

# OPTIMIZE PROFITABILITY & ENHANCE PASSENGER EXPERIENCE WITH AIRPORT ANALYTICS (AA<sup>+</sup>)



## ENTERPRISE WIDE AIRPORT ANALYTICS (AA<sup>+</sup>) SOLUTION



### Finance

Enhance bottom line through better control on financial health



### Infrastructure

Monitor project progress & proactive maintenance for better efficiency & serviceability



### Car Parking Revenue Management (CPRM)

Maximize revenues by optimizing car park utilization



### Operations

Improve passenger experience by increasing efficiencies at multiple touch points



### Ground Handling

Improve profitability with optimized productivity & improved quality of services



### Human Resources

Nurture your human capital through analytics



### Commercial

Increase top-line through optimizations of retail space, car park & rentals



### Survey Analytics

Enhance passenger and customer satisfaction through feedback driven analytics



### Airline Marketing

Identify opportunities to attract more airlines at airport



### Environment & Sustainability

Analyze area of improvements to maintain safe & energy efficient business operations

Simple | Structured | Scalable

# 60 SECOND DECISION MAKING WITH AA<sup>+</sup>

Airport Analytics (AA<sup>+</sup>) is a pre-built enterprise wide analytics solution for Airport Operators consisting of in-depth analytics for Operations, Finance, Commercials, Infrastructure, Airline Marketing, Ground Handling, Survey Analytics, Car Parking Revenue Management, HR, Environment & Safety by integrating data across 10+ airport systems into centralized data warehouse. AA<sup>+</sup> enables business users to do historical data analysis with role based highly intuitive and rich dashboards to track operational performance; Thereby optimizing commercial revenue, infrastructure maintenance cost, performance of people and equipments by predicting maintenance schedule. AA<sup>+</sup> drives real time data driven actions to optimize operational performance, reducing passenger wait time, queue bursting at various check points and forecasting passenger and baggage flow. AA<sup>+</sup> enables various analysts at airport with what-if modeling for revenue and operations, projections, forecasts and video analytics for energy usage optimization, traffic flow and many other scenarios with its high end statistical models.



Pre-built, Out-of-box,  
role based insights



Quick data integration  
through pre-built connectors



Risk free rapid  
deployment (4 Months)



Lower TCO through pre-built  
solution on multiple BI platforms



Superlative User  
experience



Mobile enabled.  
Anytime Anywhere Access



Ad-hoc, On Demand  
slice & dice capabilities



Scalable & Future  
proof solution

## NO ONE COVERS AIRPORT ANALYTICS THE WAY WE DO!

### MODULES

### FUNCTIONAL COVERAGE

#### OPERATIONS

Core Operations | Wait times analysis | Airport Resources Utilization | Terminal Management | Airside Management | Aviation Safety | Airport Fire Services

#### COMMERCIAL

Retail | Retail ( DFS) | Utilities | Advertising | Real Estate & Contacts | Car Parking | Retail Sales Benchmarking

#### FINANCE

Core - GL/ AP/ AR Financial Statements | Treasury | Management | Procurement & Contracts | Benchmarking

#### AIRLINE MARKETING

Traffic Analysis | Competition Benchmarking | Schedule Analysis | Route/ Transfer Analysis

#### SURVEY ANALYTICS

Airport Quality Survey | Airport Pax Survey | Skytrax | Commercial Audit | Employee Satisfaction Survey

#### INFRA STRUCTURE

Capex Analytics | Project Management | Maintenance | Benchmarking

#### GROUND HANDLING

Profitability | Bus | Ramp Handling | Terminal Services | Baggage | Benchmarking

#### HUMAN RESOURCES

Policy Admin & Compliance | Recruitment | Compensation & Payroll | Talent & Learning Management | Employee Self Service | Performance Management

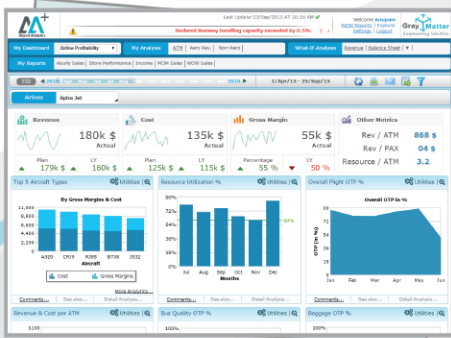
#### ENVIRONMENT & SUSTAINABILITY

Energy Analytics | Water Analytics | Waste Management | Carbon

#### CAR PARKING REVENUE MANAGEMENT

Revenue Optimization & Price Recommendation

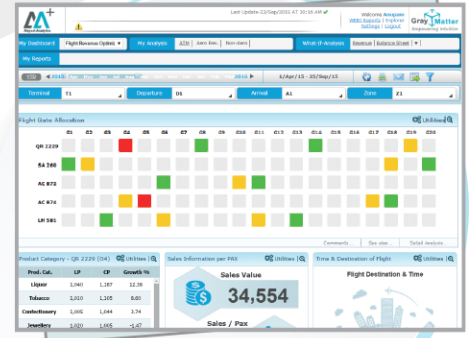




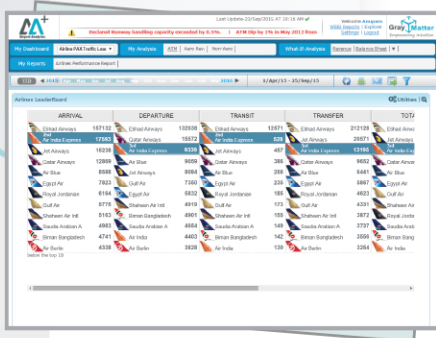
Ground Handling



What-if-Analysis



Commercial



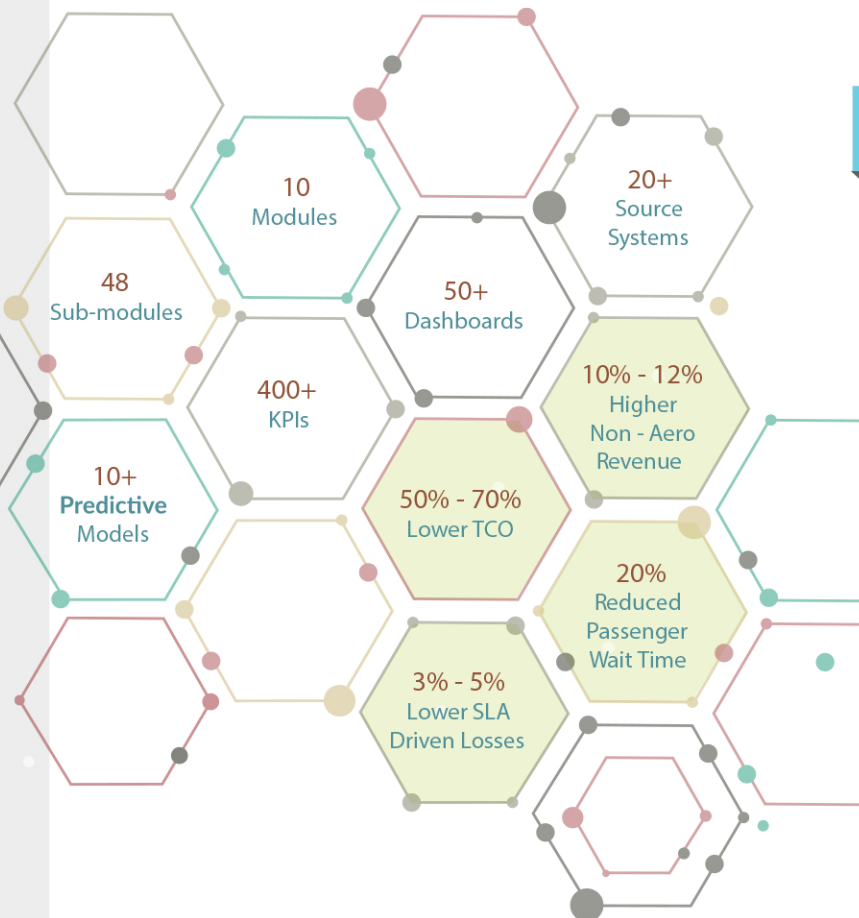
Airline Marketing



Finance



Operations



info@graymatter.co.in

Phone: +358 406700708

## CUSTOMER

### OUR MARQUEE CUSTOMERS

- ✦ Stuttgart Airport, Germany
- ✦ Queen Alia International Airport, Jordan
- ✦ Aeroports De Montreal (Canada)
- ✦ New Delhi International Airport
- ✦ Hyderabad International Airport

### CUSTOMER SPEAK

P S Nair – CEO,  
Corporate Airport Sector



"The GMR group strongly believes in harnessing the 'Power of Information' across all its businesses. By deploying GrayMatter's Airport Analytics solution AA+ on SAP BO, GMR Airports has taken a quantum leap forward. The analytic solution enables GMR's Airport Management team to take quick, timely and informed decisions on various aspects of the airport business across all GMR Airports".

# WHY GRAYMATTER

## Domain and Technology Expertise

A good mix of domain and technology expertise

## Methodology

Well defined project management and project execution life cycles

## Track Record

Successful project execution and satisfied large customer base

## Compliance

Highest level of compliance with zero tolerance policies

## Lower Total Cost of Ownership

Best Solutions executed in offshore and on-site development model

## People Matter

We take ownership of everything we do



### India HQ

GrayMatter Software Services Pvt. Ltd.  
4th Floor, West Wing, RMZ Ecoworld SEZ,  
Outer Ring Road, Bangalore - 560 103, INDIA.  
Phone: + 91 80 6715 6666 Fax: + 91 80 6715 6611  
Email: [info@graymatter.co.in](mailto:info@graymatter.co.in)  
[www.graymatter.co.in](http://www.graymatter.co.in)

[www.graymatter.fi](http://www.graymatter.fi)

### USA

GrayMatter Software Services Inc  
15305 North Dallas Parkway, Suite 300 Addison, Dallas,  
Texas 75001 Ph: +1 972 455 2829  
Email: [usainfo@graymatter.co.in](mailto:usainfo@graymatter.co.in)

### Hungary

GrayMatter-Europa Szoftverfejlesztő  
1115 Budapest, Bátfai u. 54, Hungary  
Phone : +36 1 400 8329  
Email: [info@graymatter.hu](mailto:info@graymatter.hu)

### Finland

GrayMatter Software Services Oy  
Linnoitustie 4 B, FI-02600, Espoo, Finland  
Sandeep Bhatt - Sr. Manager - Sales and Marketing  
Contact : +358 406700708  
Email: [sandeep.bhatt@graymatter.fi](mailto:sandeep.bhatt@graymatter.fi)

### United Kingdom

GrayMatter Software Services Limited  
35, First Avenue, London N11 3NE  
Email: [info@graymatter.co.in](mailto:info@graymatter.co.in)

### Malaysia

GrayMatter Software Services Sdn. Bhd.  
16-11 SUCASA, 222 Jalan Ampang, 50450  
Kuala Lumpur, Malaysia. Phone: +601 0236 6874

### Singapore

GrayMatter Software Services Pte Ltd  
16, Raffles Quay, #33-03, Hong Leong Building,  
Singapore - 048581

