

Digital Marketing Packages Information – M&E / MRO



The Digital Platform for Aircraft MRO IT Suppliers and Buyers

CASE STUDIES: JAL ENGINEERING CO. • AIRBUS NEW ZEALAND • WHITE PAPER: KEEPLYING • NEWS UPDATES

# AIRCRAFT IT MRO

SUMMER 2023 • V12.2

**JAL Engineering Co. goes digital**  
 Transforming long-range maintenance planning to manage more aircraft

**AIRBUS NEW ZEALAND:** A new ERP solution for a growing regional player

**KEEPLYING:** Digital Financial Twins will enable the best use of aircraft and components

WHAT CAN IT DO: 9000 SYSTEMS | HOW I SEE IT: ICF | VENDOR JOB CARDS: ADSOFTWARE - ULTRAMAIN SYSTEMS

**AMOS**  
 Aircraft Maintenance & Engineering System

aircraft IT

**AMOS Electronic Tech Log (ELB/ETL), Mobile Apps (Stores, Line) and Component Module Demos, plus Digitization Overview Webinar**

Date: 23 March 2023      Session 1: 07:00 UTC  
 Duration: 60 minutes      Session 2: 15:00 UTC

Management System Certification  
**ISO/IEC 27001**  
 Group

**SWISS**

# 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/>



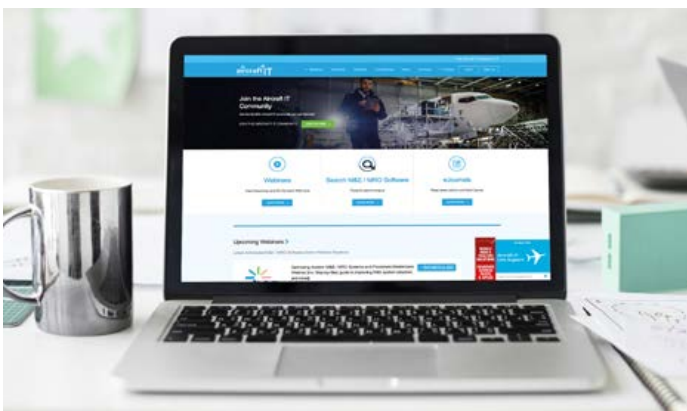
## 2. Webinars



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 **97%** sponsorship renewal rate year on year. Read on to find out how you can benefit.

### Contact details:

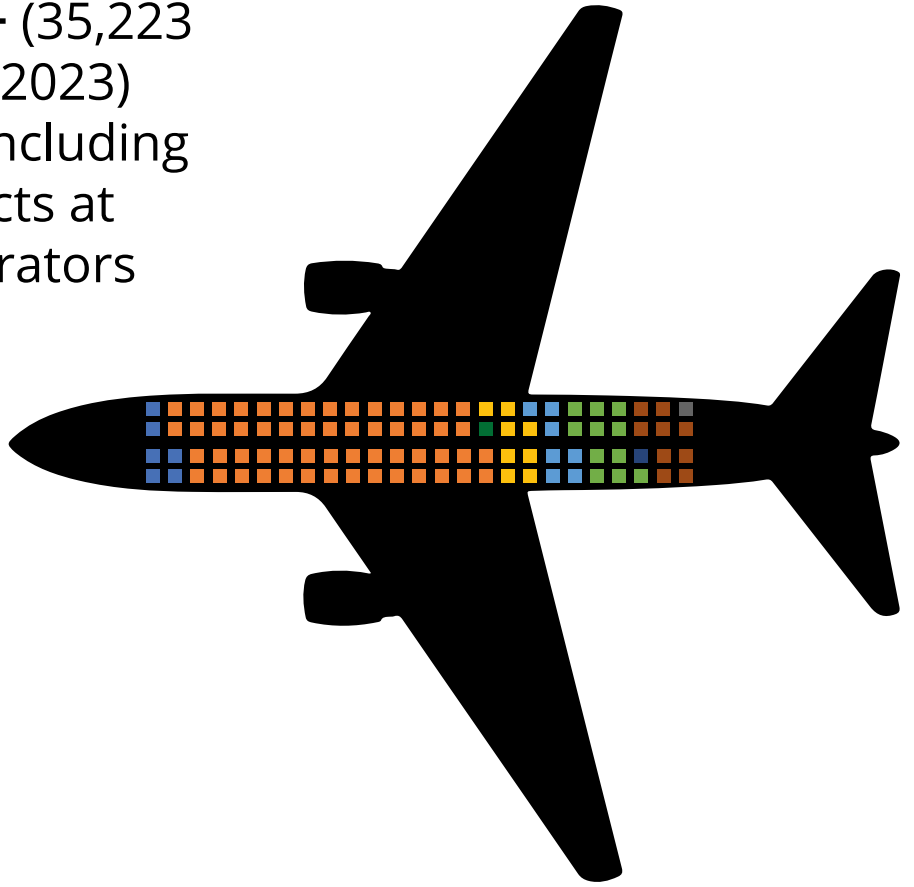
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# Aircraft IT Members

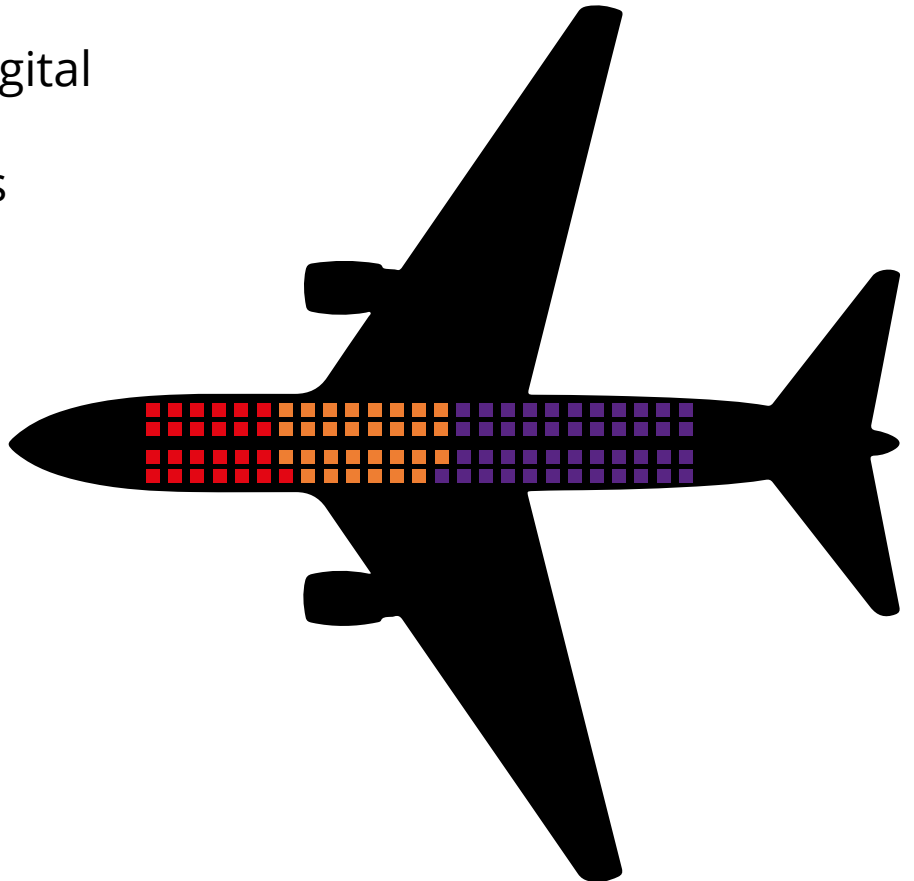
Aircraft IT has **35,000+** (35,223 as at 29th September 2023) registered members including key IT and M&E contacts at nearly all airlines, operators and MROs worldwide:

- 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

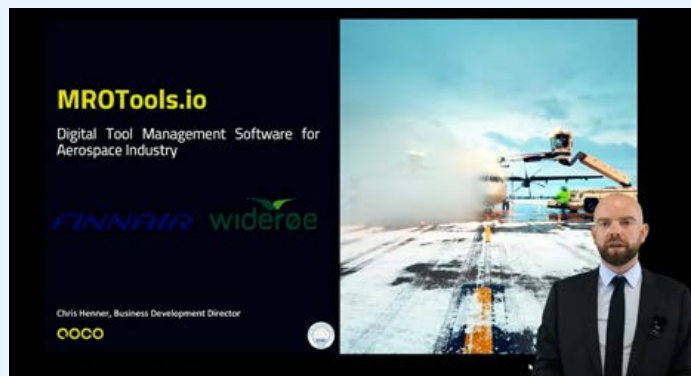
## Webinars

- 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
- 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 2023 (now promoting On-Demand Sessions):



**On-Demand Webinar Title:** Tool Management Solution for Aircraft Maintenance using Barcode, RFID, Web, and App Technology Demo Webinar [inc: Demos: Tool Pick-up and Return, Defect Reporting, Analytics Dashboard; App Demo Scenarios - Tool Handover, Pre-Order, Hangar, more]

**Host:** QOCO Systems Ltd

**Date Recorded:** 2nd February 2023

**Duration:** 60 minutes

Register to view this On-Demand Webinar (recorded 2nd February 2023) for a full demo of the industry leading tool management solution, MROTools.io from QOCO Systems; developed using the latest barcode, RFID, Web and App technology and designed for airlines, operators and MROs of all sizes and fleets. As you will see, MROTools.io digitizes and streamlines the tool management process providing full tracking and control of tools while making it easier for engineers / mechanics, using their mobile devices, to access the tools they need, when they need them. During the Webinar QOCO experts will use demos of the solution to show the fully digital tool booking and return process, as well as more advanced functionalities such as how a mechanic using the mobile app can: hand over a tool to a colleague without visiting the tool store, pre-book tools for collection, report tool defects including pictures, and more. You will also see latest developments such as the Analytics Dashboard that utilizes the data generated by MROTools.io to provide actionable insights for decision-making. For example: tool transaction volumes and peaks, tool utilization rates, upcoming tool calibration, and more features can be tracked. You will see how MROTools.io integrates seamlessly with any M&E system, provides higher maintenance productivity, lower costs of tools and equipment, and improved safety through full transparency, control, and audit trail of all tool transactions.



**On-Demand Webinar Title:** Advanced Digital Aviation Maintenance Manuals and TechPubs Management Platform Demo Webinar [Simplified Web-Based Maintenance Manual Authoring; Multi-OEM Aircraft Fleets; NextGen Mobile App for Technicians; eTask Cards & Work Packages]

**Host:** Flatirons Solutions

**Date Recorded:** 11th May 2023

**Duration:** 50 minutes

Register to view this On-Demand Webinar (recorded 11th May) to see the latest innovations in digital and interactive maintenance manuals, and company technical publications, via a demo of the popular all-in-one Technical Content and Maintenance Task Management platform from Flatirons. Following processes used by the world's leading airlines and via demos of the platform from the points of view of both a Technical Publications Manager and Technician performing maintenance tasks using the advanced mobile App, you will see how using the Flatirons solutions provides the tools needed for airlines, aircraft operators, OEMs and MROs of all sizes to take full control of their complex technical information, manuals, and tasks, simplifying revision processes. During the Webinar you will see how users can easily manage and enhance their maintenance manual content without reliance on OEM revisions, integrating policies and procedures in real-time and increasing the productivity of maintenance and engineering teams through optimized maintenance tasks and having key info at their fingertips.

# Key Aircraft IT Digital Marketing Packages Benefits



## 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

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

### Example eJournals 2023



View eJournal  
[https://issuu.com/aircraftit/docs/aircraft\\_it\\_mro\\_v12.2](https://issuu.com/aircraftit/docs/aircraft_it_mro_v12.2)

View eJournal  
[https://issuu.com/aircraftit/docs/aircraft\\_it\\_mro\\_v12.1](https://issuu.com/aircraftit/docs/aircraft_it_mro_v12.1)

### Aircraft IT MRO Issue 56: Summer 2023

- **Case Study: A digital game-changer for JAL Engineering Co.**  
*Ivan Albin, CAMO Postholder, Neos Air*  
*Ville Santaniemi, Senior Partner, QOCO Systems*
- **Case Study: An ERP system that has grown with Airbus New Zealand**  
*Peter Buscke, Production Engineer, Airbus New Zealand*
- **White Paper: New Technology Focus**  
*Sriram Haran, CEO, KeepFlying*  
*Varun Prakash Anbumani, Senior Solution Architect, KeepFlying*  
*Vamsi Krishna, Data Scientist, KeepFlying*
- **WHAT IT CAN DO: Embracing ATA standards in data exchange**  
*Henrik Ollus, VP of Aviation Data Exchange Business, QOCO Systems*
- **HOW I SEE IT: Aviation MRO IT: Transformation needs transformation**  
*Allan Bachan, Vice President, ICF*
- **VENDOR JOB CARDS: AD Software and Ultramain**

### Aircraft IT MRO Issue 55: Spring 2023

- **Case Study: Maintenance planning at FedEx Express: Today and the future**  
*Roger L. Hutchison II, Manager TechOps Strategic Mx. Planning, FedEx Express*  
*Elliot Margul, CEO, Aerostrat*
- **Case Study: Chrono Aviation and WAAS benefit with a modern IT solution**  
*Dominic Cayouette, Project Manager, Chrono Aviation*  
*Peter Mortimer, Executive VP Canada, Rusada*
- **White Paper: Embracing MRO digital transformation**  
*Adnan Mansur, Head of Digital and Innovation Services, ADE*
- **WHAT IT CAN DO: The secret of a successful MRO IT System upgrade project**  
*James Cornelius, President, ROTA Technology*
- **HOW I SEE IT: Aviation MRO IT: What's your solution blueprint?**  
*Allan Bachan, Vice President, ICF*
- **HOW TECHNOLOGY WORKS: Taking a digital solution to MROs**  
*Israel Revivo, CEO and President, IDMR*
- **VENDOR JOB CARDS: ADE, RecoSense, REDiFly, and Rusada**

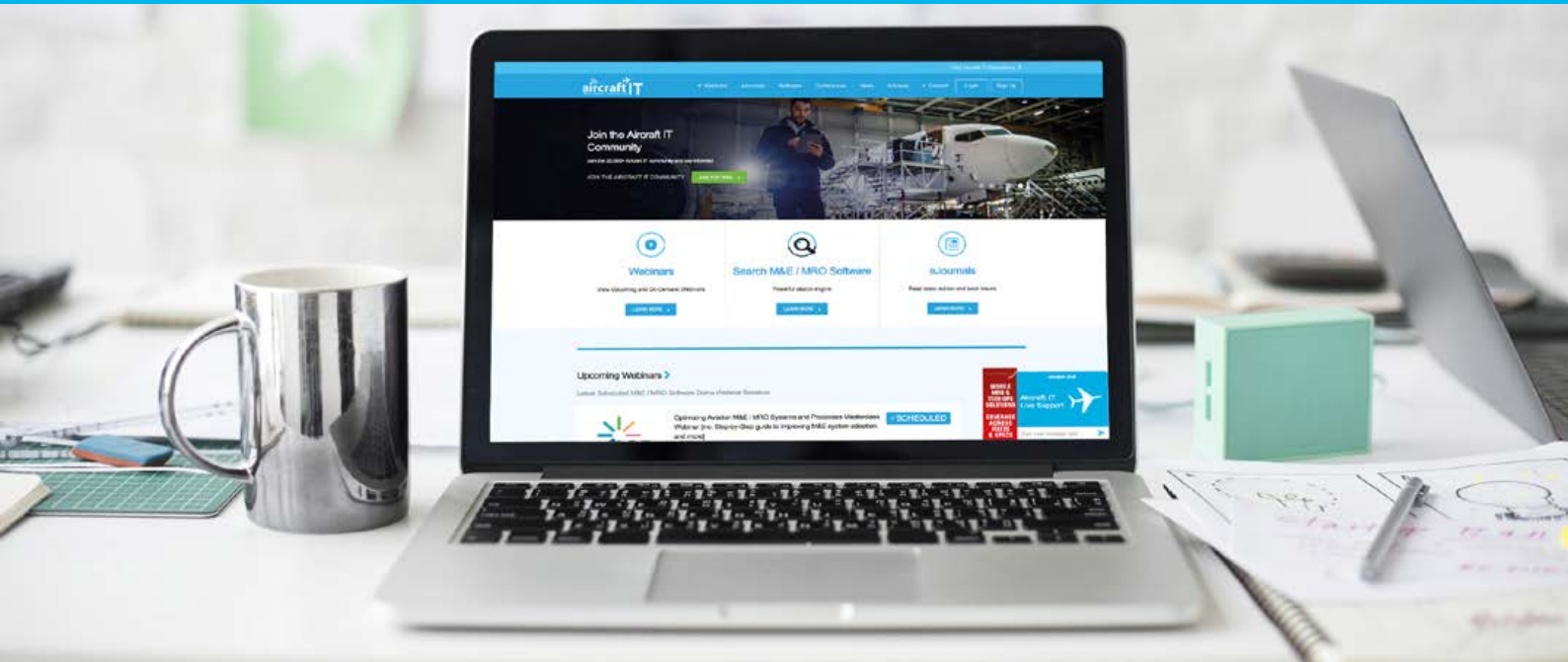
**Digital Version:** 14,000+ views and downloads per month

**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 6000+ users

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

# 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	✓	✓	
<b>Cost:</b>	<b>US \$ 9,995.00</b>	<b>US \$ 6,995.00</b>	<b>US \$ 3,995.00</b>

\* 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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