



Enable your People | Realize your Vision

Perspectives for ASA

Enhanced Data Analytics



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Founder

John is an accomplished software architect, implementation and integration consultant with nearly a decade of experience working in the aircraft leasing industry.



We've been consultants for and employees of leading aircraft lessors, and now we've combined our skills to provide clients our aircraft leasing industry expertise through Zeevo Group.

ROBUST INDUSTRY PERFORMANCE TRANSLATES INTO STRONG AIRCRAFT DEMAND



2017 World Traffic RPK Growth
From 6.3% in 2016



2017 Total Passengers
From 3.8B in 2016



2017 Total Net Profit
From \$36B in 2016



Years of Industry Profitability

- ▶ Airline industry profits reached \$35.6 billion in 2016 and are forecasted at \$29.8 billion in 2017
- ▶ Airlines' profitability expected to continue to drive capacity increases
- ▶ The demand stimulus from lower oil prices will taper off in 2017, slowing traffic growth to 5.1% (from 6.3% in 2016)
 - ▶ North America: 2.5% and Latin America: 4.0%
 - ▶ Europe: 4.0%, Middle East: 9.0%, and Africa: 4.5%
 - ▶ Asia Pacific: 7.0%

IATA December 2016 - Actual or estimate for 2016 and forecast for 2017 for system-wide global commercial airlines.

BUSINESS INTELLIGENCE (BI) PROVIDES A FRAMEWORK FOR TRANSLATING STRATEGIC OBJECTIVES INTO OPERATIONAL RESULTS

What is the objective?

The objective of business intelligence is to bridge strategy and execution. BI provides the basis for executives to align their corporate strategy with people's behavior through operational goals and rewards

How does it drive value?

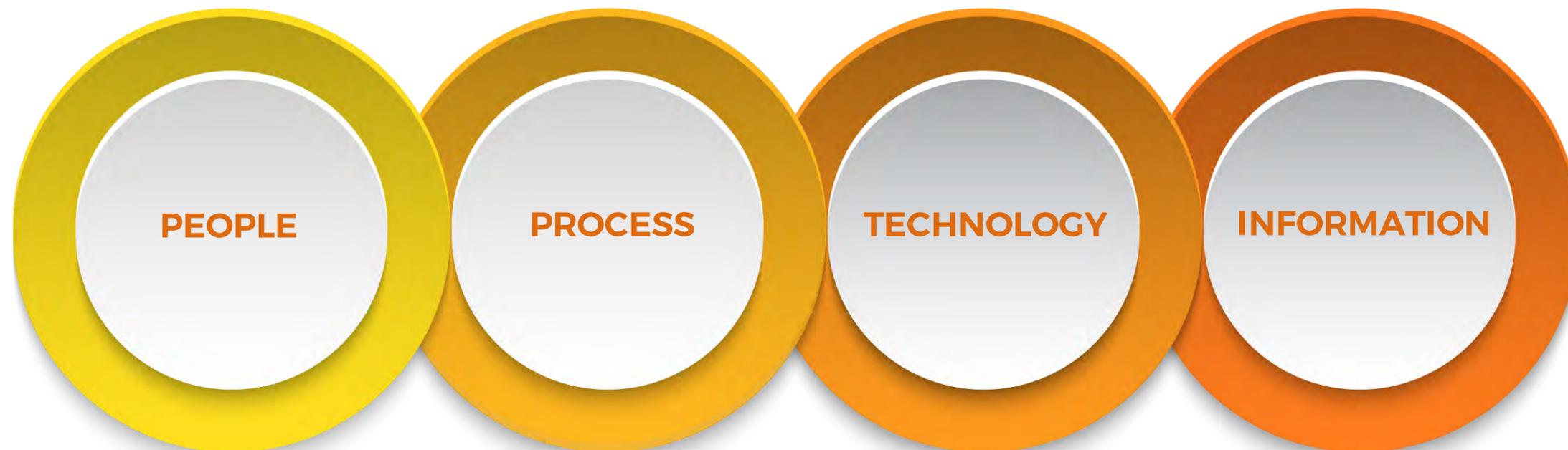
This leads to:

- ▶ Improved decision making
- ▶ Improved performance
- ▶ Linkage of performance to rewards

How is it done?

Business intelligence creates value by combining the power of technology, information, people, and process through all stages of the management cycle

BUSINESS INTELLIGENCE CONSISTS OF FOUR COMPONENTS: INFORMATION, PROCESSES, PEOPLE AND ORGANIZATION, AND TECHNOLOGY AND TOOL THAT HELP MANAGEMENT DRIVE VALUE CREATION



PEOPLE

Incentives and corrective actions align people's behavior with corporate strategy

- ▶ Incentives that drive behavior
- ▶ Appropriate targets and objectives
- ▶ Analysts rather than data-gatherers
- ▶ Training and development

PROCESS

Processes establish a methodology to define, develop, communicate and act on information

- ▶ Plan and target
- ▶ Measure and evaluate
- ▶ Intervene and re-align

TECHNOLOGY

Tools that enable the storage, analysis, maintenance, and reporting of information

- ▶ Analytical databases (OLAP)
- ▶ Reporting tools
- ▶ Budgeting and planning tools
- ▶ Data integration tools

INFORMATION

The specific information set that facilitates coordinated actions, understanding of business performance and better decisions to maximize shareholder value

- ▶ Measures, metrics, and indicators
- ▶ Common data definitions
- ▶ Integration of multiple source systems
- ▶ Automation and controls

TRANSFORMING YOUR ORGANIZATION THROUGH INDUSTRIAL-STRENGTH ANALYTICS



Source: Analytics at Work, Thomas H. Davenport, Babson College

Appendix

ZEEVO GROUP WILL ADD SUBSTANTIAL VALUE TO AVIATION CLIENTS

WE HAVE DIRECTLY RELEVANT EXPERIENCE

- ▶ We bring extraordinary depth in aircraft and engine leasing, process design and finance transformation
- ▶ Our experience covers all areas of the business
- ▶ We have been consistently successful in large-scale transformation projects

WE BRING A SENIOR, EXPERIENCED AND COMPLETE TEAM

- ▶ Our team brings leasing experience at top leasing companies and “big four” consulting firms; we have credentialed project management professionals (PMPs)
- ▶ We will bring our most senior, experienced consultants and they will come with opinions

WE BRING A COMPREHENSIVE SET OF BEST PRACTICES

- ▶ Data architectures for lessors
- ▶ Portal frameworks to structure information delivery
- ▶ Leading practice process flows

Our industry experienced team will accelerate benefit realization, incorporate leading edge best practices, reduce consumption of constrained internal resources, and reduce project execution risk.

zeevo KNOWS

AIRCRAFT LEASING

DATA ARCHITECTURE
& MANAGEMENT

ENTERPRISE
INTEGRATION

WORKFLOWS

SYSTEM SELECTION &
IMPLEMENTATION

PROCESS DESIGN
& OPTIMIZATION

Thank you

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DEVELOPMENT

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