircraft operators with an innovative, straightforward and economically affordable pathway to valuable **aviation expertise** in all its forms.

To fulfill this self-assigned goal Airsource Partners launched in late 2013 the first **Aviation Expertise Marketplace** exclusively dedicated to commercial and general aviation.



# The Origins of Airsource Partners' Initiative

The state of the present global economy prompted us to react

- Prolonged economic downturn
- Pressure to save costs leading to budget limitations
- Focus on short term tactics vs. long term strategy
- Persistent risk aversion due to future uncertainty
- Staff reductions leading to loss of valuable expertise
- But also ... Some clear signs of recovery to be exploited



# The Air Transport Industry is Badly Hit

Airlines suffer from several aggravating factors

- A naturally cyclical business amplifying the current economic trend
- Volatile business with no sign of permanent recovery
- Current crisis tends to defer investments badly needed into future
- Some success stories leading to bigger gaps between airlines
- Airline industry still evolves fast even during times of crisis
- Disparity increases between airlines
- Action is needed even in times of crisis



# Doing Nothing is Simply not an Option

By standing still and cutting costs only, airlines put themselves in a potentially very risky situation

- Extra ground permanently lost to more reactive competitors
- Risk of permanent disconnect between the airline and its market
- Danger that risk aversion becomes permanent
- Convey negative wait-and-see attitude to industry and clients
- Does not position well to take advantage of after-crisis rebound
- Jeopardizes the future of the company



# More Pitfalls Ahead for Smaller Carriers

Small/medium-sized airlines face challenges of their own

- Management Teams
  - Present on all fronts at all times → availability issue
  - Longer-term vision blurred by daily operational contingencies
  - Middle management often the weakest point
- Company Strategy
  - Limited financial and human resources available
  - Short-term opportunistic strategy preferred, not preparing for the future
  - Suffers from lack of long-term vision and strategy
- Human Resource
  - Paid a high price for the current crisis
  - Entire domains of in-house expertise have been wiped out recently as a result of the crisis
  - Direct impact on innovation and risk-taking needed for sustained development



# Yet, Opportunities Abound

Smaller airlines benefit from specific advantages linked to their structure

- Flexibility: in general higher capacity for reactivity and adaptability
- Better placed and structured to swoop down on new opportunities
- Slim organizations better adapted to changes
- Niche markets can reveal to be immediate bonanzas
- Effect of any action can be seen more rapidly
- Feedback process easier



# Expertise is Key to Success

Airlines of all sizes regularly need expert skills and knowledge throughout their lifecycle to remain afloat and on par with competition

Expertise required can take various forms:

- **Technical:** M&E, flight operations, process redesign, aircraft appraisal, ..
- **Operational:** flight operations, ground handling, pilots training, fuel management, ..
- **Commercial:** pricing, distribution, revenue management, purchasing, ..
- **IT:** vendors appraisal and selection, implementations monitoring, telecommunications, ..
- **Legal:** aircraft purchase and leasing, vendor contract negotiations, ..
- **Financial:** best practices, costs containment, budgeting techniques, ..

Need for expertise can be planned (strategy,..) or totally unexpected (OAG, ..)



# Search for Aviation Expertise is no Easy Task

Quest for expertise is particularly challenging for smaller airlines

- Limited in-house resources require externalization of search for expertise
- External searches are expensive, time-consuming and of uncertain outcome
- Faced with a lack of alternative solutions, airlines end up dealing with large service providers not ideally suited for smaller carriers
- Large service providers place their own interests first, not the carriers'
- Many providers are part of an IT/airline group: hidden agenda and conflicts of interest harm airlines
- Cost issue: high access cost to expertise often force airlines to drop their plans



# Expertise However Abounds on the Market

Trusted sources of proven Aviation Expertise are plentiful

- Individual contributors: experts, consultants, other aviation professionals
- Academics: PhDs, MBAs, researchers, ..
- Highly qualified staff recently made redundant by airlines
- Expert organizations: consulting groups, service providers, IT shops, ..
- Niche companies with specific solutions, skills and knowledge
- Others: trade organizations, associations, government offices, ..

These sources of Aviation Expertise are proven, flexible, readily available and economical but operate in a dispersed and uncontrolled manner



Airsource Partners' proposed solution  
**The Aviation Expertise Marketplace**



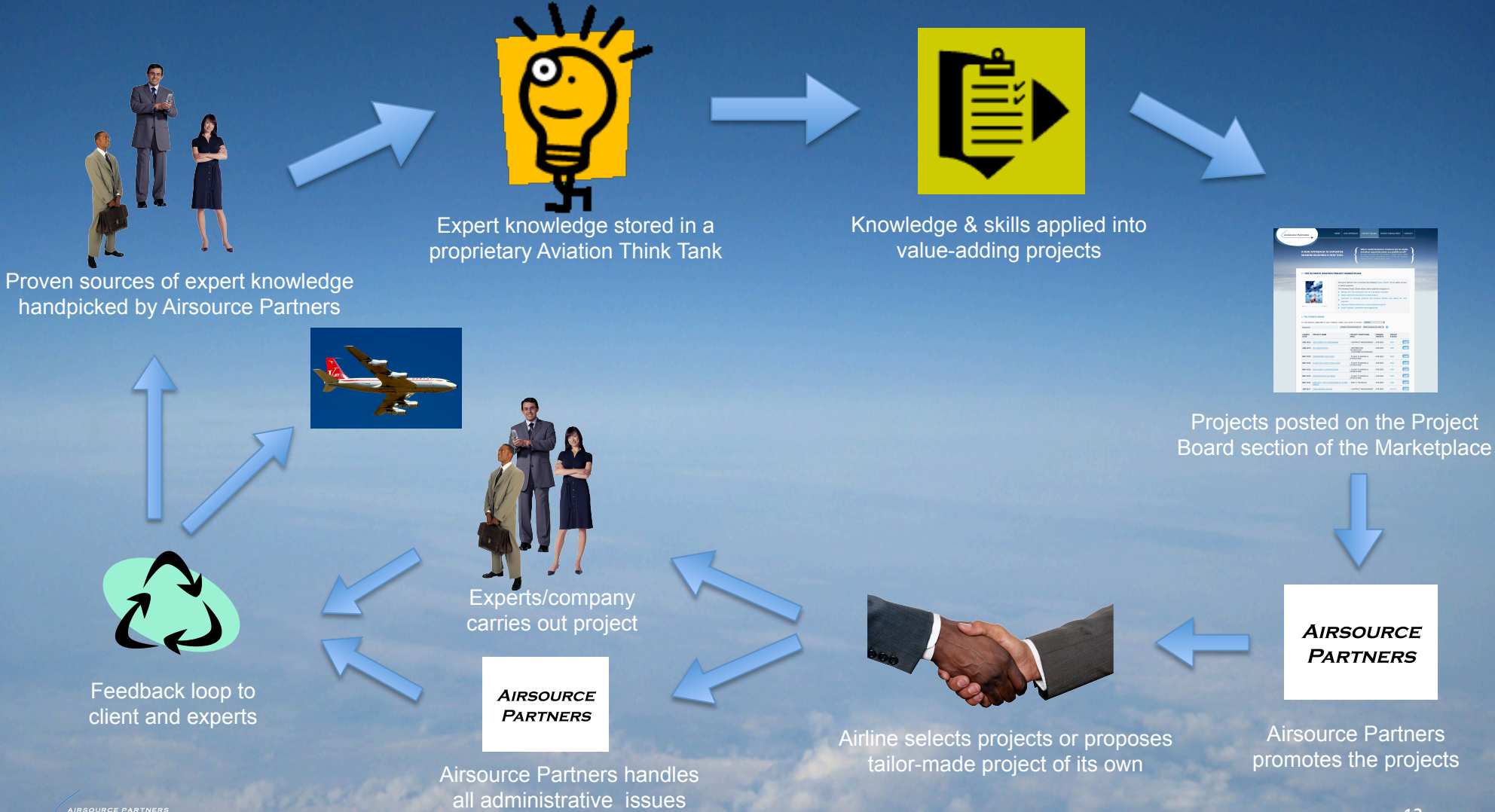
# Aviation Expertise Marketplace: Guiding Principles

Airsource Partners designed its **Aviation Expertise Marketplace** to provide airlines and general aviation operators with an **innovative** straightforward, secure and economically affordable pathway to aviation expertise in all forms.

Our Marketplace is meant to be a **Place of Exchange** linking airlines in search of specific aviation skills and knowledge with scores of handpicked expert professionals and companies gathered in a proprietary **Aviation Think Tank** via targeted value-adding projects.



# How Does the Marketplace Work?





# The Expertise Providers

## A unique Aviation Think Tank

- Peer-recommended, hand-picked experts and companies
- Experts retained on the basis of their track records
- Contributors adhere to the guiding principle of the Marketplace
- All functional areas of aviation covered
- Additional expertise available rapidly whenever needed
- Expertise available at more economical conditions
- Experts or companies join or leave the Marketplace as they see fit
- No hidden agenda: experts focus on project delivery exclusively



# The Marketplace's Benefits

To individual experts and companies

- Additional source of income and revenue
- No exclusivity required – expert join or leave Marketplace at their discretion
- Does not impact current way of selling services
- No cost of sales
- No fees to join the Marketplace
- A unique opportunity to contribute to the growth of the airline industry



# The Marketplace's Benefits

## To airlines

- Valuable expertise available and made affordable at all times
- Entire functional spectrum of an airline covered
- Flexibility: think tank adapts to the changing patterns of the market
- Experts selected for their track records: no more extensive appraisals required
- Marketplace: efficient 2-way communication tool between airlines and experts
- Ready-to-use projects suggested for maximum return on expertise available
- Airlines can suggest topics of their own for tailor-made projects



# The Marketplace's Benefits

## To airlines (cont'd)

- Slim structure means no overheads passed to clients: expertise affordable at last
- Strict repartition of roles: experts deliver and Airsource Partners supervises
- Airsource Partners acts as unique contact for multiple projects
- No hidden agenda: we are not part of airline or IT group
- Cooperative Partnering instilled on projects between airlines driving synergy
- Creative formulas possible: monthly packages, success fees, ..



# The Project Board

## // THE PROJECT BOARD

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revenue management



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PROJECT NAME	PROJET STATUS
<p><a href="#">INNOVATION THROUGH PSS &amp; IT SYSTEMS INTEGRATION</a></p> <p>It is commonly admitted that the PSS (Passenger Service System) is the heart of an airline: PSS platforms provide airlines with key functionalities such as inventory management, ticketing or reserv...</p>	<p>NEW</p> <p>SEE +</p>
<p><a href="#">UNLEASH YOUR AIRLINE'S FULL CARGO POTENTIAL</a></p> <p>With a very few noticeable exceptions, airlines have traditionally granted little attention to their cargo activity. The current tougher economical times have triggered an all-out search for ancill...</p>	<p>ACTIVE</p> <p>SEE +</p>



# Moving Forward

With its unique characteristics and benefits Airsource Partners' Aviation Expertise Marketplace is ideally placed to rapidly become the ultimate  
**One-Stop-Shop for Aviation Expertise**



# Airsource Partners

- Created in October 2011 by Christian Gossel
- Company incorporated under French law based in Paris
- Founder: 25+ years of experience in the airline industry
- Aviation Expertise Marketplace launched in September 2013
- Firm commitment to actively contribute to the success of the industry
- Marketplace: an initiative open to all, airlines and aviation experts



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