Finnair Adopts iOS Enterprise Apps from IBM to Accelerate Digital Transformation
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HELSINKI and ARMONK, N.Y., Nov. 30, 2016 /PRNewswire/ -- Finnair and IBM (NYSE: IBM) today announced a first-of-its-kind agreement to utilize iOS enterprise apps from IBM to support the airline's overall digital transformation.

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Finnair is focused on Asia-Europe traffic, carrying over 10 million customers annually and connecting 70 European destinations with 17 Asian mega-cities and three North-American cities via its Helsinki hub. In preparation for growth, Finnair has recruited more than 500 employees, rolled out new aircraft and launched new routes this year. Now, Finnair seeks to improve its processes and enhance the customer experience through digital transformation.

"Our collaboration with Apple and IBM is an important building block in our digital transformation," says Katri Harra-Salonen, Chief Digital Officer, Finnair. "We want to link our employees with the insights they need to make better decisions. This collaboration enables a user focused, high quality, yet cost effective way of developing digital solutions, helping us to improve the way we operate as an airline."

First applications from the collaboration will be deployed in Finnair Technical Operations in aircraft line maintenance in the beginning of 2017.

"We see a wealth of opportunities for improving productivity as well as adding value to the work flow of our employees, by improving real-time visibility and transparency across the entire maintenance process," says Jari Huhtinen, Head of Finnair Technical Operations. "Our mechanics team participated in the application creation work with Apple and IBM to ensure the best possible design, user experience and fit into our organizational processes."

Finnair is the first organization to take advantage of IBM's new app design and development model for clients that plan to adopt multiple iOS apps, called Mobile at Scale for iOS. This integrated approach, unique to IBM MobileFirst for iOS, increases the speed, efficiency and quality of how iOS apps are designed, developed, deployed, enhanced and maintained over their lifecycle.

The airline has a team in the IBM MobileFirst for iOS Garage dedicated to rapidly executing Finnair projects. The MobileFirst for iOS Garage operates as a global hub for the development of iOS, enabling Finnair to tap into the world's largest concentration of Swift developers, design, integration and iOS device expertise along with consulting services. The Garage team can deliver initial apps in weeks that are tailored to meet Finnair's enterprise needs and the user requirements of its employees This integrated approach brings consistency to the project, saving 25 percent of development effort, cost and time.

The apps will be managed and hosted on IBM Cloud allowing Finnair to implement multiple apps at speed and at scale, transforming everyday tasks for employees across the organization. The apps combine simplicity with the power of analytics to generate insight for more informed decision-making and better management.

"Finnair is innovating and setting an example -- not just for its industry, but for all enterprises. Rather than using mobile in silos, the airline is looking to IBM's industry expertise and solutions to digitize the entire airline," said **Raimon Christiani**, global industry leader IBM Travel & Transportation. "Finnair has access to IBM's full portfolio of MobileFirst for iOS apps and if there's something else it needs to empower employees and provide Finnair passengers a more seamless travel experience, we can build it."

The first apps to be rolled out within the agreement are:

- **Inspect & Turn** provides aircraft mechanics with digital task cards and documentation with analytics-driven recommendations to complete work assignments to ensure the safe upkeep of aircraft and achievement of on-time arrival and departure targets.
- **Assign Tech** provides aircraft mechanic supervisors a clear overview of flight schedules, maintenance process and mechanic availability. Using advanced analytics, the app recommends optimal shift assignments and incorporates the skills and certifications of each mechanic. Push notifications also alert supervisors to flight delays process issues, so they can easily make changes on the fly.

About Finnair
Finnair flies between Asia, Europe and North America with an emphasis on fast connections via Helsinki, carrying more than ten million passengers annually and connecting 17 cities in Asia with more than 70 destinations in Europe. The only Nordic carrier with a 4-star Skytrax ranking, Finnair has also won the World Airline Award for Best Airline Northern Europe for the past seven years running. Finnair is a member of one world, the alliance of the world's leading airlines committed to providing the highest level of service and convenience to frequent international travelers. www.finnair.com

About IBM
For more information, visit http://www.ibm.com/services/gbs.

For more information regarding IBM MobileFirst for iOS apps and services please visit www.ibm.com/mobilefirst/us/en/mobilefirst-for-ios.html or www.apple.com/business/mobile-enterprise-apps/.

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