

APAC CIO Outlook

AVIATION & AEROSPACE SPECIAL

Connecting the Enterprise IT Community in Asia Pacific Countries

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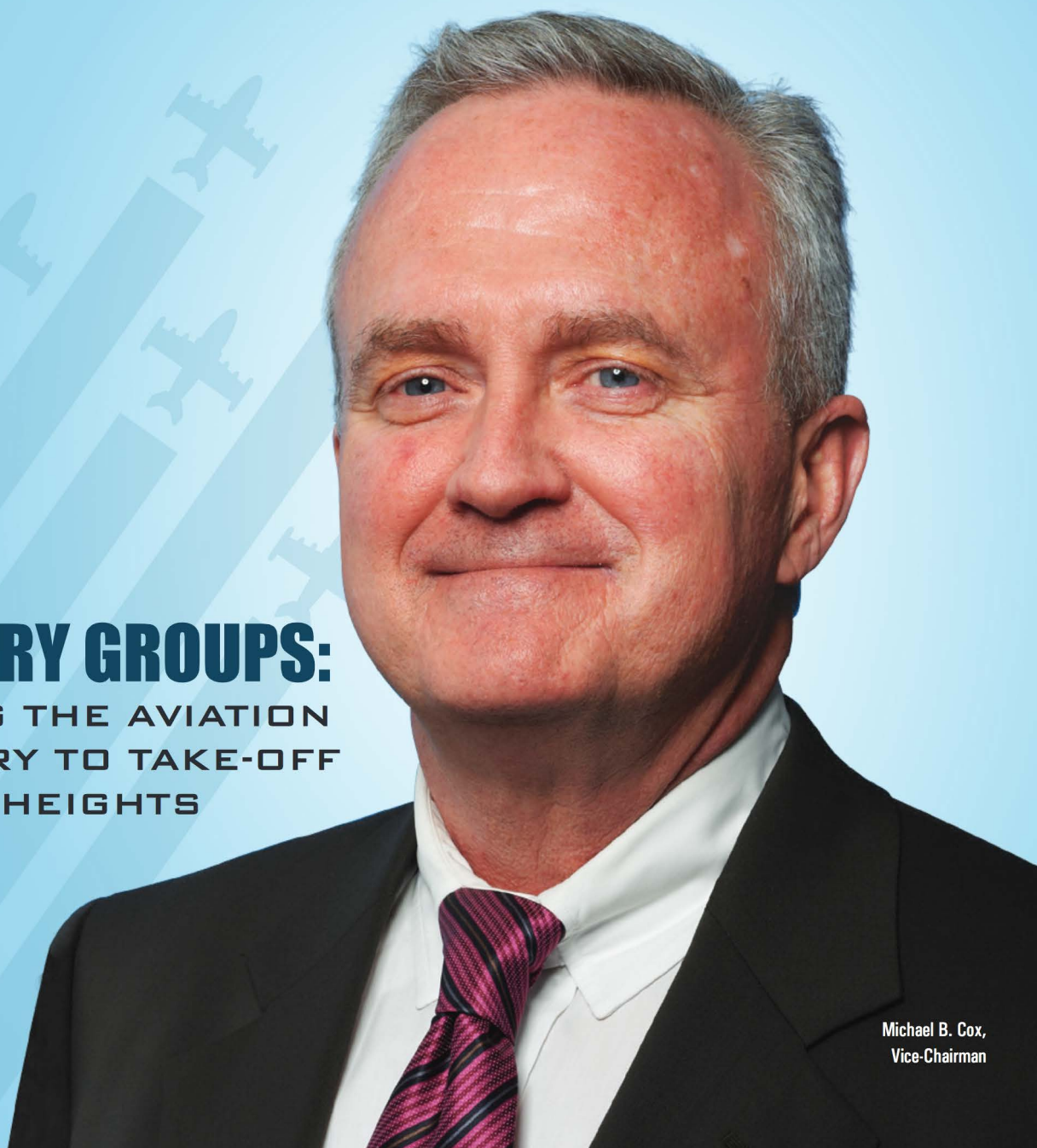
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Rami Mukhtar,
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SEABURY GROUPS: GUIDING THE AVIATION INDUSTRY TO TAKE-OFF TO NEW HEIGHTS

\$15
July-1 -2016



Michael B. Cox,
Vice-Chairman

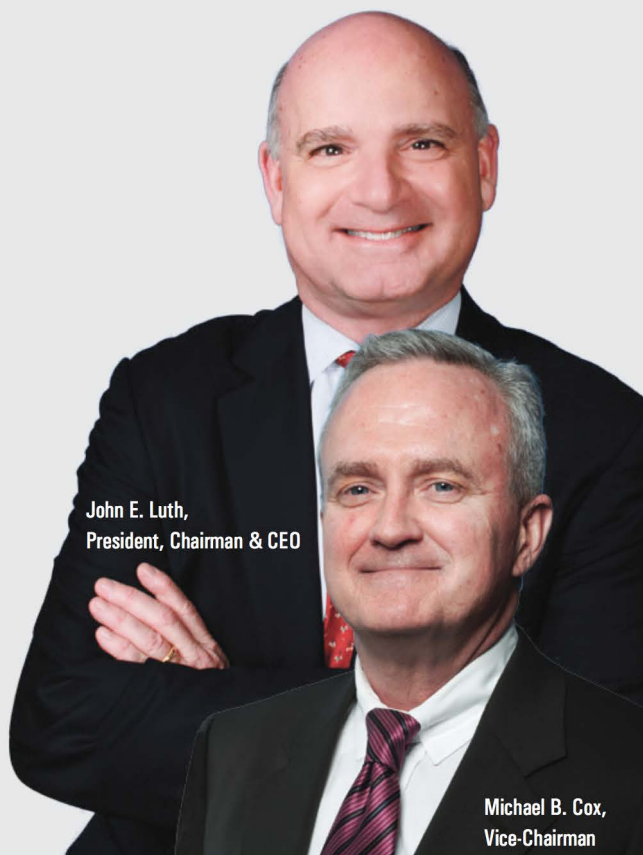


10
COVER
STORY

SEABURY GROUPS

GUIDING THE AVIATION

INDUSTRY TO TAKE-OFF TO NEW HEIGHTS



John E. Luth,
President, Chairman & CEO

Michael B. Cox,
Vice-Chairman

CIO INSIGHTS

CEO INSIGHTS



21



Seamless Technology
from Ground to Air
Ken Green,
CIO,
NetJets



36



Greenfield
Development:
The View from a
Renewable Energy
Startup
Paul Liddell, CIO,
Redback Technologies



40



Implementing IoT
to Revolutionize
Aerospace Sector
Jude Schramm,
CIO-Digital, GE
Aviation



28



Big Data:
Going Beyond the
Landing
Rami Mukhtar,
CEO,
Ambiata

COVER STORY

Today, with over 20 years of experience, Seabury group has partnered with more than 300 clients located in more than 50 countries



John E. Luth,
President, Chairman & CEO



Michael B. Cox,
Vice-Chairman

SEABURY GROUPS

Guiding the Aviation Industry to Take-Off to New Heights

By Ashwani Kumar

The Aviation sector is one of the largest and rapidly growing industries globally. It facilitates a significant portion of world trade, international investment, economic growth and tourism and therefore stands at the epicenter of globalization. Even with an outstanding potential for business and growth, the aviation industry accounts among some of the most challenging industries in the world. Being a capital intensive business, it is highly vulnerable to volatile fuel prices and increasing global competition accompanied with complex scheduling challenges and 24/7 operations round the globe. Strategic advancements in the present aviation business has seen some emerging trends in the industry related to segmentation of workflow, technological customization and inclusion of the customers into the feedback loop through BI. While customers themselves can offer some of the greatest insights into how they perceive an organization, a majority of airlines have failed to build a deep understanding of their consumer needs. This is where Seabury Groups steps into the picture. Established in 1995, Seabury is a global advisory and professional services firm delivering diversified and responsive business solutions to clients in the Aviation, Aerospace & Defense, Transportation and related industries. The company was founded with two principal groups namely Seabury Advisory Group and Seabury Capital.

Today, with over 20 years of experience, Seabury Group has partnered with more than 300 clients located in more than 50 countries, while extending its services and solutions to nearly 1300 engagements globally.

Seabury Capital owns and operates a number of specialty finance companies providing innovative cross-border financing for equipment and trade receivables as well as insurance-backed auto service and financial obligations. Seabury's financial planning and analysis has driven innovation in

both the management and operation of airlines globally. By leveraging data quality and availability, Seabury is able to gain insights into a clients' operations, providing a competitive advantage for its clients in the industry.

In the past five years, Seabury has arranged more than \$6 billion of equity transactions and negotiated new financing and/or debt financing for carriers worldwide and maintains an active dialogue with over 100 aircraft financiers to determine and source the optimal financing for its clients.

Seabury's investment banking practice provides advisory services to privately-owned and public companies, private equity funds and ultra high net worth individuals active in mergers and acquisitions. The company's highly experienced team comprises of seasoned investment bankers who have spent their careers in aviation but it also includes former industry executives and operators, lawyers, finance and military professionals, broadening

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Coupled with an extensive knowledge of the large complex deregulated U.S. market, Seabury is recognized as a global leader in advanced network and revenue analysis

and deepening the quality of advice that they can give to their clients.

Seabury's Advisory Group is a global advisory practice which provides solutions for complex challenges requiring consulting, investment banking, restructuring, and/or information technology solutions. As aircraft transactions are infrequent and complex often causing a disproportionate impact on airlines' long-term success, Seabury plays a vital role in helping its clients' management teams to commemorate confidence on fleet decisions to be best suited to their financial and strategic goals. John Luth, Chairman, Seabury Group, says "Seabury has advised on over US \$100 billion of new or renegotiated aircraft orders,

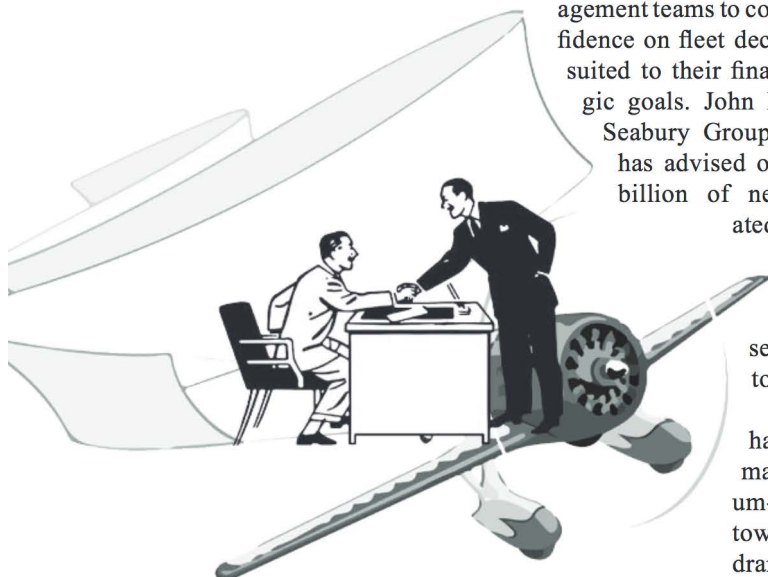
while delivering substantial net present value savings to customers."


The company has lead several major and medium-sized airlines towards achieving dramatic cost reductions by partnering


with diverse clients worldwide to design and help implement comprehensive cost reduction programs as well as targeted efficiency improvements within specific functions. Seabury's initiatives always have an emphasis over a customer-centric solution approach. The company's innovative technical developments such as behavioral customer segmentation technology are unlocking additional value across the industry, ranging from providing a differentiated customer offering to help airlines truly understand the customer while maximizing the revenue generation simultaneously.

Seabury's staff comprises a unique blend of former industry executives, top-tier consultants and seasoned investment bankers who have channelized their expertise and approach towards understanding their customer's needs to build competence. The company designs its projects with a prospect of future changes allowing its clients to navigate faster towards improved results that are more sustainable. The company brings experience gathered from engagements conducted in virtually every part of the world over the last 20 years. Coupled with an extensive knowledge of the large complex deregulated U.S. market, Seabury is recognized as a global leader in advanced network and revenue analysis.

Owing to its varied competitive landscape across the globe, the Aviation sector has become highly political, with foreign ownership laws making true consolidation on a global scale difficult to achieve. The industry offers great amounts of opportunities for those who are positioned to seize it. Seabury Group constitutes a medium for its colleagues in aviation to help them achieve this position and shape their future within the industry. **ACO**





APAC **CIO** Outlook 25 MOST PROMISING
AVIATION &
AEROSPACE 
 SOLUTION PROVIDERS - 2016

The 20th century saw Aviation and Aerospace industry invent itself and make invaluable progress into territories previously unknown to mankind. Now after the turn of the millennium and a decade later it has bloomed into a multi-billion dollar behemoth, which stands at more than \$500 billion worth industry worldwide. The Aviation sector is besotted with new technologies that comes into limelight which drives it to dive in to attain them at the first glance but the maintenance and safekeeping that comes with it loses out on the priority pile. The advancement in engineering is not to be taken for granted, as we move forward the technology available in our hands demands to be supervised with great vigilance. The global Aerospace & Aviation industry provides many a companies with a platform to manage and cater to a niche market which branches out to a range of other service-based structures like Aviation Consultancy, Enterprise solutions, Corporate Advisory, Defense Consultancy etc. But there is a glaring dearth of or in other words lack of quality firms to provide Aviation and Aerospace industry with required solutions and help them conquer greater heights.

In this issue of APAC CIO Outlook magazine, we bring you the “25 Most Promising Aviation & Aerospace Solution Providers.” The list features some of the most renowned Aviation & Aerospace Solution Providers who ensure unparalleled efficiency stamped with their signature hallmark and who strive to render their own array of services and products that will leave an indelible mark in the market. The proposed list aims to aid companies and organizations to choose their strategic partner to uphold their reputation and sustain it without entertaining any risks. In the following pages we have featured some of the most promising Aviation & Aerospace solution providers.

25 Most Promising Aviation & Aerospace Solution Providers 2016

Company	Management	Description
GHD Australia www.ghd.com	Robert Knott GM Asia Pacific	Specializes in Professional Service, Consultancy, Engineers, Architects, Environment, Property and Buildings, Transportation
Hong Kong Business Aviation Centre Ltd Hong Kong hkbac.com	Henry Ho Manager	Provides professional aircraft technical support, ground handling and passenger & crew services
Intersystems Group Australia inter-systems.com	Bruce Allen M D and CEO	Specializes in Information Technology Solutions, Airport Information Management, Flight Information Displays Systems
JAKARTA AEROSPACE Indonesia jakartaerospace.com	Mujahid Samad MD	The company offers Aerospace Products and Services solutions and advice to Individuals, Corporations and Government Institutions
Private Flight New Zealand private-flight.com	Richard Pryor CEO	A leading company providing services to private Aviation industry in Flight Operations & Inflight Catering Management
Proavos Sri Lanka proavos.com	Syed Mujtaba CEO	At Proavos, an elite group of experts from the IT, Airline business and Airline operations have come together with a common belief that the aviation world does not need more of the same but genuine creative solutions
Quartek Australia quartek.com.au	Matthew Goldstraw MD	Quartek provides mechanical and structural engineering services for the aerospace, maritime, land vehicle, rail and energy sectors
Rockwell Collins Australia rockwellcollins.com	Sonny Foster Director	With an extensive range of innovative aviation and high integrity solutions, coupled with a heritage of innovation, Rockwell Collins helps commercial and government customers succeed
Rusada Group Singapore rusada.com	Rob Wilson Head	Aviation software for aircraft operational management, Flight operations systems, Aviation ERP with ability to interface directly with business ERP
Seabury Group USA seaburygroup.com	John E. Luth Chairman, President & CEO	Provides diversified and responsive business solutions to clients in Aviation, Aerospace & Defense, Transportation & related industries
United Aviation (Singapore) Pte Ltd Singapore uaviation.com	Jimmy Chiam GM	United Aviation (Singapore) Pte Ltd offerS aerospace consumables, standard hardware and aircraft parts to the aviation industry
UXC Eclipse Australia uxceclipse.com	James Paterson Head	Specializes in ERP, Microsoft Dynamics AX, Microsoft Dynamics NAV, Microsoft Dynamics GP & Retail
Wandee Engineering Singapore wandeengr.com	Ken Tay Manager	Wandee offers staffing solutions and services ranging from manpower supply, outsourcing to projects basis