

Case Study

Blue Panorama Airlines



Or...like flying on the wings of an ERP

Blue Panorama Airlines is a completely Italian-owned private airline that runs inter-continental, international and domestic flights, in the charter market including long, medium and short haul flights as well as ad hoc flights. Its strategy is based on providing a service with the maximum levels of courtesy and reliability aimed at a private clientele, tour operators and agencies.

Founded in 1998 and based at Rome-Fiumicino, Milan Malpensa and Bologna, the airline has a fleet of Boeing 767- 300ERs, Boeing 737s (400s and 300s) and Boeing 757-200s making it one of the leading Italian companies and the second Italian long-haul fleet. The company is a growing European carrier, with four Rolls Royce Trent 1000, Boeing 787 Dreamliners aircraft, in other words planes of the next generation.

Organised in two classes and based in Malpensa, Blue Panorama's Boeing 767-300ERs connect Italy with Cuba, where the company has more than 70% market share, and the Caribbean, with the Dominican Republic, Mexico, Honduras and Brazil. As far as the East is concerned Blue Panorama Airlines go to Japan, Sri Lanka and the Maldives, Thailand and Myanmar. Other bases for the intercontinental flights are Rome and Bologna but the inter-continental flights also go to other Italian airports such as Palermo and Verona. With the Boeing 757-200s Blue Panorama has opened its African routes to Kenya and Tanzania.

With the Boeing 737s, the line's planes the most sold in the world, mean that it can serve the main destinations in Europe and in the Mediterranean area, with Greece and the Balearic Islands reached every season also by means of line flights, and the Red Sea, for a total of around 40 weekly rotations for medium and short haul flights. Two Boeing 737s, currently Boeing 737- 300s, are allocated to Blue Panorama Airline's low-cost brand, Blu-express.com, that currently fly from Rome Fiumicino to Nice every day, three times per day between Rome and Turin and four times daily between Rome and Catania. During summer there are two flights per week between Roma and Pantelleria.

In 2007 more than 6,000 flights were made with over a million passengers, and turnover of approximately € 240 million. The company confirmed its status as the first Italian leisure carrier.

In the first two years of operating the low cost blu-express.com brand transported around 700 thousand passengers.

Blue Panorama Airlines has also launched executive operations with flights using P180 Avant from the Executive Blue division.

Solution

Atennea Air is the integrated solution for the enterprise management of the airline industry.



Platform

Atennea Air is developed around *Microsoft Dynamics NAV*, which allows enjoying the complete functionality of an ERP present in more than 130 countries with more than 1,250,000 users.



Customer

Blue Panorama Airlines



Subsidiaries:

Blu-express.com
Executive Blu

Country: Italy

Turnover: 240M €

www.blue-panorama.com



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Airlines are experiencing difficult times in 2008 and the media are full of news of problems, high indebtedness, accounts showing deficits, etc. But this is NOT the case of Blue Panorama, which on the contrary, while the others take business on a "day by day" basis, has decided to invest in a state-of-the-art ERP that is able to provide added value in terms of management that can really allow the company to take off towards previously impossible targets.

The project is called "BLU ERP" with the idea of investing in the organisation, in the meantime overhauled with a wide-ranging re-engineering programme, of an integrated management system capable of adding value to the internal processes and to provide an absolutely cutting-edge dashboard.

However, we are talking about an airline not a manufacturing company, and therefore the question poses itself: which ERP on the market provides solutions already tailored to this field? A quick analysis and one can see that solutions do exist but... it is a question of customising, developing ad hoc programmes personalising existing but not suitable solutions, and then, suddenly there was the meeting with Telecom and Net Team (Keynet mother companies), that have been operating in the flying field for some time providing solutions that unite the vertical Atenea Air and Microsoft Dynamics NAV in a sole body, integrated, solid, efficient.

The challenge was a tough one because the Chairman of Blue Panorama, Dr Franco Pecci traces the guidelines for the project that can be summarised in two points:

- 1) we are concerned by a project concerning THE WHOLE COMPANY and therefore EVERYBODY is called upon to play their part in the project
- 2) it is June 2008 and I want the project to be completed by October 2008

With these statements the suppliers are obviously stimulated by the challenge and as a result **Sistemas de Gestión** (Atenea Air supplier) and **Keynet** (Microsoft Dynamics NAV's supplier) operate like a single team, designing the "To Be" model, personalising the functionalities indicated by the customer as mandatory, guaranteeing the set-up plan, training and operational support, managing to respect the deadline and costs with regard to the implementation as requested by the customer.

With these items the factors and the valuation could become a truly unique achievement but...it is perhaps only the case of saying that ... this is a feature of the service that Telecom and Net Team provide on this specific theme of IT services for airlines.

The project obviously does not finish here, the collaboration continues on the Microsoft Dynamics NAV side and also opens up to the Business Intelligence solutions already commissioned that may at a later date provide added value in terms of management which a company like Blue Panorama not only requires but can, on the basis of its results, legitimately claim to have.

Partner **Keynet Dynamics**

KeyNet offers IT consultancy services in the whole Italy. The Dynamics ERP department is the core of the company.



Via Roma , 2 6
22070 Guanzate (CO)
Phone: +39 0 31 89 98 74
F a x : +39 0 31 35 29 005
www.keynetdynamics.it

Supplier **Sistemas de Gestión**

Sistemas de Gestión is an enterprise technology supplier with more than 18 years of experience in the Spanish market developing and implanting projects specialized in the transport, tourism and distribution sectors.

Phone: +34 902 221 223
info@sistemasdegestion.com
www.sistemasdegestion.com

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