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# **Applied Technologies**

Some ideas around how IT  
can manage their strategic  
planning in the airline industry

One of the biggest challenges IT faces is how to align their strategic thinking (and planning) with the business strategic thinking (and planning)

Here are some ideas Advanteks, Inc has compiled after 18 years in the airline IT industry:

## **APPLIED TECHNOLOGIES –**

....refers to the ability to build solutions that are in synch with both the business processes and the IT architecture that empowers your company.

**Business Community**



**CTO or VP IT**



**Executive**



**Dir. Applied Technologies**

**Vendor Relationship**

**Regulatory Requirements**



**Sr. Mgmt - Business Planning**

**IT Planning – Project Level**

**Project Strategy – Corporate Level**



**Business Community**

**Other Airlines**

**Vendors and Partners**



**Solutions Architect**



**Business – Current Processes**

**IT – Architecture Teams**



**IT – Technical Services**

# CTO or VP of IT

- Conduit to Sr. Executives
- Guides long-term strategy to match Executive and Marketing Strategy
- Owns Vendor Relationships
- Manages relationship of Applied Technologies with various groups :
  - Standards Committees - IATA, ICAO, CUPPS etc
  - Councils – Airports, Airline, Vendors
  - Vendors - User groups and forward looking partner meetings
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# Director, Applied Technologies

- Guides the direction to the group in mid-term strategy based on connection to Corporate Project planning.
- Maintains Vendor Relationships and an understanding of Regulatory Requirements as they apply to Strategy.
- Must have a solid technical background – to maintain trusted-partner connections with Vendors and internal Business Units
- Provides connection to IT Planning group to maintain consistency

# Solution Architects

- Builds deliverable package based on knowledge of vendor products, IT Architecture, Business processes and sustainable competitive advantage.
- Must maintain constant understanding of
  - Business Community/Marketplace – to understand what's available.
  - Vendors and Partners – to know their capabilities and limitations
  - Airline Business Units – to always understand what their Business Process is.
  - IT Architecture Team – to discuss and share technology ideas
- Keep current with IT Technical Services to make sure we continually understand current issues and initiatives

# What Drives Applied Technologies?

- Long-term Strategy from Executive
- Business Planning and Regulatory Requirements
- IT Planning and Architecture
- Other Airlines (Market Competitiveness)
- Vendor technological growth

APPLIED TECHNOLOGIES SHOULD BE STAFFED WITH EXPERTS IN TECHNOLOGY THAT KNOW THE BUSINESS.