

Making big data fly

Middle East airline industry overview

↑ 15%

rate at which passenger demand is expected to continue growing in the Middle East

\$1.5B

profit expected for Middle Eastern airlines in 2013 (IATA)

65M

passengers projected at DBX in 2013

DBX has 155+ carriers

2,610

predicted number of aircraft ordered by Middle East airlines by 2032

3x

Traffic has doubled at DXB in less than seven years while seat capacity has almost tripled since 2004

Big data



Big Data technology and services are predicted to reach **\$10 billion** in 2013.



IDC estimates data growing at **50%** a year

Source: 2013 IT Market Trends and Predictions on Big Data

Sources: Gulf News (June 2013), Arabian Gazette (June 2013), Center for Aviation, CAPA (April 2013)

Saudi Airlines uses big data to generate higher profits and a competitive advantage

Prior to engaging Microsoft Consulting Services, every division of Saudi did its own analyses, and had their own perspective of their operation. Now, with highly flexible, rich information readily available, Saudi has clear visibility into everything going on within their business, with their customers, and the market, giving them a strong competitive advantage.

"The new BI solution is like turning on the headlights of a car on a curvy, dark road. It helps us tune our marketing, determine our pricing strategy, and our service offering. It is a competitive advantage, and a valuable tool. We will protect it because it gives us an edge over airlines in the region and in the world."

Muhammad Ali M. Albakri, CIO/CFO

The Microsoft solution provides faster, higher performance reporting and has empowered employees and executives to be more proactive as they look forward with a clearer, more predictive lens.

Increased access to high quality data and information consolidated across several complex systems has improved operational functions such as maintenance and fuel management and has increased Saudi Airline's overall efficiencies globally up to 2%.

