Cloud Analytics Drives Airplanes-as-a-Service Business

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Today's Speakers

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SNIA-at-a-Glance

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- Educate vendors and users on cloud storage, data services and orchestration
- Support & promote business models and architectures: OpenStack, Software Defined Storage, Kubernetes, Object Storage
- Understand Hyperscaler requirements, Incorporate them into standards and programs
- Collaborate with other industry associations
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Glyn Bowden

HPE
TIME & Data Dictates Analytics Impact

- **Data Processing**
  - Heavy
  - Medium
  - Light

- **Reaction Time**
  - Long
  - Medium
  - Short

- **ML & AI**

- **App & Data Aggregation**

- **Data Capture**
Increasing Outcome Impact of Analytics

Prescriptive maintenance use case example

- Limited efficiency
- On asset breakdown

Reactive

- At pre-defined time intervals
- On shut-down machines

Preventive

- Anticipate asset breakdown
- Machine Learning and IOT driven

Predictive

- Optimize the outcome based on risk and cost
- Model transparency
- Action automation

Prescriptive
Data Path for Traditional Analytics
Ben Howard

KinectAir
Three Stages to Practical Analytics

1. Collection - What data sources, and how do you get the data you need?

1. Detection/Decision - Bring all the data sources together and build a consensus

1. Action - Plan and Go
THE WAY PEOPLE FLY WILL CHANGE MORE IN THE NEXT FIVE YEARS THAN IT HAS IN THE PREVIOUS SIXTY
FOR THE FIRST TIME, **AI GUIDED OPERATIONS** AND UNIT MARKETING
MANAGE AN **ON-DEMAND EXPERIENCE** FOR CUSTOMERS AT SCALE

**COMMUNICATIONS**
- Itineraries
- Updates
- Reminders
- Pilot instructions

**INBOUND REQUESTS**
- Email
- Website
- Apps
- Brokers

**SCHEDULING**
- Aircraft
- Weather changes
- Pilots
- Maintenance

**UNIT MARKETING**
- Targeted ads for every flight
- Dynamic pricing
- Seat availability

**SALES**
- Dynamic pricing
- Payments
- Refunds

**ROUTING**
- Booked flights
- Repositioning flights
- Maintenance

**ARTIFICIAL INTELLIGENCE**
Every new customer transaction has implications across all operations. Only AI can handle the scale and complexity in real-time.

**AI BOOKING, ROUTING & DISPATCH**
THAT DELIVERS A 90X MORE EFFICIENT CHARTERING SYSTEM,
FILLING SEATS AND EMPTY LEGS

**NEW OPPORTUNITY**
AI allows for a programmatic new way to sell seats for every flight.

**APPS**
The KineticAir software platform gives customers immediate answers, allowing them to browse, customize, and book their flights.
Building an Airplanes as-a-Service Business

- Weather
- Airplanes and locations
- Passengers locations/destinations
- FAA Information
- Other airline information
- Data security, info privacy...
Three Lessons from our CTOs

1. Information without meaningful action isn’t useful information

1. Knowing what you see is not enough, you need to know what to do with it

1. Decisions are more based on what data you have when you need it, not on what data you might otherwise need to make a “good” choice
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