



# FLEXIBLE FLIGHT PLANNING IMPROVES PRODUCTIVITY AND REDUCES COSTS

## ICELANDAIR

/// CASE STUDY



Icelandair asked EDS, an HP company, to upgrade its legacy-based flight planning system to a more efficient, user friendly, and integrated solution. In so doing Icelandair set out with the major goals of reducing costs, standardizing flight planning processes and increasing enterprisewide visibility.

### CLIENT PROFILE

[www.icelandair.com](http://www.icelandair.com)

From its humble beginnings with only a single floatplane, Icelandair has grown to become the flag carrier airline of Iceland. Now with 23 wide-body commercial aircraft, Icelandair continues to use new innovations to excel in a highly competitive market.

**Industry:** Transportation

**Founded:** 1937

**Headquarters:** Reykjavik, Iceland

**Business Needs Addressed:**

Growth

Productivity

*"From the beginning, the system ran like an old Swiss Gold watch."*

**Steinar Sveinsson**  
Flight Operations Manager  
Icelandair

### Growing airline wanted to reduce costs and optimize flight planning

As the national carrier for Iceland, Icelandair is one of the country's largest earners of foreign currency and is a leader in the country's tourism industry. In the past decade Icelandair has rebuilt its operations from the ground up to keep pace with its desired growth. Major undertakings include strategic fleet renewals, the establishment of both an international route map and an international marketing system for flight management, as well as much deeper involvement and cooperation with the Icelandic tourist industry. Such investments have proven very successful indeed. Despite a home market with a total population of only 270,000, last year, Icelandair carried more than 1.5 million passengers to 22 destinations in 10 countries, including Europe, the United States and Japan.

In 2004, after observing the changes in IT technology and the new opportunities they enable, Icelandair concluded that the common legacy environment could no longer remain the basis for major functional enhancements to and developments in a flight planning system. As result, Icelandair immediately decided to investigate new solutions with a specific focus on the following requirements which were identified as the most important to its business plan:

- Measurable optimization of fuel economy
- Proven capability to improve the productivity of its dispatchers
- Maximum application of Automated and Integrated flight planning features
- Ease of integration and matching with Icelandair's unique organization and business processes

After carefully evaluating various solutions against these clearly stated goals, Icelandair concluded that EDS Flight Planning was the best-in-class solution to cover its current and future requirements based on:

- Icelandair's conviction in EDS' functional completeness and high grade of product automation
- EDS' broad scope of international clients and the opportunities for product depth this delivers
- EDS' expertise in the fields of Flight Planning and Operations and the Airline Industry in general
- The greatly reduced risk from continuing Icelandair's long-standing relationship with EDS as a strategic IT service provider

## Services featured

- EDS Flight Planning Solution

*"When choosing a new flight planning system, our main criterion was a solution that could reduce costs. We also wanted high quality at a competitive price. EDS fulfilled all of these factors, and our long-standing relationship with EDS added a unique value. In the end, it was easy for us to choose EDS and its new Flight Planning Solution."*

**Steinar Sveinsson**  
Flight Operations Manager  
Icelandair

## IT partner EDS delivered integration, automation and efficiency

For standard implementations, EDS expects to achieve targets three months from kick-off. Each step is carefully planned in close cooperation with clients to ensure the full acceptance and trust from all stakeholders. EDS' experience in this area normally enables it to exceed clients' delivery expectations.

When creating this specific project timetable, Icelandair expressed a clear strategic desire first to achieve a smooth and stable migration to the new system, then to optimize and fine tune the system results in a second step. To cover its specific needs, Icelandair also decided to define its own Operational Flight Program (OFP) layout.

Throughout the entire project every phase was carefully reviewed and examined against Icelandair's goals. A dedicated and professional team of Icelandair specialists, including a pilot and EDS flight planning specialists, was assembled to fulfill the work. Each project step was carefully reviewed and communicated to involved staff; everyone worked together closely together, to fine tune and thoroughly test the new system.

Thanks to EDS' unique knowledge of Icelandair's existing business, based on their long-standing relationship from the legacy flight planning system, Icelandair benefited from an almost risk-free production cut-over that occurred on-time and within budget.

## Automated flight planning cut down on errors and fueled focus

Icelandair dispatchers, cockpit crew, and operations planning users now enjoy a seamlessly integrated and automated flight planning environment accessed either locally or via the Internet, as required. Thanks to the system's excellent graphical interfaces and features as well as its intuitive, easy-to-use functions, adaptation to and gaining trust in the new system happened quickly. Indeed, even the custom-built OFP layout was introduced with minimal training, and to maximum acceptance.

In addition, the highly reliable system operation and the automated interface to the Icelandair Flight Operation System has greatly reduced the potential for errors, increased the quality of information delivered, and freed time for staff to better focus on more important issues, such as operational exception handling.

With the implementation of EDS Flight Planning, Icelandair now has the perfect tool to continue to grow its business without the constraints of legacy technologies. Convinced by the capabilities and the performance of the EDS Flight Planning System, Icelandair's sistercompany Air Iceland followed and implemented EDS Flight Planning beginning in August 2006.

EDS, an HP company  
5400 Legacy Drive  
Plano, Texas 75024

phone: 1 800 566 9337  
visit: eds.com  
e-mail: info@eds.com

