



PUBLIC

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Business Case Deck: Elevating Airline Operations with SAP

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Company Profile and Details



Industry: Aviation

Key offering: Passenger flights

Operational Locations: Global presence, operates across 50 destinations

Employees: ~6,000 Full Time employees

Background

SkyLink Airlines is a mid-sized international carrier, operating over 300 flights daily across a network of 50 destinations. With a solid market presence and a growing customer base, the airline serves a mix of business and leisure travelers in both domestic and international markets. However, SkyLink is now facing a critical turning point, as operational and digital inefficiencies threaten to undermine its competitiveness in an increasingly data-driven and customer-centric aviation industry.

Despite steady demand, SkyLink's ability to scale and optimise its operations is being held back by outdated infrastructure and disconnected processes.

Company Challenges

IT infrastructure was not a focus for SkyLink Airlines till now and it lacks a strategic direction for IT. Running on siloed cloud and on-premise IT solutions, there is no integration across departments and countries.

However, with the intention to improve operational efficiency, it understands and hopes to set its foundation right and ensure that it drives costs down with its new IT infrastructure. As such, SkyLink Airlines wants to work with a software vendor who can help execute its digital business transformation journey and become an intelligent and sustainable enterprise to achieve its goals.

Tactical Challenges

1. Fragmented Data Systems

SkyLink's core operational functions - ticket booking, flight scheduling, and aircraft maintenance - are run on separate, non-integrated platforms. This fragmentation results in data silos, making it difficult to access unified insights across departments. Without real-time, cross-functional visibility, decision-making is slower, error-prone, and reactive rather than proactive. Teams are often forced to rely on manual reconciliation of data, leading to inefficiencies and misaligned priorities.

2. Poor Demand Forecasting & Pricing Optimisation

SkyLink currently uses basic forecasting methods that fail to accurately predict demand across routes and seasons. This often results in underbooked flights or overcapacity, affecting both revenue and customer satisfaction. In addition, the airline's ticket pricing is largely managed manually, limiting its ability to respond dynamically to market changes or competitor pricing. This outdated approach causes lost revenue opportunities and an inability to fully leverage yield management strategies.

3. Inefficient Aircraft Maintenance Management

SkyLink's maintenance operations are still largely reactive, addressing issues only when they arise. Without predictive maintenance capabilities or a centralised maintenance tracking system, the airline suffers from unplanned downtime, frequent delays, and higher operational costs. Maintenance scheduling is not integrated with flight operations or fleet planning, leading to suboptimal aircraft utilisation and avoidable disruptions to service.

4. Weak Customer Engagement & Retention

While SkyLink has a sizable customer base, it struggles to engage passengers beyond the point of sale. The airline does not consistently notify passengers about seat availability, fare changes, or relevant promotions, missing opportunities for upselling, loyalty program engagement, and repeat business. In an era of increasing customer expectations, SkyLink's lack of timely, targeted communication is a significant disadvantage.

Case Guidelines

SAP's purpose is to help the world run better and improve people's lives with sustainability at the core. Our Intelligent Enterprise Solutions, and the way we engage with leading edge technologies like Artificial Intelligence, Machine Learning, Internet of Things and Big Data, enable us to have a real impact on our customers and the world. We want all our customers to become 'best-run businesses' and achieve zero waste, zero emissions, and zero inequality. The company's integrated applications connect all parts of a business into an intelligent suite on a fully digital platform, thereby replacing the disconnected, legacy platform.

Your Task

You are an intern in SAP's Solution Advisory Team. You have been asked, along with several other interns, to consider how SkyLink Airlines can address some of the business challenges and improve their business processes. You will have **7 minutes to present both your pitch deck (containing your business transformation recommendation) and technical demonstration showcasing your prototype to SkyLink Airline's Leadership Team**, followed by a **3 minute Q&A session**.

[Submit the slides and link to the repository](#) you will be using for the presentation before the cut-off time.

For Business Participants

SkyLink Airlines is committed to driving a digital transformation using SAP's suite of products and solutions. The leadership seeks proposals that can deliver **tangible business value within a 12 to 18-month window, under a limited budget and with strict aviation safety and data privacy requirements**.

Considerations

- You will need to select which key challenge(s) you want to address – *see the Company Profile and Details segments for a breakdown of the various challenges*.
- How would you use technology to address your chosen challenge(s)? The technology can be a part of **SAP's current solutions or custom solutions** enabled by SAP technologies. SAP technologies used to address the challenges can also be outside the scope of the clinics.
- Justify your choice of technologies/solutions and the potential impacts they may have on larger business outcomes.
- At least part of the solutions you propose should be implemented in the technical demonstration.

For Technical Participants

You will need to develop a working prototype or technical demo addressing one or more of the following focus areas:

- **Predictive Maintenance:** A system to proactively identify maintenance needs and optimise aircraft scheduling.
- **Dynamic Pricing & Forecasting:** A tool for improving demand forecasting and automating dynamic pricing strategies.
- **Customer Engagement Platform:** A solution for personalised marketing, real-time customer notifications, and retention strategies.
- **Any other solution** that might be relevant to the business case or your business solution.

Requirements & Considerations

- **Requirement:** Your choice of prototype should be related to your business proposal (e.g. A partial implementation of the proposed business solution). Failure to do so will result in the lowest scoring tier for the “Relevance to Business Case” grading component.
- **Requirement:** Integrate at least one relevant **SAP technology** within your prototype. Failure to do so will result in a heavy penalty.
- **Requirement:** Use **SAP’s UI5 library** to deliver an enterprise-grade user experience. Failure to do so will result in the lowest scoring tier for the “User Experience” grading component.
- **Encouraged** to explain how your solution can scale within an airline’s operational environment.

Tips

- All team members should have an opportunity to contribute their thoughts to the discussion and present during the final showcase.
- Be prepared to answer questions from our industry professionals on your proposal.

Grading Criteria

- Your presentation will be judged as a whole, including both the business and technical aspects.
- The table below shows the grading criteria for both aspects:

Business Aspect	Description
Business Acumen	Ability to understand and tackle the business problem
Product Knowledge	Understanding of SAP solutions
Innovative Thinking	How comprehensive/unique your solution is
Customer Centricity	How tailored is your solution to the customer
Presentation Skills	How cohesive and unique is your presentation

Technical Aspect	Description
User Experience	How intuitive/user friendly is the user interface built with UI5
Effectiveness of Business logic	How impactful the features you implemented are
Transactional capabilities and actions	How comprehensive the features you have implemented are (E.g. Are users able to update the data instead of just viewing it)
Presentation Skills	How cohesive and informative your demo is
Relevance to Business Case	Whether your demo solution is in line with your proposed business solution