

flydubai and GE Aviation Reach Agreement for Intelligent Network

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Data and analytics improve passenger experience, reduce operating costs, and increase revenue across flydubai fleet of Boeing 737 aircraft

GE Aviation and flydubai today announced that they have reached an agreement for GE to provide Intelligent Network software for efficient recovery of disruptions across the airline's fleet of Boeing 737 aircraft.

"Airline disruptions occur every day, but it's how you handle them that sets you apart," said John Mansfield, vice president & Chief Digital Officer for GE Aviation. "Intelligent Network software as a service gives flydubai the real-time tools to predict the impact of operational disruptions, to optimize recovery back to normal operations and to minimize the effect on their passengers."

A result of customer collaboration, flydubai and GE Aviation launched one of the first digital customer solutions built on GE's Predix platform in June 2016.

"Passenger experience is critically important to us. We require a tool to provide improved Customer Service and operational visibility during interruptions to flight operations. Understanding the total impact to our passengers and our operation is of supreme importance," said Ken Gile, Chief Operating Officer of flydubai. "Intelligent Network provides a clear snapshot of the changes in our daily operations when it comes to any possible disruptions."

The Predix-based *Intelligent Network* solution is designed to help flydubai to minimize the impact of unavoidable delays, enhance operational understanding, while optimally protecting schedules and revenue.

Ramesh Venkat, Chief Information Officer of flydubai added, "We can now understand the knock-on effect across our network and having this software in place will allow us to quickly make the best decisions for our operations."

"By collaborating with customers, we're better able to understand their challenges," continued Mansfield. "This is exactly how we want to work together and help customers to drive greater efficiency."

GE Aviation opened the first Middle East Aviation Technology Center in Dubai in 2015 to support customers' operations in the region. GE Aviation also has a digital center in Austin, Texas and foundries in San Ramon, Paris and Shanghai.

These advancements in data and analytic technologies are examples of what GE's Predix platform for the Industrial Internet is driving in aviation.

See how [GE Aviation's Digital Solutions](#) and Predix are taking aviation productivity to the next level.

About flydubai:

Dubai-based flydubai strives to remove barriers to travel and enhance connectivity between different cultures across its ever-expanding network. Since launching its operations in 2009, flydubai has:

- Created a network of more than 95 destinations in 44 countries, with 6 new routes launched since the beginning of 2017.
- Opened up more than 60 new routes that did not previously have direct air links to Dubai or were not served by a UAE national carrier from Dubai.
- Built up a fleet of 61 new aircraft and will take delivery of more than 100 aircraft by the end of 2023, all of which will be Boeing 737-800s.

In addition, flydubai's agility and flexibility as a young airline has enhanced Dubai's economic development, in line with the Government of Dubai's vision, by creating trade and tourism flows in previously underserved markets.

For more information about flydubai services, please visit flydubai.com.

GE Aviation, an operating unit of General Electric Company (NYSE: GE), is a world-leading provider of commercial and military jet engines, components and avionics, digital solutions and electrical power systems for aircraft.

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