



Crew Catering App

Reduced Cost

Reduced Waste

Personalized Food Choices



Crew Catering App

*More Meal Choices.
Less Waste.*

The **Crew Catering app** by *avialytics* interfaces with third-party catering companies on behalf of individual pilots and crew members. We will customize this white-label platform to your brand and look for ways to integrate with and enhance your existing internal processes.

Once developed, this easy-to-use cloud solution takes minutes to install.

Problems Solved

Airlines are relieved of their responsibility to organize and order food for sky-bound employees. Caterers benefit from longer lead times for fulfillment as well as easy-to-understand data around consumer behavior and demands. Crew members are invited to choose their own meals, rather than stomach preselected standard options.

What Else ?

Benefits include reduced food waste, significantly reduced cost, increased choices, increased nutritional transparency and higher morale — from the executive suite to the cockpit.



WE LISTENED

avialytics works closely with airline crews and behind-the-scenes technicians. Each year we collect more information than can be quantified regarding issues including scheduling, data maintenance, aircraft safety and employee fulfillment. Within this data, food dissatisfaction is a prevalent issue, which is of concern given the amount of food that is being wasted.

Personalized Food for Less

App Based Self Service

Using traditional in-flight catering methods, a predetermined amount is spent on standard selections. Crews operating on any given flight are not involved in deciding what food will be available to them. They must choose from the provided meals, usually in descending order of rank. Uneaten food waste is extremely high.

Individual Choices

More food options with nutrition facts, frequent menu variation and the possibility to select meals for flights up to *6 weeks in advance. *Dependent on airline schedule & crew assignment.

Accessibility

Functions both on- or off-line; application refreshes and integrates with analytics BI software within 2 minutes of the device's reconnection to Ethernet/ wi-fi.

Variable Billing & Streamlined Billing

Generates accounting statements by airline and/or individually if salary relevant.

Instant Reaction Time & Processing

Catering orders are automatically validated and sent to the catering companies as XML files to be adjusted to the work flow of the caterer.

Reduced Food Waste

The amount of food ordered can be limited by company policy (e.g. to the value of the current standard selection) or will be limited by the personal budget/ preference of crew.

Reduced Cost

Crew members are given a budget to spend on each meal. If the entire amount isn't used, the remainder becomes realized savings by the airline.

Smart Technology

Expected orders will be forecasted to allow for better planning.

“

Catering has always been an issue for the crews. Letting them decide what they want to eat reduced our workload and provided us with lots of very positive feedback.”

—Kathrin Jahnke
Assistant Crew Scheduling

...

“

I love the new catering app! It lets you choose what food you want and what food you don't want, thereby saving a lot of unwanted food. Also, the app is very clear and user friendly. The point system for choosing food is a perfect solution.”

— Roman Becker
Senior First Officer

4 Ways

avialytics' Crew Catering app leads to meteoric C-Suite advancement

1 What Goes Around

Data-proven and backed by case studies, this app will save your company money. Crew Catering airlines will provide pilots and crew with a pre-determined allowance for food every flight. Enough to order a healthy, hearty meal or meal(s) depending on the duration of the trip. Rarely will crew members utilize that entire sum. Whatever money isn't spent will be rolled back to the company resulting in significant savings.

Imagine presenting those numbers to the board. Which underfunded department will flourish thanks to your decision to streamline in-flight catering?

2 Happier Earth, Happier Operation

Negative press about food waste and the dearth of airline recycling have been increasing in vehemence and hard data for over a decade. International regulations, health codes, a lack of education and logistical challenges have contributed to a lackluster report card for the aviation industry. avialytics' Crew Catering app is designed to reduce waste by effectively, eliminating ordering redundancies and disrupting industry-wide reliance on 'extra' meals that go uneaten.

* According to research published by the Natural Resource Defense Council, airlines annually throw away 9,000 tons of plastic, enough aluminum cans to build 58 Boeing 747 jets and enough newspaper and magazines to cover a football field 230 meters deep.

Use the adoption of Crew Catering as a starting point to explore other environmentally friendly initiatives.

3 Icebergs & Tips

avialytics' Crew Catering app can process vast amounts of data from multiple sources, all across the world, at all hours of the day without any support beyond avialytics' current resources. It performs like a super computer because avialytics does. Its security is indomitable because avialytics' security is indomitable. We never set out to create a cool, functional catering app. We set out to build an all-inclusive data warehouse and business intelligence hive that would be capable of astonishing analytical solutions across the entire aviation industry. And then we harnessed that information to solve a problem.

So when we say you've only seen the tip of what we can do, it would benefit you to grasp exactly how high the ceiling of our capabilities flies. By all means, test drive our app. Save money. Waste less. While we're discussing the specs, feel free to air other grievances, issues or opportunities that you think are going unresolved or overlooked. avialytics has the systems, scale, and expertise to improve any situation.

4 Airline Magnetism

You want the best, most competent personnel to work for you and keep your operation running smoothly. Implementing Crew Catering across your fleet is a great way to differentiate yourself from competitors, improve your employees' experience and demonstrate your company's future-focused, proactive culture. This app is honey to fliers.

*Via A Green America Report: February 2010 (NOTE: This report examines the environmental programs of a handful of marquee organizations, not exclusively cargo airlines.)



“

This app provides the opportunity to better service our crews by letting them decide what they would like to eat on a flight. Along with increasing crew satisfaction, the Crew Catering app makes catering easy and efficient while helping reduce food waste. It's a triple win scenario.”

— Joe Moser • Chief Pilot and Managing Director

“

Replacing auto-catering by letting the crews make their individual selection helps us to dramatically reduce the cost for the crew food while significantly improving the satisfaction with the catering.”

— Thomas Dwinger • Manager Planning & Economics



4 Things

Pilots and jumpseaters that use avialytics' Crew Catering app take for granted

1 Full autonomy

Begin with the allowance given by your employer. But maybe you're training for the Olympics? Curious about an exotic dish? You can add your personal preferred payment method and step up the caloric intake with more dishes. You are the captain of your own culinary fate.

Airlines spend an average of \$30 USD per crew member per flight when using traditional catering programs. *avialytics* allows them to transfer that balance to the individuals' in-app accounts, to be spent on meals of their choice. Custom food selection translates to reduced waste.

2 Instant sync

An in-app schedule updates the moment it touches wi-fi. avialytics sends the necessary communication updates to all involved parties, ensuring your pre-selected meal will find its way to your new assignment before you do.

Using standard catering methods, crew that are added to/dropped from flights only a few hours before take-off become 'meal-stranded' and are left to choose from standard excess options... which then justifies carrying standard excess options. However, by using default favorites the Crew Catering app is able to recalibrate the sources of your meals. It can cancel and/or re-issue your order to match your constantly shuffling destinations.

3 Editable orders

With this many delicious options nobody will judge you for changing your mind. Designating your favorites. Hesitating. Updating those preferences. Scrolling through the gluten-free options, playing with allergen filters, experimenting with the vegan dishes — if we didn't know better we'd call this app a game.

avialytics is looking to include a ranking/review platform in future updates. Users will be able to rate their meals and see how others have reacted to dishes before making their orders.

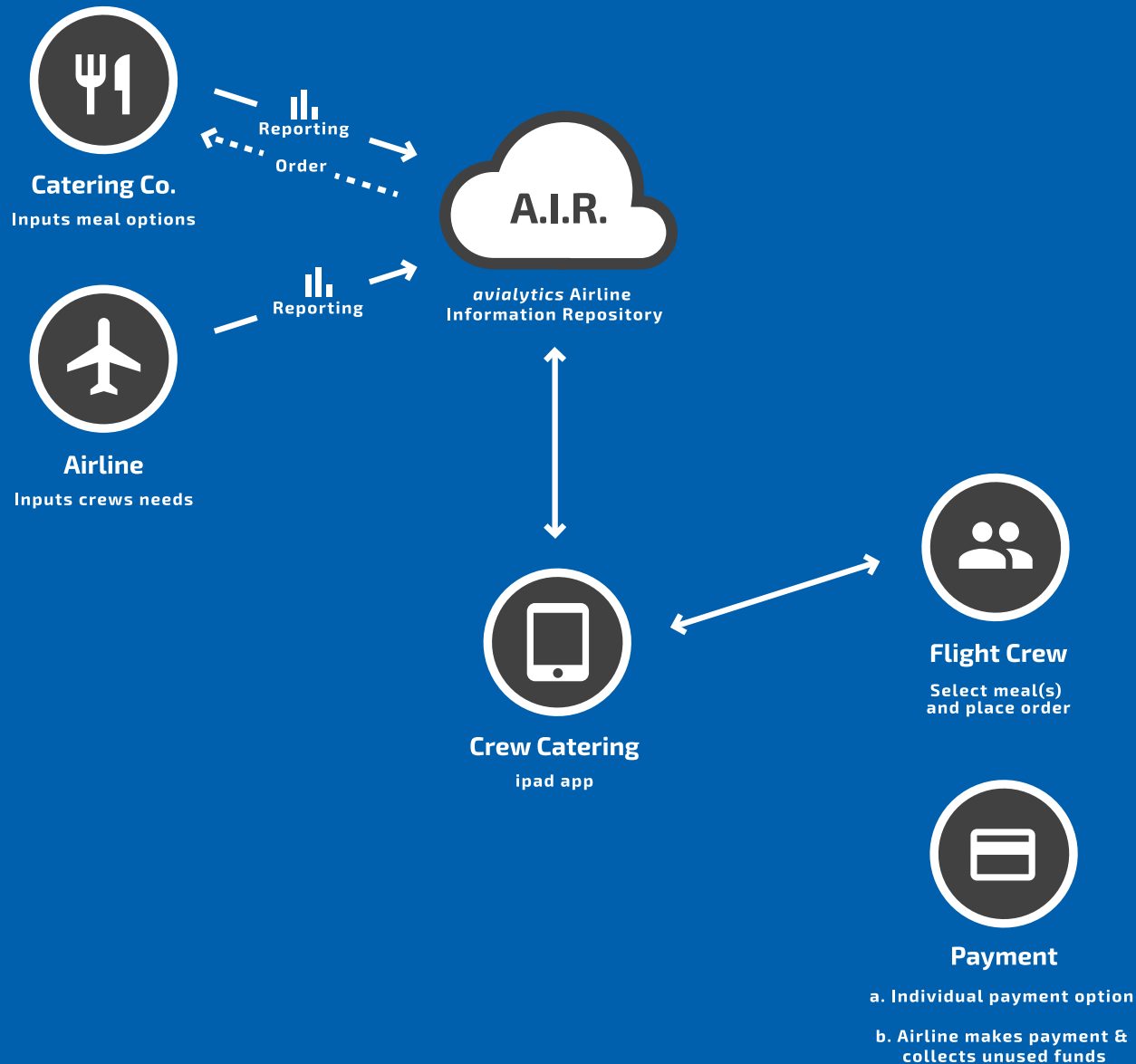
4 Feast your eyes

Color photos and descriptions worthy of any Michelin-starred eatery will give you more than enough information to choose your meal. We apologize in advance for any side-effects including mouth watering, hunger pains, frustration that your local market doesn't offer the same nutritional transparency and losing track of time while getting lost in the menu!

Designed for business and pleasure, the Crew Catering app interface is clean, intuitive and only vaguely addictive.

Crew Catering App

Powered by *avialytics*



Catering Co.

The catering companies send the information about meals and snacks they have available for flight crews to the AIR.

Airline

The airline sends the flight schedule, crew needs and crew budget to the AIR.

AIR

The Airline Information Repository (AIR) is the central data store which provides all required information for the app.

Crew Catering

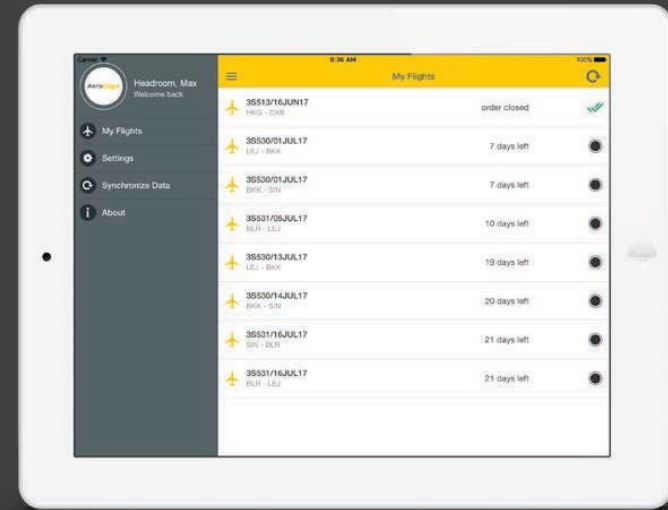
The crew catering app synchronizes individual crew data and available meal options with the AIR as soon as the iPad is online.

Flight Crew

The flight crew selects meals and snacks on- or offline and the order is automatically sent back to the AIR as soon as the iPad goes online.

Payment

The payment is either made by the crew themselves or by the airline, in the second case any unused budget is translated into realized savings.



Case Study

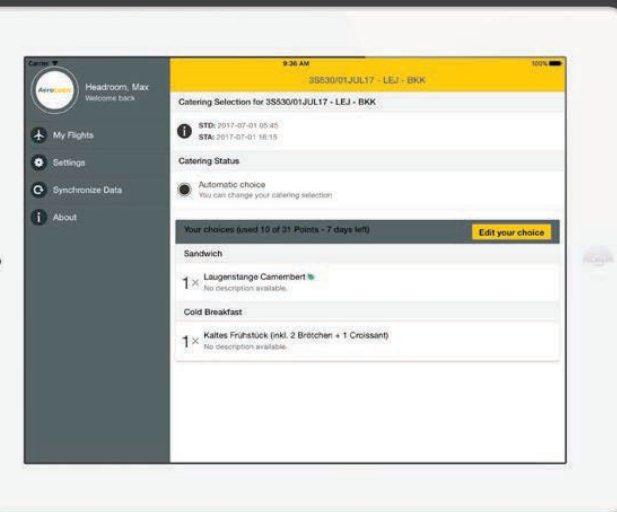
AeroLogic

avialytics' Crew Catering app launched exclusively with AeroLogic in December of 2016. The response was extraordinary. After three weeks of user-experience testing with 10 selected pilots, the results were so encouraging that AeroLogic decided to roll out the app to all pilots without any initial changes.

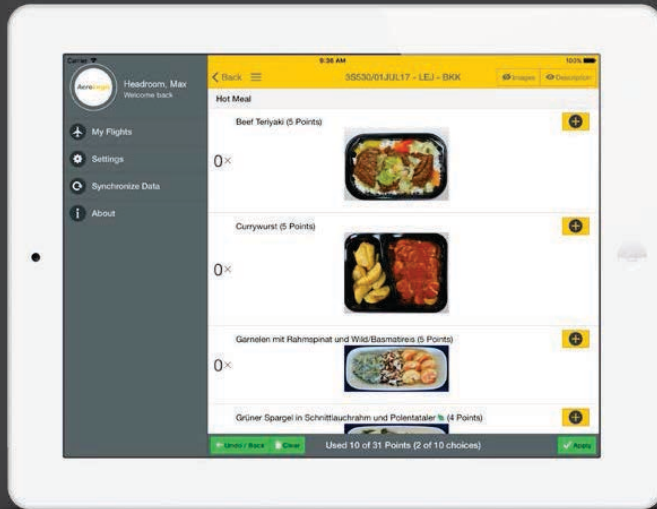
The Partner Collective

avialytics' catering app doesn't compete with catering providers or airlines. Leveraging our aviation contact as well as the combined flexibility and bandwidth of our catering app, means working with us is easy. We're the equivalent of a universal plug-in. Catering fulfillment companies will find our application platform attractive as a means of staying ahead of (or in-stride with) their competition. Airlines will find us irresistible as a solution to the sickening food waste and inefficient catering methods currently in use.

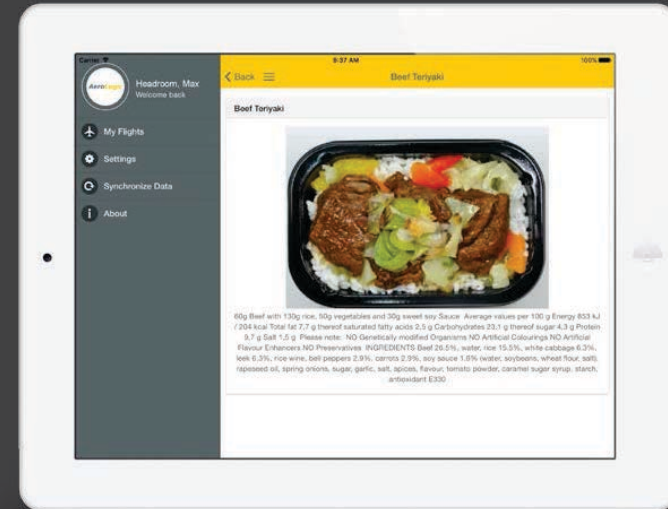
avialytics is over-equipped to handle the data, server traffic, real-time updates, personal information and meticulous disparities between multiple vendors and airlines. Synchronizing that data and allowing it to communicate across dozens of custom interfaces is what we're best at. Most significantly, there is no limit to the number of caterers and/or airlines our app can benefit. The more the merrier.



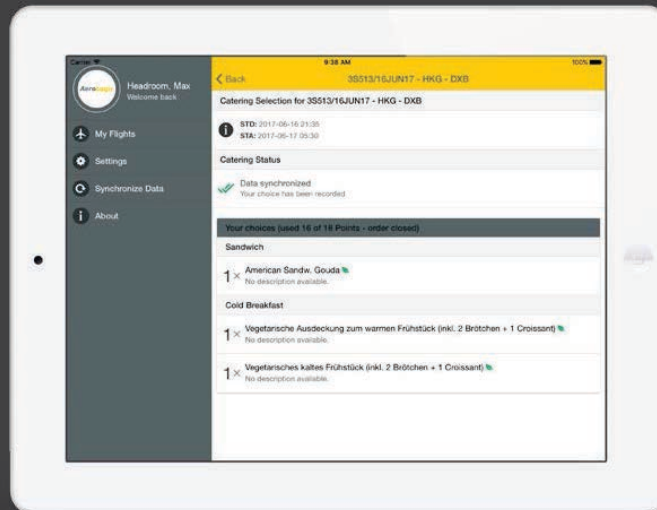
Individual Flight



Meal Choice List



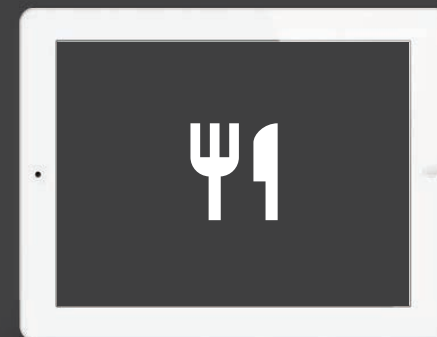
Detailed Meal Information



Order

WHITE LABEL PLATFORM

Our clients brand this catering app as their own. Add custom features and optimize execution strategies to offer the ideal catering app for YOUR existing processes and internal controls.



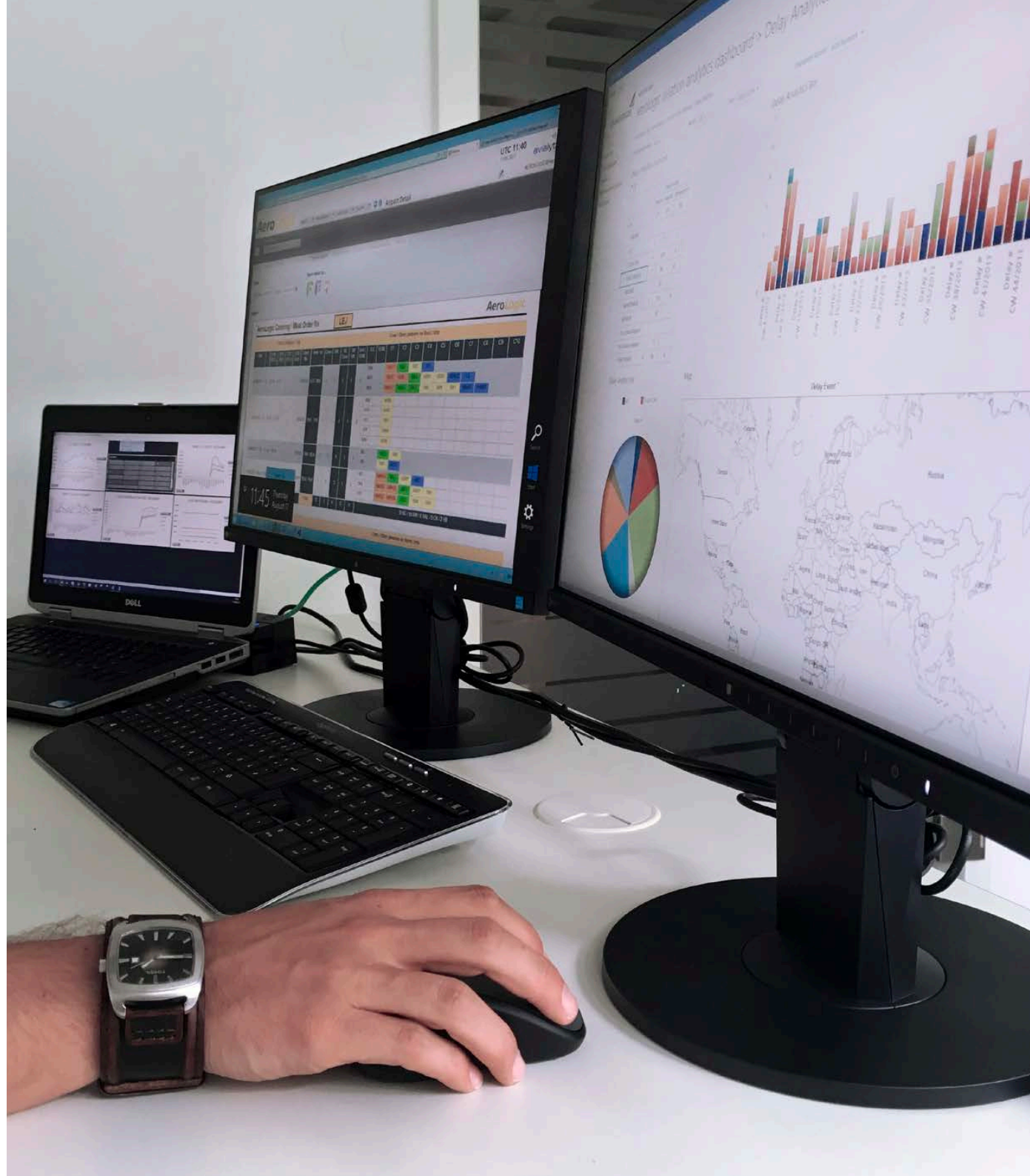
Who We Are

avialytics is transforming aviation data into actionable insights.

Our core competencies involve airline data warehousing, training the brains who navigate that data, the development of *avialytics* AIR (Airline Information Repository) as a data hub providing real-time information and long term trends. *avialytics* is ideally positioned to offer the fastest, most dynamic catering app on the market and that's exactly what we have done!

Peek behind the tech curtain

- iOS App
- Cloud-based back end for administrating food options, durations, and pricing
- Interfaces (XML, Excel, CSV...)
- Reports
- E-mail notifications
- No limit regarding maximum number of users



Pricing

On average, mid-sized cargo airlines spend about \$50,000 per month on traditional catering methods. We expect to lower that cost by 20%. Additional value is gained from crew satisfaction and beneficial environmental effects.

Crew Catering is designed to be a stand-alone system, but can also be integrated into the *avialytics* InfoBOX-AIR Infrastructure.

On-premises solution

Installs on customer systems/network along with customized database set up. License and service fees total \$30,000 - \$50,000 (average based on airline with approximately 1,000 crew/users). Monthly service fee 1% of license and service fees (\$300-\$500 per mo).

Cloud-based solution

avialytics hosts the solution, while customer airline schedules estimated and actual times and crew planning are uploaded and synchronized in near real-time. Admin web-interface and iOS-App functionality are provided to the customer. Enable the export of catering orders to caterer. Monthly fees equal approximately 10% of catering - order value. If a customer has \$50,000 per month in food costs, the customer is charged \$5,000 per month.

Risk-share solution

Works similar to the Cloud base solution and works with established forecasting data. Fees will be 40% of the generated savings (compared to the traditional crew catering method) during the first two years. 5-10 airlines are currently interested in this new pricing model. In the same \$50,000 per month scenario with an average savings of 20%, the fees would be \$4,000 per month leaving \$6,000 savings to the airline without any risk and investment.



Lower your monthly catering costs by **20%**

On-premises solution

\$30,000-\$50,000

License and deployment
+ 1% Monthly service fee

Cloud-based solution

10% of Catering Order Value

Per month

Risk-share solution

40% of Realized Savings

Per month



Transforming aviation data into actionable insights.
avialytics is focused exclusively on the information
value chain relevant for airlines, providing solutions
for all steps along the way.

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