

WHERE THE IT&T SPEND GOES

1.8%
REVENUE SPEND
 Airlines are pumping 1.8% of revenues into operational IT&T, up on 1.74% last year and ending the sharp decline in IT&T spend since 2008

74%
SPEND UP OR THE SAME
 Business confidence grows as 74% of airlines see IT&T spend this year unchanged or increasing. Just 10% expect spend to decrease for 2011

57%
QUICKER ROI
 Airlines are looking for a quick return on their IT investments, with 57% of airlines expecting to accelerate IT projects with a short ROI in 2010

52%
PARTNERSHIP FOCUS
 This year the focus is moving away from renegotiating supplier contracts to looking to strategic partners to help deliver their goals

VERBATIM COMMENTS CHALLENGES

"Cutting cost and in parallel increase efficiency and services"

"The increasing demands of the 'green movement' and currently unforeseen requirements of environmental issues"

"Determining when to pull the trigger on cloud computing in a production environment"

VERBATIM COMMENTS SUCCESSES IN THE LAST 12 MONTHS

"Implementation of voice over internet protocol services to reduce telecommunication costs"

"Enhancing the company's website capabilities to increase online sales"

"Crew access to their schedules, trip trades, etc, via the Internet and mobile"

VERBATIM COMMENTS FAILURES IN THE LAST 12 MONTHS

"Application integration issues, eg loyalty management - frequent flyer programme"

"Spent too much human resource on migration"

"Attrition of IT staff, resources to other more profitable industries (and lack of appropriate IT and airline skills)"

85%
TOP TECHNOLOGIES
 Key new technologies for airline investment:
 E-documents 85%
 VoIP & IT telephony 84%
 Data security & identity management 82%

67%
VIRTUAL WORLD
 By the end of 2011, 67% of airlines will have implemented infrastructure as service/ server and storage virtualisation