

Airline Digital Transformation

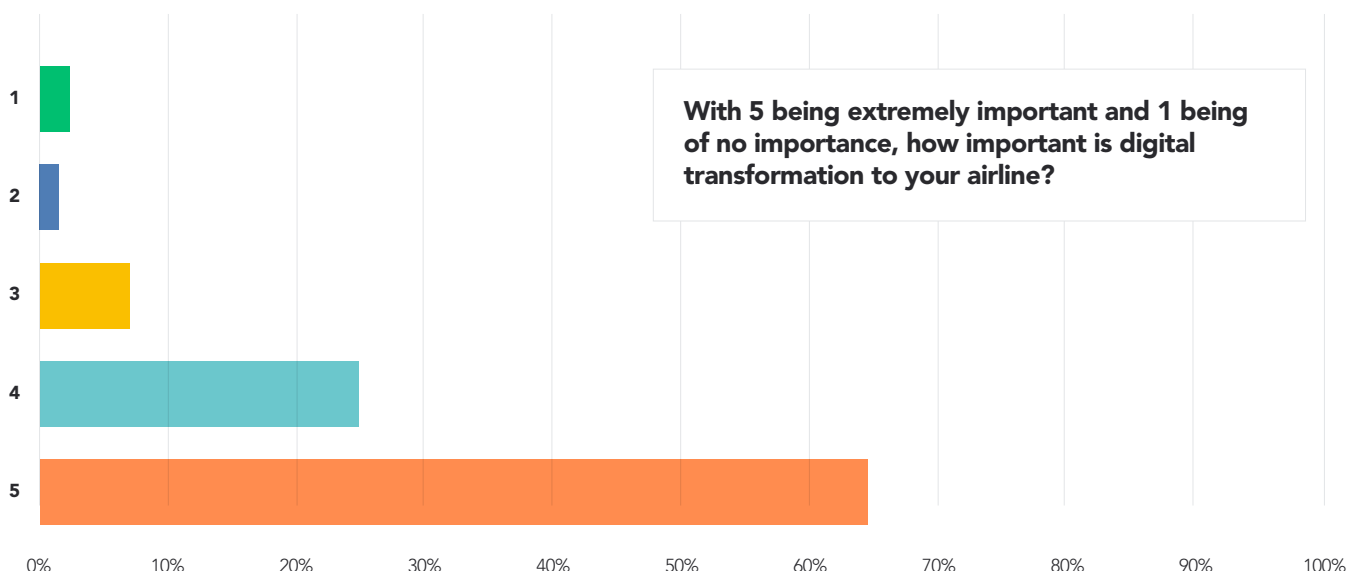
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In the build up to the Airline Digital Transformation forum, in London, we recently surveyed 39 airlines to explore their thoughts on digital transformation.

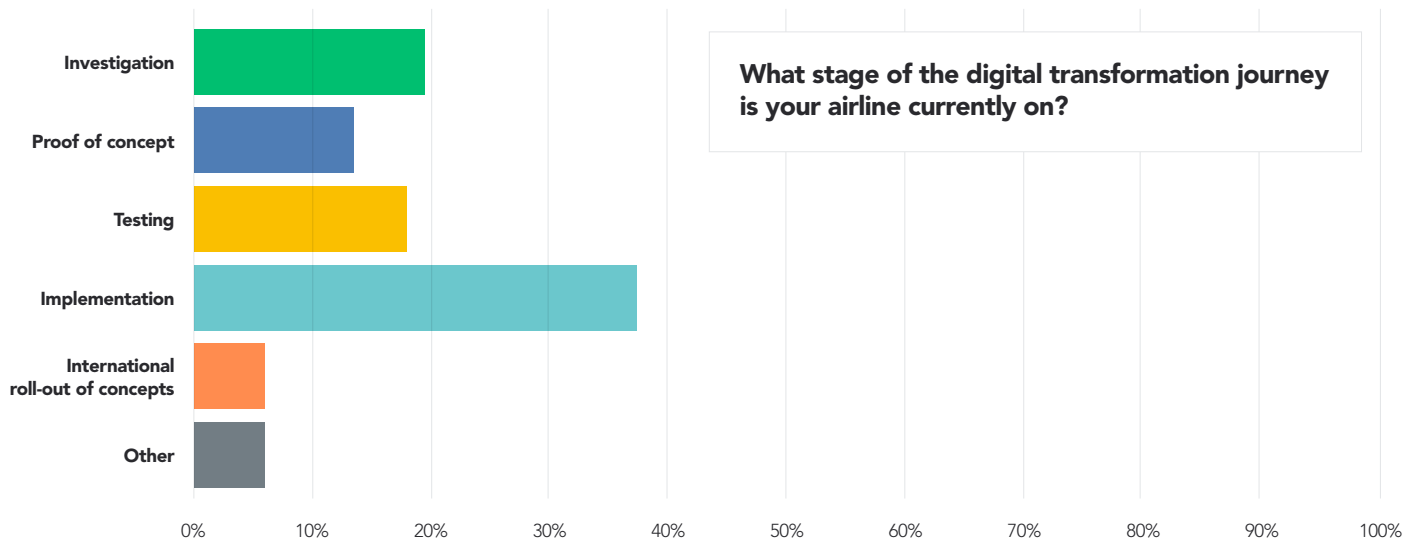
Almost two in five airlines say they are implementing a digital transformation strategy by exploiting emerging technologies to boost their business performance.

These new tools – from artificial intelligence and block chain to machine learning and big data – offer aviation companies a competitive edge in areas ranging from managing fleet performance more effectively to improving customer marketing.

That is a key finding from a survey carried out by FlightGlobal ahead of the inaugural Airline Digital Transformation event in London on 27 November. The questionnaire also found that just under 90% of respondents believe digital transformation is important or extremely important for the industry.



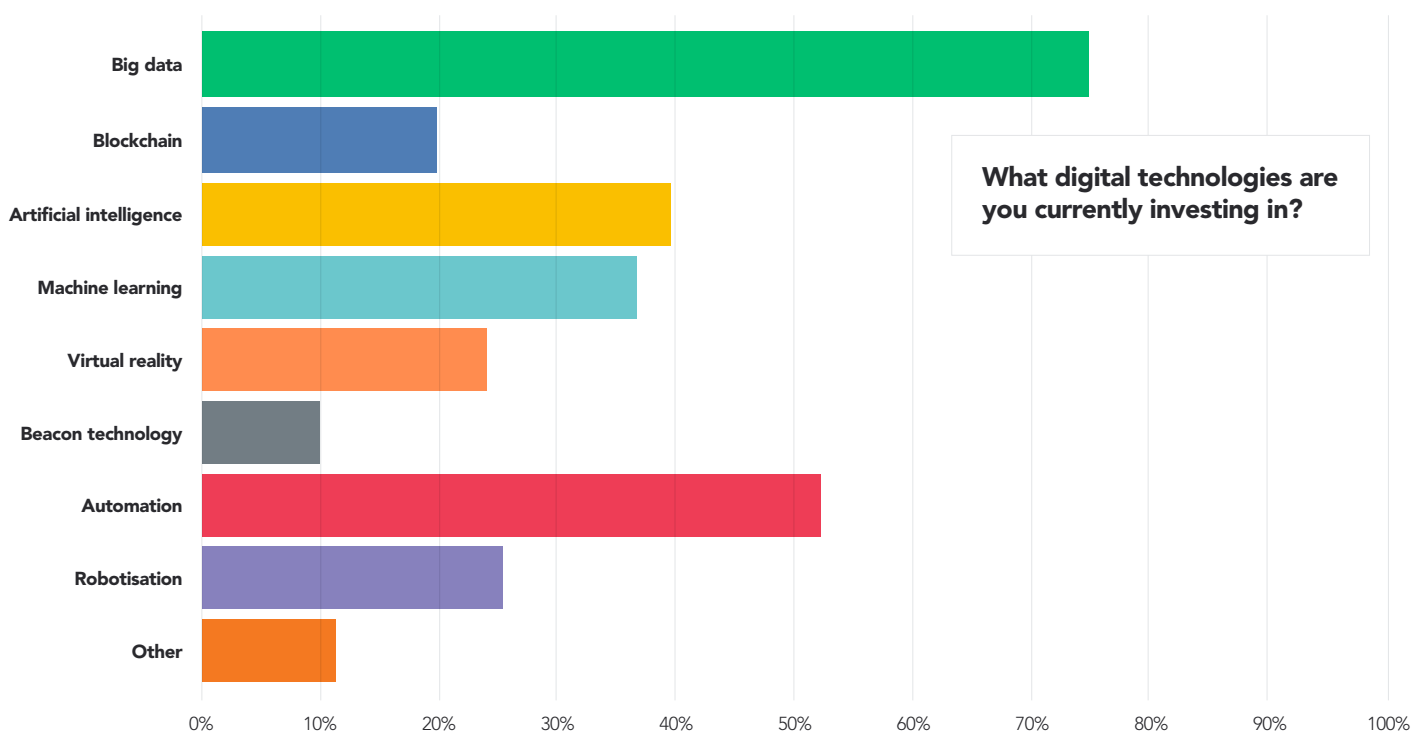
Thirty-one per cent of those polled say they are at the implementation stage of their digital transformation journey, while a further 19% are “investigating”, 18% are in testing phase, and 13% at proof of concept.



Of the areas they are investing in – or want to understand better – big data is the most popular, with three-quarters of those responding spending money on big data capabilities. Artificial intelligence, automation, and machine learning are next most important. Other technologies being adopted by significant numbers of airlines include robotisation and virtual reality.

Block chain – where a growing list of records, or blocks, are linked using cryptography, and famously used to keep track of transactions made using the bitcoin crypto-currency – is one technology where significantly fewer respondents are investing than the number that would like to know more about it.

Respondents cite improving competitiveness as the most important motivation for investing in digital technologies, although they also identify potential problems with delivering digital transformation. For instance, 46% do not think their infrastructure is up to the job. This is the most likely factor in restricting an airline’s digital transformation, with lack of knowledge and resistance of internal culture also flagged as obstacles.



To attend, visit: flightglobal.com/transformation or contact +44 208 652 3233
 To sponsor, contact Sarah Green T: +44 207 911 1344 E: sarah.green@flightglobal.com
 To speak, contact Luke Hill T: +44 207 911 1833 E: luke.hill@flightglobal.com