

Digital Marketing Packages Information – M&E / MRO



The Digital Platform for Aircraft MRO IT Suppliers and Buyers

CASE STUDIES: HAECO • ASIG • ATR • WHITE PAPER: GRANFIELD • NEWS AND TECHNOLOGY UPDATES

AIRCRAFT IT MRO

SPRING 2022 • V11.1

A solution for multiple locations
 A modern IT solution for a complex line maintenance challenge

Upgrading to the latest MRO IT
 Implementations that delivered greater efficiency and capability

Planning a digital future
 Using data and software to deliver sustainability in MRO

CONTENTS: HOW I SEE IT • WHAT IT CAN DO • SERVICE JOB CARDS • BULGARIA • AEROSTRAT • SWISS SOFTWARE DIRECTORY

AMOS

Aircraft Maintenance & Engineering System

Swiss Aviation Software / AMOS Software Demonstration Webinar

Webinar Session
 24th Mar 2022

Confidential and proprietary information of Swiss-AS.
 Discontinued: installation of hardware and software

SWISS Aviation Software

Aircraft IT MRO

Formed in 2011, **Aircraft IT MRO**, is THE place for the aviation industry to explore market leading M&E / MRO IT software solutions from the world's foremost software and hardware Vendors.

Aircraft IT is associated with the popular and informative series of Aircraft Commerce IT Conferences and provides a digital platform to bring together IT users (airlines, operators, MROs, OEMs, Leasing Companies, CAMOs, and others) with software and hardware vendors.

50+ of the world's leading aviation software and hardware vendors use Aircraft IT MRO to promote their solutions and to generate genuine sales leads via our industry leading platforms:

1. Aircraft IT MRO eJournal



Latest edition here:
<https://www.aircraftit.com/mro/ejournals/>



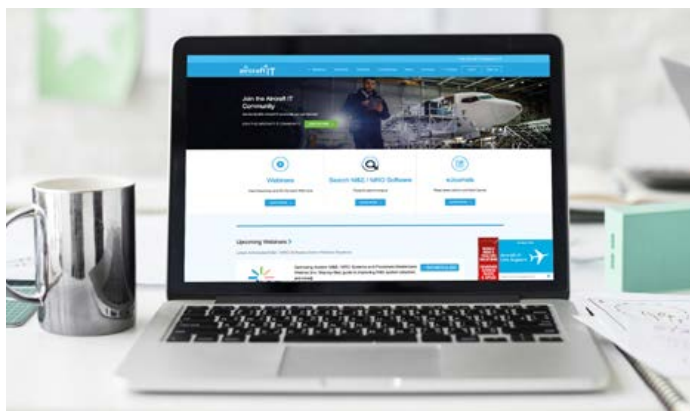
2. Webinars



See our library of On-Demand Webinars:
<https://www.aircraftit.com/mro/on-demand/>



3. Aircraft IT MRO website



You can view the current list of sponsoring IT Vendors and Suppliers in the M&E / MRO Software Search Engine on the homepage:
<https://www.aircraftit.com/mro/>



Aircraft IT has a **95%** sponsorship renewal rate year on year. Read on to find out how you can benefit.

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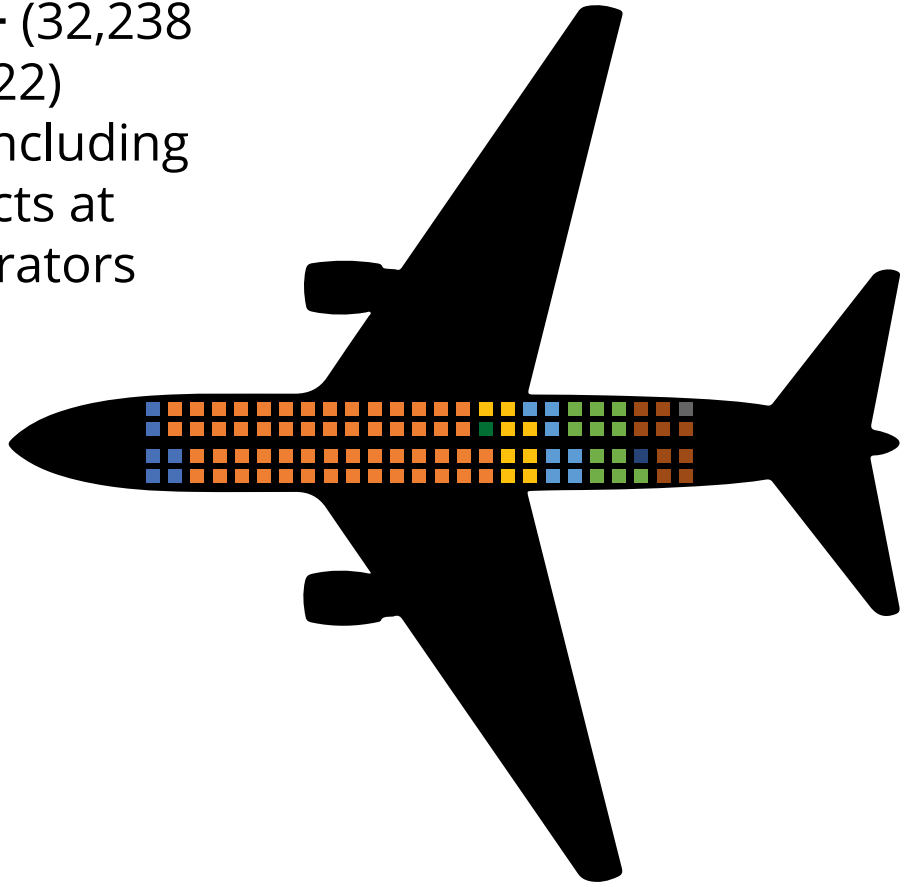
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Aircraft IT Members

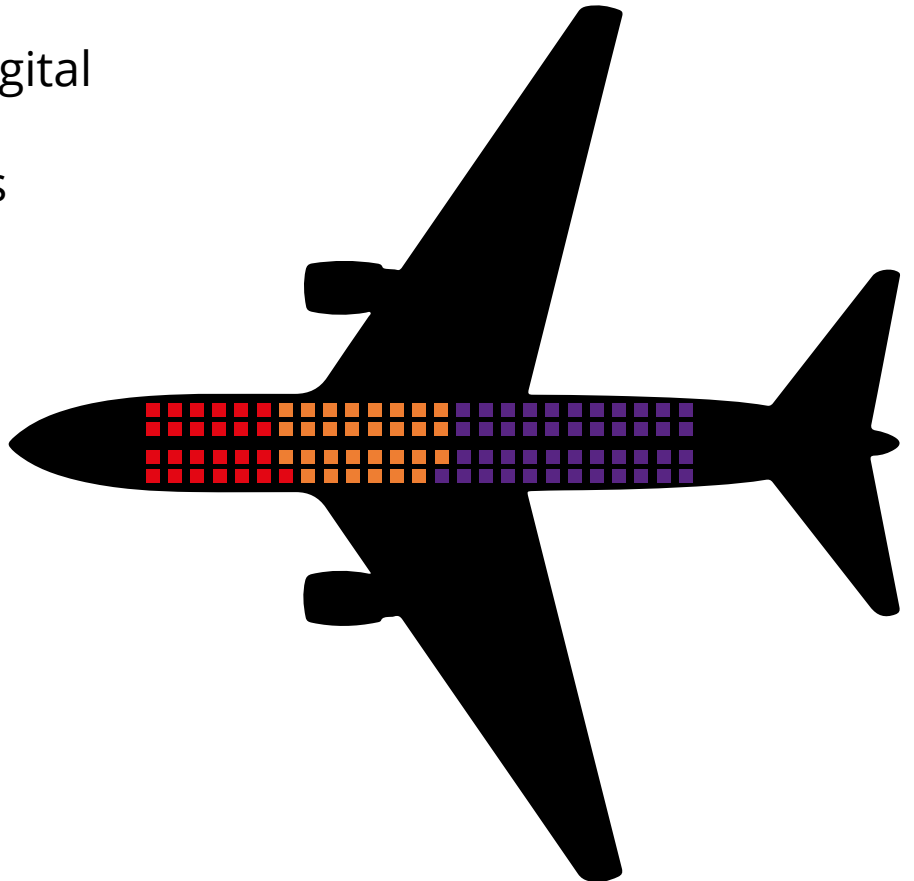
Aircraft IT has **32,000+** (32,238 as at 24th October 2022) registered members including key IT and M&E contacts at nearly all airlines, operators and MROs worldwide:

- Aircraft Operator: 6%
- Airline: 56%
- Aviation Authority: 1%
- Consultant: 8%
- Independent MRO Facility: 7%
- IT Vendor: 11%
- Leasing Company: 1%
- Manufacturer (OEM): 9%
- Military: 1%



Use one of our three digital marketing packages to promote your solutions to this highly-targeted worldwide audience.

- The Americas: 25%
- Asia Pacific: 27%
- Europe, Middle East, Africa: 48%



Key Aircraft IT Digital Marketing Packages Benefits

Webinars

- Webinar sessions are marketed to the Aircraft IT Membership Database
- Sponsors can book one of our very popular Webinar sessions
- Demo your software during 2 sessions in 1 day
- Tailor the audience to your exact requirements: our security settings ensure no competitors
- Full Aircraft IT support leading up to and during your Webinar
- Webinar sessions marketed to the Aircraft IT Membership Database
- Take away a highly-targeted list of sales leads post-Webinar
- Continue to receive sign-ups and sales leads post-Webinar with an On-Demand version

Click here to view upcoming Webinars
<https://www.aircraftit.com/mro/upcoming/>

Click here to view On-Demand Webinar Library
<https://www.aircraftit.com/mro/on-demand/>

Example Webinars 2022 (now promoting On-Demand Sessions):



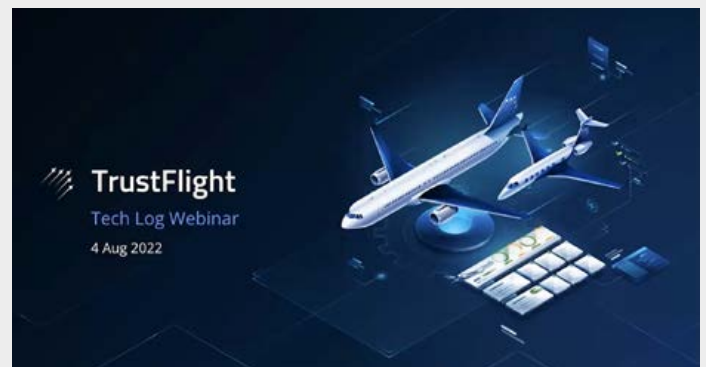
On-Demand Webinar Title: Digital and Paperless Aircraft Maintenance Solutions & Apps Demo On-Demand Webinar [Demo for typical Planning & Execution of MRO activities – Real-Time Fleet Status Dashboard; Create & Assign Work Orders; Tasks App for Electronic Sign-Off]

Host: Rusada

Date Recorded: 13th October 2022

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 13th October 2022) for an excellent opportunity to see a demo of a modern digital maintenance platform, ENVISION from Rusada, one of the industry's leading aircraft M&E / MRO software solutions, as used worldwide by over 150 airlines, operators and MROs of all sizes. During the Webinar, Rusada experts will showcase, via a real-time demo, how ENVISION's advanced solutions and Apps, built using the most up-to-date technology, enable a completely paperless operation for aircraft maintenance. They will walk you through the process of forecasting, planning, assigning, and executing typical MRO activities from the perspective of 4 different key users: Fleet Planner, Production Planner, Maintenance Supervisor, and Maintenance Technician. You will see how to: use real-time dashboards to show fleet serviceability; assign and create work orders; allocate a hangar bay for the work; request and reserve parts and tools; assign appropriate technicians to complete the tasks; use ENVISION Tasks App for a technician to view all required tasks and sub-tasks, request additional parts, etc., and sign off the tasks electronically. By completing these previously complex processes in under 40 minutes, the ENVISION demo will show how a modern Maintenance platform can significantly increase any organization's productivity, guarantee data reliability, and eliminate the need for paper processes.



On-Demand Webinar Title: Electronic Tech Log (ETL / ELB) Software and Processes Demo Webinar [Flight & Maint Solution Demo; Real-Time Data Sharing, Flight Data & Defect Reporting, Offline Capabilities; e-Signatures; Digital MELs; System Integrations; Regulatory Approval; more]

Host: TrustFlight

Date Recorded: 4th August 2022

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 4th August 2022) for a full in-depth demo of the innovative Electronic Tech Log (ETL/ELB) solution from TrustFlight, as used by airlines and operators all over the world and built using the latest UI/UX concepts and system integrations. During the Webinar, experts from TrustFlight will provide a comprehensive demo of the solution following a typical flight and including the recording of operational data by crew followed by entry of defects and discrepancies on the aircraft. You will see how the solution fully replaces the costly traditional paper technical logbook and provides advanced features such as intelligent validation – to catch mistakes before records are completed; intuitive defect recording; automation of repetitive data entry; real-time fleet status dashboard for a live clear overview of aircraft maintenance status and utilisation; offline capabilities; digital MEL Management; electronic maintenance sign-offs; and lots more. You will also see how the solution can be integrated with existing scheduling and maintenance systems, plus you will learn about the implementation process and how to gain regulatory approval. You will get the chance to ask questions throughout the webinar as well as getting them answered during the closing Q&A session with the TrustFlight team.

Key Aircraft IT Digital Marketing Packages Benefits



Click here to view the latest edition (scroll to the bottom of the page for back issues)
<https://www.aircraftit.com/mro/ejournals/>

Aircraft IT MRO eJournal

- Take ½ page and Full Page adverts in our very popular quarterly eJournal
- Read regular airline and MRO IT Case Studies
- Have us produce and publish a Case Study from one of your customers
- Publish a company white paper or blog post article
- Feature in the news section of the eJournal
- Be a featured vendor in the 'Vendor Job Card' section
- Feature in the M&E / MRO software Directory

Example eJournals 2022



View eJournal
https://issuu.com/aircraftit/docs/aircraft_it_mro_v11.3



View eJournal
https://issuu.com/aircraftit/docs/aircraft_it_mro_v11.2

Aircraft IT MRO Issue 53: Autumn 2022

- **Case Study: Digital Transformation at Etihad Airways Technical**
Eric Bogner, Manager Strategic Partnership and Performance, Etihad Airways
Arish Sayed, Manager Projects – Technical, Etihad Airways
- **Case Study: Enter Air's post-pandemic upgrades are supported by a flexible MRO IT solution**
Konrad Dymowski, Technical Manager, Enter Air
- **White Paper: A lifelong digital maintenance record for aviation assets, Part 2**
Karl Steeves, CEO, TrustFlight
Jack Hsu, Senior Manager, Boeing Vancouver
- **COLUMN: What IT can do: Digital Thread maturity in aircraft operations. The OEM perspective**
Henrik Ollus, Customer Success Manager, QOCO Systems

Digital Version: 14,000+ views and downloads per month

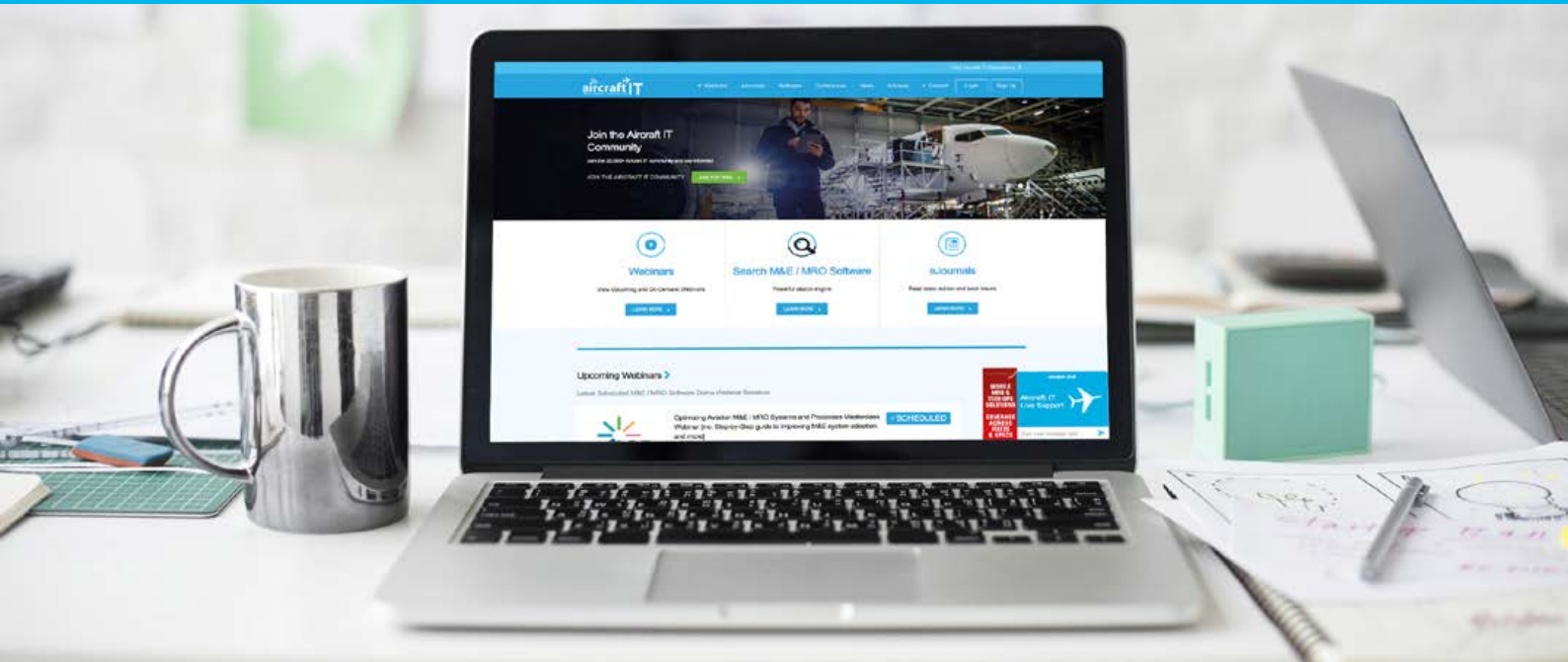
PDF Version: In addition to the Digital Version, the PDF version is downloaded and shared on social media platforms and forwarded around the industry which is impossible to track so actual readership is likely to be significantly higher

iPad App Downloads: The Aircraft IT App has 5000+ users

Aircraft IT MRO Issue 52: Summer 2022

- **Case Study: Increasing engine time on wing at Neos Air**
Ivan Albini, CAMO Postholder, Neos Air
Ville Santaniemi, Senior Partner, QOCO Systems
- **Case Study: All change for the better at Mexicana MRO Services**
Enrique Guido, CFO, Mexicana MRO Serv
- **White Paper: A lifelong digital maintenance record for aviation assets, Part 1**
Karl Steeves, CEO, TrustFlight
Jack Hsu, Senior Manager, Boeing Vancouver
- **White Paper: A more efficient maintenance data standard**
Iryna Khomenko, Manager, Operational Efficiency, IATA TechOps
- **COLUMN: How I see IT: What's your solution blueprint?**
Allan Bachan, VP, Managing Director, MRO Operations, ICF
- **COLUMN: How I see IT: What IT can do: Automating data flows between airlines, MROs, and OEMs**
Henrik Ollus, Customer Success Manager, QOCO Systems

Key Aircraft IT Digital Marketing Packages Benefits



Aircraft IT Website

- Full Company and product listing in the M&E / MRO Software Search Engine
- 1 Banner advert on all pages at the Aircraft IT website except Webinar pages (average 2 clicks per day)
- All your news published in our online news section
- Receive relevant RFIs / RFPs via the Aircraft IT website or from direct correspondence with Aircraft IT staff

The Aircraft IT website by numbers:

Monthly average statistics



Page Views: **50,000+**



Visits: **35,000+**



Unique Visitors: **20,000+**

Annual Digital Marketing Packages

Silver and Gold packages are limited due to a limited number of Webinar slots. Contact us to find out what is available. Bespoke eJournal advertising packages also available upon request

Item	Gold	Silver	Bronze
Full Company and product listing at the Aircraft IT website and in the directory at the back of each eJournal	✓	✓	✓
One banner advert on all pages at the Aircraft IT website except Webinar pages	✓	✓	✓
All news items published on the Aircraft IT website and in the Aircraft IT eJournal. Additionally announced via Aircraft IT social media platforms	✓	✓	✓
Receive relevant RFIs / RPFs via the Aircraft IT website or from direct correspondence with Aircraft IT staff	✓	✓	✓
The opportunity to be the featured IT Vendor in the 'Vendor Job Card' feature in the eJournal	✓	✓	✓
One customer case studies published in the eJournal. The case study is produced by us using conference presentations or telephone interviews *		✓	✓
Two customer case studies published in the eJournal. The case studies are produced by us using conference presentations or telephone interviews	✓		
Three half page adverts - spread throughout the 4 Aircraft IT MRO eJournals during the year		✓	✓
Two Full Page adverts and Two half page adverts spread throughout the 4 Aircraft IT MRO eJournals during the year	✓		
One Webinar day each year (2 sessions during the day)	✓	✓	
All Past Webinars available at the Aircraft IT website for users to sign-up for and view in an ON-Demand format	✓	✓	
Cost:	US \$ 9,995.00	US \$ 6,995.00	US \$ 3,995.00

* Additional case studies can be purchased at US \$ 2,500.00 each

aircraft IT

MAINTENANCE – OPERATIONS



Contact us to book your sponsorship package or for a demo and a tour of Aircraft IT MRO to show you how you will benefit from a sponsorship and the genuine sales leads you will receive.

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