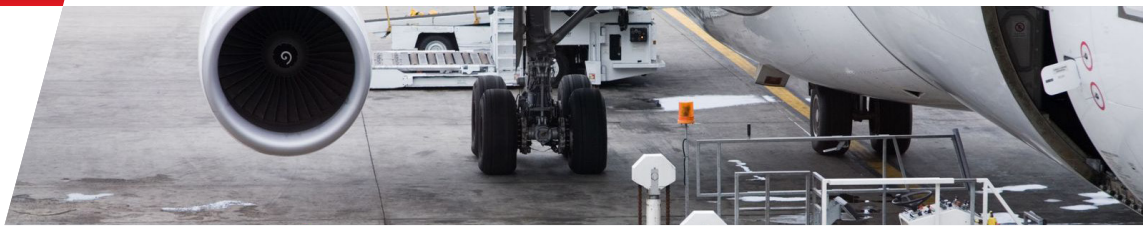




CORENA Managed Content Services

Global Cargo Carrier



This case study focuses on a global cargo carrier in search of cost savings and profitability but challenged with diverse, aging fleets.

Leading Cargo Carrier Reduces Costs and Gains Competitive Advantage By Using CORENA Managed Content Services

The business of global package delivery is complex, both logistically and technically. Unlike government postal services that have seen their revenues eroded by innovations like electronic communications, private package delivery services have seen strong, steady growth in their revenues. Driven by a combination of on-line shopping, just-in-time manufacturing practices, and a profusion of free trade zones, cargo carriers have had to scale their operations to new levels in recent years.

Adding to the challenge of scalability in process and technology is the fact that cargo carriers and passenger airlines have very different economic constraints. Where passenger airlines dedicate a significant portion of their budget to traveler comfort and brand visibility through periodic acquisition of next-generation aircraft fleets, cargo carriers instead optimize margins by operating older aircraft, often acquiring airframes after lease return from passenger service.

Efficiently managing the maintenance of these aging and diverse fleets is a competitive mandate and an area in which cargo operators can achieve cost savings and substantially impact their profitability and future-proof format, as well as the ability to query and transform the data into reports that were similar and in many cases identical to the original systems.

“Our customer is enthusiastic about the impact of their partnership with Flatirons Solutions on their business.

The level of performance has exceeded the carrier's expectations and allows them to focus on their core business rather than technical publishing.”

Steve Anna, Manager, Aerospace Technical Publications,
Flatirons Jouve

Project Overview

The Challenge

One global cargo carrier recently assessed its ability to maintain and operate its fleet in the most efficient and profitable way possible. The carrier found that the systems and processes it was using to manage airframe maintenance data were both inadequate and costly due to a number of limitations, including:

- An **aging technical publishing infrastructure** for managing maintenance manuals and related content change histories. The application that the carrier was using had been in place for more than a decade and was unable to scale to meet the organization's evolving needs.
- **Long lead times to execute content change requests** — with a typical request requiring as much as two months to evaluate, implement, and publish — leading to delays communicating new aircraft maintenance data to mechanics maintaining hundreds of aircraft across six continents.
- Compliance exposure due to **outdated airframe maintenance data** and a time-consuming, ad hoc system for tracking audit trail, change rationale, and supporting documentation.
- **Growing cost of in-house technical publishing staff** with more than a dozen full-time authors and editors dedicated to managing the flow of OEM and customer updates using inefficient collaboration tools such as email rather than flexible, dashboard-enabled workflows tuned to the needs of aerospace companies.



Slow processing times meant lower utilization on hundreds of aircraft and sub-par productivity for thousands of mechanics

Faced with these challenges, the cargo carrier needed a solution to improve organizational agility in analyzing, implementing, and distributing changes to airframe maintenance data while improving profitability and reducing its cost of publications.

The Solution

The cargo carrier turned to Flatirons Jouve's CORENA Manage Content Services for an on-demand airframe maintenance data solution that includes:

- Migrating existing content and previous content change histories to Flatirons Jouve's hosted infrastructure.
- Content updates to maintenance manuals on an on-demand basis using an intuitive Web portal that monitors work progress.
- Instant visibility into the OEM revision workflow and change status, with detailed metrics on schedule fidelity and content accuracy trends.

The carrier selected Flatirons Jouve because of the team's unique combination of aerospace industry knowledge, expertise with ATA technical specifications, and use of its own CORENA suite® of products designed specifically to speed the process of reconciling OEM or customer-originated updates to technical information.

Flatirons Jouve's experienced writers work with customer subject matter experts to quickly assess and implement content updates, publishing only the incremental updates for procedures that have changed. With granular control of the publishing process, Flatirons Jouve authors can deliver targeted updates as they are needed.

The services also include:

- Integration of information from multiple sources (PDF, hand-written notes, electronic files) into a single, master manual.
- Improving content discoverability and usability through enhanced metadata tagging.
- Illustration services to ensure that figures, illustrations, and graphics are updated as needed as part of document revision.
- Quality assurance along with complete review and approval cycles to ensure the accuracy of information delivered to mechanics and planners.

Number of weeks for Flatirons Jouve's aviation writers to reconcile customized airline data into new OEM revision data

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The Results

Adoption of CORENA Managed Content Services has translated into dramatic improvements for the cargo carrier, including:

- Faster turnaround: Updates that previously took two months now take two days, thanks to the industry knowledge of Flatirons Jouve's staff.
- Increased profitability: Timely processing and prompt delivery of maintenance procedure updates used by thousands of mechanics servicing billions of dollars worth of aircraft worldwide have translated into increased efficiency and better aircraft utilization.
- Lower IT infrastructure costs: On-demand use of Managed Content Services eliminated the need for acquisition of a costly new publishing platform and associated software, hardware, administrative, and maintenance costs.
- Better information quality: The use of structured content authoring tools and industry technical data interchange standards have helped the airline meet its evolving maintenance information needs while allowing their staff to focus on core competencies.
- Cost guarantees: A clear pricing structure gave progressive discounts based on volume, delivering pricing confidence and a path toward continued savings.

In addition, on-demand use of Managed Content Services has delivered:

- Single vendor coverage of all maintenance information needs: The carrier has simplified management of its maintenance information by calling on one vendor with broad coverage and domain expertise across a wide range of manual types and fleets (including Airbus, Boeing, and legacy McDonnell Douglas models).
- Accountability for timeliness and quality through Flatirons Jouve's clearly defined, industry-leading Service Level Agreement (SLA).
- Real-time insight into request status and performance trends accessible through Web-based dashboards and associated reports.
- Best practices in compliance support through the use of comprehensive audit trails, standard and custom reporting capabilities, and a business process toolset that enforces industry and regulatory best practices for change management.



“We’re proud of what we’ve been able to accomplish for our Managed Content Services customers.

By helping to keep maintenance manuals up-to-date using best practices, we help save millions of dollars per year by getting aircraft back into service more quickly.”

Geoffrey Godet, CEO Flatirons Solutions

ABOUT FLATIRONS SOLUTIONS

Flatirons Solutions provides full content lifecycle management solutions for mission critical industries and government agencies. For more than 20 years, it has served global Fortune 1000 customers in aerospace, automotive, electronics, financial services, government, healthcare, and publishing. Its customer engagements help organizations efficiently deliver the right information, at the right time, to the right people by leveraging structured content and digital media — Turning Content into Knowledge®.

ABOUT CORENA Managed Content Services

CORENA Managed Content Services by Flatirons help large asset manufacturers and operators better deliver compliant, interactive content. The CORENA Managed Content Services team includes hundreds of engineers, tech writers, illustrators, and learning developers who help innovative manufacturers deliver products that are easier to integrate, operate, maintain, and repair. They also work with some of the world's best operators to implement timely, efficient Customer Originated Changes that helps businesses work more smoothly. The CORENA Managed Content Services team has offices worldwide, and is focused on S1000D, iSpec 2200, DITA, and other structured content standards. CORENA Managed Services leverage CORENA Suite technology, deployed as the de facto standard to half of the world's largest airlines and all of the "big 3" jet engine OEMs.

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