


arkia

"Our potential for growth depends on our efficiency. By installing a platform to unify and standardise organisational processes, we have taken a large step forward in enabling that growth."

Lea Lubelchick, CIO

Ultimate flexibility for an expanding national airline

The ability to automate many work activities and processes allowed Arkia to maintain its pace as a dynamic national airline. Using SEQUENCE, Arkia rationalised many of its previous systems, documents and processes into one integrated platform. This allowed employees to be more responsive by giving them consolidated and updated facts and information.

Challenges

- Consolidate systems, documents and manual processes
- Handle high volumes of data and support cross-organisational processes
- Assemble, manage and control information for specialist groups
- Encourage knowledge-sharing throughout the airline
- Integrate well with other workflow and e-mail based applications
- Work across a distributed Extranet environment

Situation Analysis

Established in 1949, **Arkia** is a major airline and tourism company in Israel. Its fleet of over 40 aircraft operates tens of domestic flights daily, as well as International Charter Flights to numerous European destinations. Arkia currently maintains offices in 10 Israeli cities, as well as over 20 offices in cities around the world. It employs over 1000 people in Israel and abroad.

As a global airline and tourism services supplier, Arkia needed a management system with strong benefits within a cross-culture and cross-organisational environment. It was essential to provide accurate and updated information on an immediate basis, with personalised content selection. Arkia identified BPMS as the most appropriate technology for its needs.

About PNMsoft

PNMsoft was founded in 1996 by experts in human workflow processes and specialises in Business Process Management (BPM) and Workflow Automation solutions for business users. The company is a multi-national enterprise with its marketing headquarters in the UK, the R&D centre in Israel and a global network of business partners and associated offices.

The company has solid financial backing from Goldrock Capital (<http://www.goldrock-capital.com>) an institutionally-backed fund specialising in high-tech companies that show strong growth potential.

PNMsoft is noted for looking beyond pure software issues, towards key requirements such as customisation and fast ROI.

The company has formed close and long-standing partner relationships, particularly with Microsoft. PNMsoft is a Microsoft Gold Certified Partner as well as a member of the Microsoft Business Process Alliance.

Strategy and Implementation

Arkia selected PNMSOFT's SEQUENCE due to the platform's user-friendliness, web-based technology, flexibility and adaptability. PNMSOFT created a Knowledge and Process Management Centre for the use of all Arkia offices around the world.

Focusing on the platform's Workflow management module, PNMSOFT provided Arkia with a web-based BPM portal that enabled every company employee to log on and get personalised content and information. Through tight integration with the core aviation systems, PNMSOFT provided Arkia with the ability to launch, manage, track, and adjust automated work processes such as crew scheduling, crew pickups for flights, pilot training schedules, catering orders and more.

Specific processes covered:

- *Flight Information*: coordinating all departments and specialists
- *Authorisation*: assembling all elements required for approvals such as SITA files
- *Flight Crew*: managing crew scheduling, crew pickups for flights, pilot training schedules
- *Special Alerts*: reporting and analysing unusual flight events

Results

The ability to unify and standardise information access among its large international workforce helped Arkia to reduce data storage and management costs, while maximising the exposure and dispersal of operationally-vital information among company employees. By making information more available and personalised, Arkia enhanced its agility to compete in the challenging aviation market.

An automated Knowledge and Process Management Centre has given Arkia the advantage of being an efficient and responsive airline

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About SEQUENCE

SEQUENCE is an intuitive BPM software suite based on a graphical flowchart-based platform. It contains powerful options to give users great flexibility in taking an existing business process and converting it from a manual flow to an automated flow.

SEQUENCE provides a full end-to-end BPM solution that includes exploring, modeling, simulation, execution, integration, monitoring and optimisation functions. People interact with the solution via their familiar desktop environment such as Outlook and SharePoint. SEQUENCE also interfaces with best-of-breed 3rd party software.

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