

Learning case: AIRINMAR

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Best practices – Airinmar

- Airinmar –repair processes and systems for Boeing **est.** 1989 in UK with 120 heads (140 to be by the end 2014). No competitor on a planet. Biggest competitors are customers, coz they could do it themselves (Air Canada, Air France, Bombardier, SW Airlines) – B2B.
- **Product:** tailored IT solutions to integrate with customer’s existing systems and working practices (repair management services to airlines, maintenance repairs and organisation)
- **Demand for e-skills:** IT director, business and IT strategy together
- **IT strategy linked with data management strategy:** - operations, infrastructure, network, user computing environment, - solutions architecture function, which is responsible for data quality, testing and QA, - software development.
- **Major threat:** Information leak.
- **IT budget areas:** Production/Operational excellence – 40% (15 heads); Product leadership/innovation – 35% (15 heads); Clients –25% (5 heads)

Best practices – Airinmar cont'd

- **IT budget skills investment:** Mobility and Applications – 30%; Cloud computing (limited) – 20%; Data Analytics (multi-source data) – 10%; Operations, R&D, productivity tooling – 40%. Minimum social media relations. Most of IT staff PhD or Master in IT.
- **Innovation development:** Within each areas – one project developers (project sponsors) plus IT team (15 people) with 5 in software development who interact also on operations/ maintainance.
- **Innovation:** Right data at a right point much wider market than customers, use this data drives cost efficiencies, supplier engagement. The data is presented in their business processes.
- **IT leaders:** set a business and IT strategy, provide innovation, product and service delivery, continuous improvement of business reflected in the technology, understanding the demand and provide solution .
- **Demand:** Continues integration and deployment model, more methodology based approach as opposed to pure tech skills.