



SWISS-AS

Sharing the focus on customer needs that informs the development of AMOS



As Chief Product Officer, Matthias Wagenmann has headed the Research & Development department since the 2004 foundation of Swiss AviationSoftware, responsible for all aspects of AMOS development. In 1998, after finishing his Computer Science studies at Karlsruhe Institute of Technology (KIT) in Germany, he joined the Crossair IT department as a Software Developer. One of his first tasks was the migration project of AMOS from Powerhouse to Java..

Aircraft IT: Your name, your job title and the name of the business?

Matthias Wagenmann: Matthias Wagenmann, VP Research & Development, Swiss AviationSoftware Ltd.

Aircraft IT: How did Swiss-AS / AMOS get started?

MW: The development of AMOS started back in 1989 within the IT department of the airline Crossair which later became Swiss International Air Lines or 'SWISS', initially for in-house usage only. Over time, other airlines showed interest in also using the software; so AMOS gradually became a product offered to other airlines.

In 2004, the company Swiss AviationSoftware was founded as a spin-off from SWISS. The newly formed company was given the ideal set-up to

develop its own strengths as an MRO software provider in this highly specialized market. What started as a small IT project by a handful of people 30 years ago has evolved to a complete ecosystem. Today Swiss-AS supports more than 170 customers worldwide with a workforce of around 180 people. For 2019 Swiss-AS plans its biggest growth in history, while increasing its staff by more than 30% to 250 employees.

Aircraft IT: What is the attraction of Aircraft related IT?

MW: The attraction comes from acting in a niche market with very specific and complex needs. Despite the competition within the airline business in general, the employees of the technical and IT departments of aviation organizations tend to relate

on a personal level to their peers. At our customer conference, which recently took place in Lucerne, it was a pleasure to see so people from many different airlines and MROs united in the intention to collaborate - the most often expressed goal of the attendees was 'networking'. And we are proud to host this fast growing community.

Aircraft IT: What is the guiding business principle that drives Swiss-AS?

MW: We see our role in fulfilling the shared needs of a large community - not as the typical software vendor, but more as an integrator serving the needs of the AMOS Community. We pursue the common goal of building the best MRO IT solution together and are guided by the principles of the 'Honorable Merchant': acting in a fair manner, transparent,

reliable, sustainable and accountable. We believe that good long-term relations are more important than quick wins and that, in the long run, only fair deals are good deals. We combine traditional business values with progressive IT solutions. Less buzzwords, more matter.

Aircraft IT: What has been Swiss-AS' greatest IT achievement to date, and why?

MW: Generally speaking, keeping the AMOS ecosystem innovative through 30 years of changing IT trends: from text-terminals to graphical UIs, from traditional desktop applications to mobile apps, from record keeping to expert system, from paper to e-signature. Today we accompany our customers on their way towards digitalization.

We have established, with AMOScentral, a virtual cloud over all AMOS installations – allowing easy connectivity and improved collaboration within the AMOS community and beyond. With AMOSmobile in execution, AMOSdesktop in the back-office and AMOScentral as collaboration platform, we see the AMOS suite ready to support the digital transformation efforts of our customers.

Aircraft IT: What has been Swiss-AS' greatest business achievement to date, and why?

MW: Today Swiss-AS has 10 development teams and offers a complete suite of services around AMOS. For a sustainable growth, the internal processes need to be continuously adapted to the growing number of customers and employees and the size of the product source code. Keeping the company lean, the development agile and the product maintainable are key success factors to stay competitive for such a long time.

Aircraft IT: What have been Swiss-AS' disappointments and what have you learned from them?

MW: For some of the innovations we implemented, we had to accept a rather slow adoption within the

“... customers' need to work beyond company boundaries. Airlines today rely on multiple MRO providers, outsource their line maintenance activities, set up different maintenance models for different fleets or different stations, etc. In order to bridge the digital gaps within the MRO process flows between different companies, we currently offer working on AMOScentral.”

community. A typical phenomenon when IT visions meet the business reality. We underestimated the required change management on the customer side. As an example: AMOS had supported electronic signatures for many years before the first customer used it productively and it took some more years until AMOS customers on a large scale initiated in-house projects to become paperless. As a consequence, we now offer dedicated consulting services for new features and technologies instead of just delivering them.

Aircraft IT: In a sentence, how would you summarize what Swiss-AS does for aircraft MRO customers?

MW: As vendor of a community product, we follow a very customer-driven development approach. We do what the customers want while nevertheless always keeping an eye on the market to ensure the competitiveness and longevity of the product.

Aircraft IT: What is new on Swiss-AS' development horizon?

MW: We see in our customer base a clear trend to speed up the digital transformation process. By going paperless with AMOSmobile and electronic signature and adopting the fully integrated backend of the AMOS suite, a company's internal processes can be fully digitalized.

Another industry trend to which we have responded is the customers' need to work beyond

company boundaries. Airlines today rely on multiple MRO providers, outsource their line maintenance activities, set up different maintenance models for different fleets or different stations, etc. In order to bridge the digital gaps within the MRO process flows between different companies, we currently offer working on AMOScentral. It will empower collaboration by shifting the company boundaries while still keeping the benefits of local data holding, ownership and privacy. Via AMOScentral customers basically only share what they want to share.

Aircraft IT: What will be the next big thing in MRO Aviation IT?

MW: Once all MRO processes are fully digitalized, the IT systems will have a complete and current digital representation of the real world. This will allow our customers to realize many optimizations, for example (semi-) automated planning, AI-based optimizations of ground-times or the usage of big data analytics for predictive maintenance.

Aircraft IT: What do you want your customers to say about Swiss-AS / AMOS?

MW: We want them to state that we are listening to their requirements and do our best to fulfil them by delivering a best-in-class solution. And that we are smart, good looking fellows!

Aircraft IT: Matthias Wagenmann, thank you for your time.