Brian Fitzgerald offers us an insight into the problem solving spirit that is has driven Cloudcards growing success

Brian is an entrepreneur and highly experienced Aircraft Engineer with over 28 years' sector experience. He worked as a licenced Aircraft Maintenance Engineer for Lufthansa Technik/Shannon Aerospace for 16 years, finishing in Technical Management. In 2006, Brian started Civil Aviation Services Ltd. (CAS) which has been successfully operating since. With most work in CAS relating to Aircraft Technical Asset Management the need for industry efficiency through software was clear and cloudcards was born.

Aircraft IT: Your name, your job, and the name of the business?

Brian Fitzgerald: Brian Fitzgerald, COO and co-founder of cloudcards

Aircraft IT: How did cloudcards get started?

BF: It was back in 2013, we were running into an operational capacity problem and processes needed to be advanced to deal with the workload within my aviation technical services business, I realized the need for a more efficient project management tool than email and spread sheets. That is when my brother Barry Fitzgerald and myself developed the concept of our first software product CARDS®. We then co-founded cloudcards and Barry looked after the software development.

Aircraft IT: What is the guiding business principle that drives the business?

BF: Our ultimate goal is to make the management of complex assets simple. Be it Aircraft asset Management software, aircraft transition management and software or aircraft inspection. We deliver leading edge software solutions built from years of industry experience with full customer support at a very competitive price.

Aircraft IT: What has the greatest business achievement been to date, and why?

BF: There have been many notable successes but there are two that really come to mind. Using CARDS® we helped a lessor manage a distressed redelivery program of over 70 aircraft together with a host of other technical services companies to get the aircraft into a re-marketable condition and delivered to new airlines across two continents within a few months. The savings to the lessor were immense given the ability to get the aircraft back on rent quickly and have the aircraft records then archived online to lessen future risks. The second achievement was the launch of our Cloud Asset Management software platform. There is a real need for a modern, dynamic system in the market and getting the opportunity to build and launch our service has been very rewarding.

Aircraft IT: What are the disappointments and what have you learned from them?

BF: I suppose understanding that sometimes, even when you have a great and proven product, you still have to consider it takes time to bring about change in a global industry such as aviation.

> "The savings to the lessor were immense given the ability to get the aircraft back on rent quickly and have the aircraft records then archived online to lessen future risks."

Aircraft IT: In a sentence, how would you summarize what the business does for aircraft maintenance customers?
BF: There are a number of layers to what we offer. At our core we are an Aviation Software provider. Coupled with our software we offer feet on the ground to support it and add the option of extra experienced engineers at times when they are needed most.

Aircraft IT: What will be the next big thing in maintenance Aviation IT?
BF: Integration of aircraft reliability sensing systems with aircraft operational conditions and use which form a maintenance program

designed to allow the aircraft more operational time and predictive maintenance. In addition, we see strong advances in aircraft inspections with drone technology which we are also working on.

Aircraft IT: What do you want your customers to say about cloudcards
BF: Truth. We want all honest feedback from our customers so we can keep improving our products and services. And we are always happy to welcome them for repeat business; this speaks better than any testimonial.

Aircraft IT: Brian Fitzgerald, thank you for your time.

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