



Helping Vanilla Air

To launch business operations & implement Low Cost Carrier best practices



Client Overview

Vanilla Air is a low cost airline based in Narita and is fully owned by All Nippon Airways (ANA), which is amongst the top 5 airlines in Asia (in terms of passengers carried). Vanilla Air was formed following the termination of AirAsia Japan, a joint venture low cost airline between AirAsia and All Nippon Airways.



The Context

ANA evaluated several passenger service systems available in the market & found IBS' new generation Passenger Services System, iFly Res, to be compliant functionally and technically to support business operations for the new airline. ANA's previous experience with successful implementation of the IBS cargo system reinforced the selection. The criticality and urgency to launch the newly rebranded airline operations, along with addressing the differentiations/innovations envisioned by ANA for the low cost carrier (LCC) business model, were the key priorities for the implementation.

Japan is unique in the sense that there are certain business processes that are an absolute must for commercial operations. Vanilla Air had to launch its operations immediately on a new passenger services system (PSS) that was not only proven in the Japanese market but also compliant with unique requirements such as support of convenience store payment model and multi-lingual support. Rapid implementation of the PSS, conforming to top delivery quality and non-negotiable deadlines were considered sacrosanct requirements by ANA for the success of this new airline.



The Solution

On 1 November 2013, Vanilla Air transitioned to iFly Res successfully and launched sales operations with Reservations functions going live for the call centre, B2C and B2B channels. The successful system go-live in 10 weeks' time frame from the start of the project is truly an outstanding achievement and testimony to IBS' product maturity and implementation expertise. Given the aggressive timelines, IBS implementation team worked from the customer premises with Vanilla Air's business and technical teams in defining business processes, system usage guidelines, application familiarization and system deployment at the data center.

iFly Res departure control system (DCS) module was deployed at five airports, including CUTE environment in Tokyo's Narita airport; Vanilla Air went wheels up on 20 December 2013.













Key Results



iFly Res provides the following business benefits to Vanilla Air

-  Propel sales initiatives by offering 'relevant' and 'interesting' product offerings based on better understanding of customer purchase patterns; the new generation open source architecture provided API capabilities to integrate with analytics platform
-  Substantial staff cost savings and productivity improvements for call center and commercial operations staff thanks to process automations in revenue management, passenger refunds and flight schedule changes
-  Significant savings in distribution costs due to easy to use Internet Booking platform which emerged as the primary distribution channel handling 90% of bookings
-  Enabling aggressive pricing strategies by reducing administrative costs for handling bookings and increasing self-service; passing on such cost savings to end consumers in the form of attractive fares
-  Promoting ancillary product offerings by leveraging iFly Res' best in class rule engine capabilities
-  Compliance with Japanese regulations for data security and significant savings on communication costs by hosting the solution in Japan data center
-  Automation and reduction in paper work related to passenger information transmittal for international secure flight requirements due to process efficiencies by the system integrating with various government agency systems
-  Facilitating superior customer experience and faster aircraft turnaround times due to customer centric workflows and streamlined check-in / boarding operations

Today, Vanilla Air is on a growth trajectory in the hyper competitive Japanese market with the airline transporting more than one million passengers since commencing operations on December 2013. With high passenger load factors and fleet expansion plans, Vanilla Air is positioned to become a leading LCC in East Asia. iFly Res continues to support Vanilla Air in this endeavor.



About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and hospitality industries. IBS' solutions for the aviation industry cover fleet and crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air-cargo management. IBS also runs a real-time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive customer-centric, digital platform that covers onshore online and on-board solutions. IBS Software is a Blackstone portfolio company and operates from 11 offices across the world.

Further information can be found at <https://www.ibsplc.com>



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