



Integrated Strategy and Corporate Business Planning for Airports

Short Description

What is SAMS?

„SAMS – Smart Airport Management Solutions“ is a **new toolkit** with many additional options to support the strategic management of airports.

a planning and reporting system developed by aviation industry experts **especially for airport operators**

an **"All-in-one solution"** that covers all elementary planning areas of an airport in an integrated business planning system

a **tailor-made tool kit** for airports of all sizes, which combines innovative methods for developing strategic concepts and state-of-art planning models

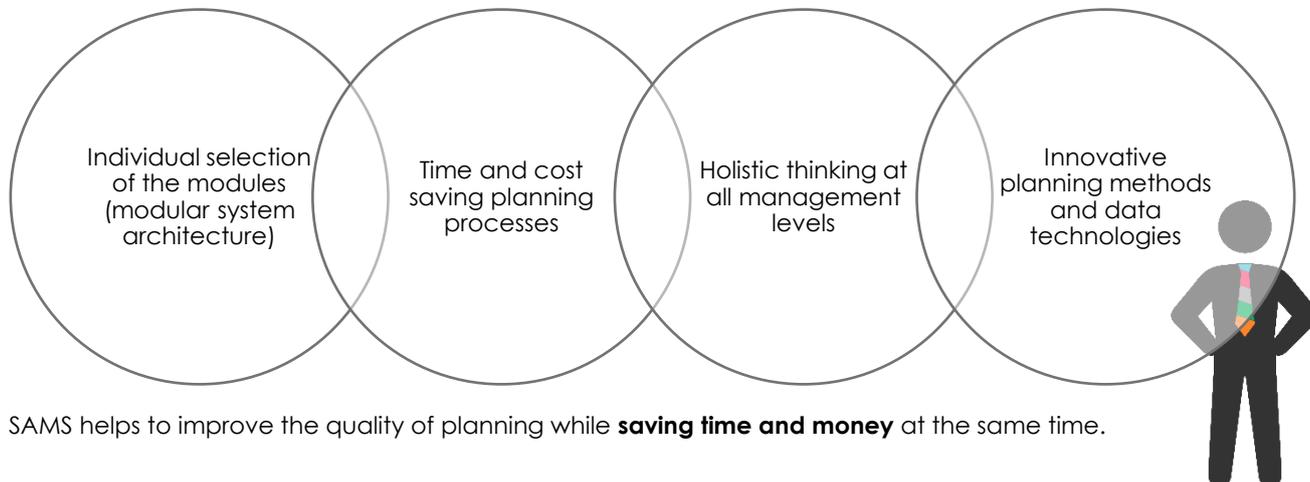
a **team-oriented decision tool** to make decision processes short and efficient without neglecting important aspects

Part of a **service package** or an **in-house solution** that can significantly reduce internal and external planning costs

SAMS is not an oracle and is not a substitute for the planning experts of an airport, but a contemporary extension of the management and planning system to support the **strategic management of airports**.

Tailored for Airport Operators of each size

Each SAMS application is unique, based on a generally applicable basic model, which is specially adapted to the size and organizational form of the respective airport.:



SAMS helps to improve the quality of planning while **saving time and money** at the same time.

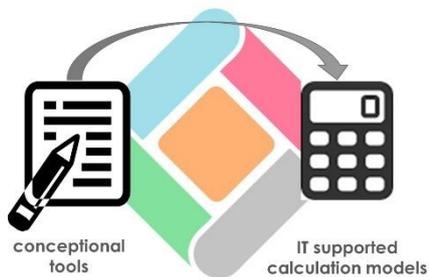
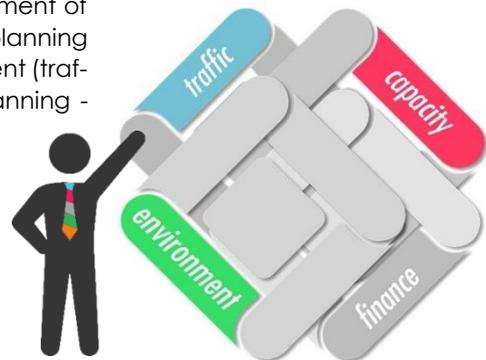




„All-in-one Solution“

SAMS offers an integrated overall solution for the strategic management of airports, which links all elementary planning areas of an airport, all planning processes and all planning levels. SAMS combines both factual content (traffic forecast - capacity planning of staff and systems - financial planning - forecast of external environmental and environmental effects) as well as successive planning processes (data analysis - trend forecasting - strategy development - operational business plans).

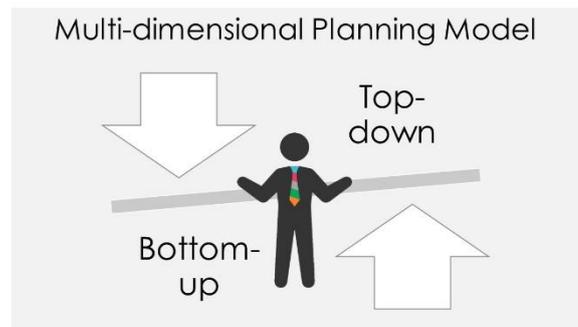
Similar to the planning of the company as a whole, individual business parts (business segments - business areas - business units) or projects can be planned independently in detail and then combined to form a consolidated group result.



In addition, with its **“Airport Balanced Score Card”**, SAMS creates a transparent and easily traceable connection between the strategic development concepts and the resulting, quantified business plans.

In order to meet the increased quality requirements for corporate planning of an airport operator, SAMS uses

a flexible multi-dimensional scenario planning model, which offers a target-oriented **“top-down-planning approach”** for medium and long-term strategy planning as well as a detailed **“bottom-up planning approach”** for implementing the chosen strategies in short-term budget planning, to be selected depending on the respective requirements.



In order to be able to carry out the annual, quarterly or monthly recurring work load to create plans and reports efficiently and in a time-saving manner, SAMS offers a number of **new model control functions**:

cockpit	scenarios	dashboards	reports	settings
Easy to follow User Guidance	Elaboration of alternative Scenarios	Clear presentation of the results	Report Templates	Settings (forecast periods, etc.)
Planning Process Organisation	Scenario Comparison	Graphs and Tables	Automized Data Transfer	Model-Layout, Language

These tools help the user to easily find his way through the planning models, simplify the creation, comparison and evaluation of alternative scenarios, allow a clear presentation of the results in dashboards and tables and the transfer of the current calculation results into prepared report templates in a simple way.





Solutions to support Strategic Airport Management



In general, SAMS promotes "**holistic thinking**", to identify future-oriented opportunities and risks, to set goals and priorities, to take measures and to anticipate the constant change in market and technology at least partially.

SAMS was not only designed for experts from the planning department - on the contrary, SAMS can be made available to all managers and decision makers throughout the company for their own use.

SAMS focuses on **strategic and operational corporate planning**. In addition, SAMS can also be used in many other areas of **strategic airport management**:



Integrated Airport Strategy & Business Planning



Airport Marketing



Strategic Airport Capacity Management



Total Airport Quality Management



Strategic Financial Airport Controlling



Airport Sustainability Management

Using SAMS, both the top management and the heads of departments of all business areas can easily, i.e. without the usual obstacles of complex system solutions and without the constant support of the planning experts, think beyond day-to-day business and develop and test their own ideas.

Strategic Airport Collaborative Decision Making (CDM)

Above all, strategic airport management means that in the future airport operators will be even more concerned with explaining their strategic decisions in public as well as to their customers, end users and cooperation partners. Especially in those cases where the objectives of the decision-makers conflict, a way to a fair compromise has to be found.

This presupposes that each stakeholder involved can recognize and understand the different points of view (goals) of all the other stakeholders. SAMS is the ideal tool to **promote mutual understanding between partners** in international air traffic and to provide management and all external stakeholders with timely and comprehensive information.





Implementation and Support Services

Technological Base

SAMS is based on **“state-of-the-art” Business Intelligence tools**, which are guaranteed to be available for a long time, do not incur any maintenance costs, provides customized interfaces to the database of the respective airport operator and is not hardware intensive. Every airport fulfils the technical requirements for operating SAMS without significant investments.

Implementation Process

To implement SAMS we offer a simple **“step-by-step approach”** that enables a phased extensions.

Support Services and Know-how Transfer

For all software applications comprehensive services are available to support the user on request. This includes technical support services, industry-specific consulting services and know-how transfer to the employees of the airport operator.

Our "Technical Support Services" include **„Help Desk Services“** for short-term arising questions, **„Data Exchange Services“** to support the update of data in the planning models, such as traffic statistics and financial data and **„System Update & Process Management Services“** to integrate new features developed after the implementation free of charge and to improve the workflow constantly.



support



consulting

Our consulting services include the creation of proposals for strategic development concepts, the provision of preliminary studies and data bases (e.g. market studies, benchmark comparisons, technical and organizational inventory analyses, etc.) and special assessments regarding the company's risk management (Project Risk Assessments, Airport Stress Tests) and evaluations (Asset Impairment Tests, Company Valuations, etc.)



training

As part of the know-how transfer, organizational concepts for optimizing the planning and information system are offered on the one hand, and training courses for employees as part of workshops.

About us



Founded in 2010, **AI-MS Aviation Infrastructure Management Systems GmbH (shortly AI-MS)** is a 100% private and independent software engineering and consulting company located in Vienna, Austria.

We are 100% focused on the conceptual design and development of innovative methods and solutions for the strategic management of airport operators. In this business segment, we offer a globally unique combination of industry-specific software applications and related consulting and training services.

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