



March 2004

Altitude Newsletter

01

# Blue SKY NEWS

**BLUE SKY NEWS** is the official newsletter of AD OPT Technologies' *Altitude* division. *Altitude* is a suite of crewmember planning, scheduling and management solutions for the airline industry.

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## Looking ahead at the Altitude Solutions Suite...

**SO MUCH IS HAPPENING!** This edition of Blue Sky News is a window into what can be considered the "Soul" of *Altitude*. From new product developments to new faces – we want our readers to stay in close touch with our progress and activities. Inside these pages you will be introduced to the new President & CEO of AD OPT, Mark E. Burton. Mark comes to AD OPT with years of experience in the technology industry, and has demonstrated the ability to lead companies into significant growth.

The future of the *Altitude* Solutions Suite is here. Benoit Lacroix, Director, Product Management walks us through the "Evolution of the *Altitude* Solutions Suite" with an in-depth look at the much-anticipated BLUE Rule Module (Business Logic Unified Engine). Read about the *Altitude* PBS Symposium: Back to Basics, a new customer event that will explore fundamental to advanced product topics. Find out more by visiting page 4. ←

[www.ad-opt.com](http://www.ad-opt.com)

Gets a New Look! Coming April 2004...



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# Customer Services

Bringing it to the next level



GILLES GLADU, Customer Services Director

**BEHIND THE SCENES IS WHERE THE DIFFERENCE BECOMES SIGNIFICANT.** As *Altitude* continues to deliver top-quality solutions to more and more airlines around the world, it is important that our customer support services also continue to deliver the highest level of satisfaction. In order to do this and sustain growth, *Altitude's* Customer Services infrastructure must also evolve.

*Altitude* strives to provide our clients with top-quality service, responsiveness, and results. The most recent development has been the creation of a Customer Services Department that has integrated Customer Support & Helpdesk, Maintenance, Training & Deployment, and Benchmarks all under the same umbrella. Gilles Gladu, formerly Operations Manager, has been appointed Director of Customer Services. With over 20 years of experience in software development, project management and customer care, Gilles is equipped with the skills and vision needed to lead the Customer Services Department into continued excellence.

"Having everyone more closely linked and centralized allows us to have an even greater focus on our clients' needs," explains Gilles Gladu, Director of Customer Services.

Initiatives to continuously measure product performance, quality, and effectiveness are in place. Improving **In-Service** and **Customer Satisfaction** performance indicators and the visibility of these efforts are just a few of the many ways *Altitude* plans on proactively ensuring that Customer Services continues to meet our clients' needs at every stage. ←

"Being close to our clients and their organization is how we remain focused on their needs"

GILLES GLADU, Customer Services Director

## President's Message



MARK E. BURTON

President and CEO,  
AD OPT Technologies

As the new President and CEO of AD OPT Technologies, it is a privilege to have the opportunity to address you, our valued customers. I am extremely excited about leading AD OPT into 2004 and beyond, and I look forward to helping the Company build on its success to date.

After several difficult years, it is gratifying to see the airline industry showing signs of recovery. We recognize that the past few years have been challenging for many of our airline customers and that competitive pressures have caused many to undertake initiatives to more efficiently conduct business and control costs. We strongly believe that our *Altitude* software solutions can help airlines achieve significant cost-saving operational efficiencies, and can do so without compromising quality of life for its crewmembers. We hear over and over again from our customers that *Altitude* has played a key role in helping them move towards sustained growth and profitability.

As you know, *Altitude's* customized, flexible solutions attract airline customers of all shapes and sizes, with widely varying needs. Last year we welcomed five new airline clients to the AD OPT family: ExpressJet Airlines, Pinnacle Airlines, Delta Connection Comair, WestJet and United Airlines.

In addition to a successful year for our *Altitude* division, AD OPT also delivered strong results in both our ShiftLogic and Total Care divisions. ShiftLogic's Enterprise Workforce Management solutions were successfully introduced into the hospitality and transportation industries, demonstrating the division's ability to penetrate new markets. Total Care's recent partnership with Kaiser Permanente of California reinforced our strong position in the U.S. healthcare market.

Our goal in the airline sector is to remain the worldwide provider of choice for airline optimization software solutions and to help our customers build more profitable operations. We look forward to continuing to support you in 2004. ←



Coming in April 2004...

- Improved features
- New Content
- Reader-specific downloads

Visit our new website:  
[www.ad-opt.com](http://www.ad-opt.com)



**BENOIT LACROIX**, Director, Product Management

# A New Evolution: BLUE Rule Module

The recent launch of the *Altitude* BLUE module marks the path for the next cycle of the *Altitude* solutions suite. The BLUE Rule Module is proving to be a remarkable business logic engine.

“We have already seen the successful integration of a client’s Crew Interface Bid Analyzer with the BLUE Module. It’s exciting and gratifying to actually see it in place and working so well for our client.”

**BENOIT LACROIX**,  
Director, Product Management

**THE FUTURE GENERATION OF THE ALTITUDE SOLUTIONS SUITE.** Since its introduction at the 2003 *Altitude* User Conference, the BLUE Rule Module, a business logic unified engine that is a repository for all rules, has achieved great results. “Having a centralized location for all rules is a key step in completely integrating all *Altitude* solutions,” explains Benoit Lacroix, Director, Product Management.

The BLUE Module manages business rules based on the WORA (Write once, Read Anywhere) principle. Written in the dialect of LISP for its clear syntax and links to artificial intelligence, the BLUE Module adds an entirely new dimension into how rules are treated. The immediate benefits are that rules are written once and are considerably easier to write. They can be tested earlier from the Graphical User Interface and can be more promptly adjusted to meet clients’ needs – resulting in even more robust *Altitude* products.

We have completed the 1st phase of development of the BLUE Module and have successfully proven the concept by integrating it with a client’s Crew Bid Interface Analyzer. The remainder of the integration can now take place in the various modules of the *Altitude* family of products. What we envision as the following phase is a very promising part of a project we have worked hard to achieve. Benoit Lacroix, *Director, Product Management*

The future direction of The BLUE Module will give clients even more possibilities. The vision for the next phase of development is to have clients actually interact with it. Ideally, clients will be able to use the business logic component to adapt their *Altitude* solution to an ever evolving dynamic context. Developing “what if scenarios” capabilities is also part of the many ways the next generation of the *Altitude* solutions suite is evolving with this powerful new module. ←

**In the last year alone, the *Altitude* team has grown by an astonishing 35%.** Why you ask? *Altitude* prides itself on serving the airline industry with its cutting edge solutions. Our position as leaders in optimization technology stems from the incredible talent that resides in the *Altitude* team. With the addition of new talent, *Altitude* clients can continue to expect the most innovative solutions in the industry.

Our family has multiplied across the board. New members have joined the team in just about every department. The most significant growth has been the addition of many talented developers, trainers, and optimization specialists. *Altitude* is recognized for the quality of its people and now we have even more of them to celebrate!

And now you know...

# Did you know?

The sky’s the limit for *Altitude*! Today, 65,000 crewmembers, planners, and managers around the world embrace our solutions.



# Events

Where to  
find us  
in 2004



**AGIFORS Airline Operations** >  
Auckland, New Zealand  
March 21-25, 2004

Meet us at the AGIFORS conference! Hosted by Air New Zealand, the Crew Management Study group conference meets to discuss and present ideas and solutions related to airline operations.

**Altitude PBS Symposium:** >  
**Back to Basics**  
Montreal, Canada  
May 12, 2004

### MARK YOUR CALENDARS!

New this year, *Altitude* is holding a client-only *Altitude* PBS Symposium in order to provide users with an arena to deepen their product knowledge. The Back to Basics symposium will be an intense 1-day event that will challenge and enlighten users in an interactive and intimate environment.

Designed to be a meaningful learning retreat, topics will cater to “real-life” product experiences and issues. Through hands-on exercises and workshops, users will be provided with an opportunity to gain unique product insight.

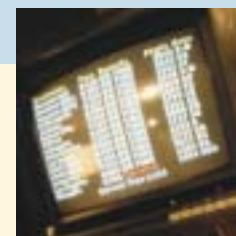
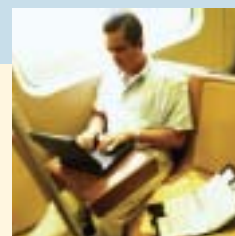
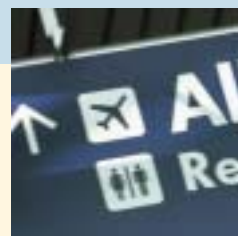
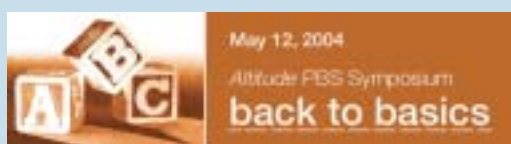
Formal invitations will be issued shortly.

### TOPICS HAVE BEEN SPECIFICALLY TAILORED FOR PLANNERS & CREWMEMBERS!

A quick glance at what will be offered:

- An entire session that will provide planners with extensive tips and technical information that will help them produce better schedules.
- Crewmembers will learn how to get better results out of their bids.
- The ABC's of the solver: a behind-the-scenes look at how the solver builds solutions and how this impacts final results.
- 1-on-1 time with Optimization Specialists, Customer Support, and Bidding Experts.

And much more.... ←



## Need More Information?



“Visit our website  
or e-mail us at  
[blueskynews@ad-opt.com](mailto:blueskynews@ad-opt.com)”

[www.ad-opt.com](http://www.ad-opt.com)

## AD OPT

AD OPT is a leading provider of advanced workforce planning, scheduling and management solutions. AD OPT's best-in-class applications enable organizations to quantify labor costs, enhance planning capabilities, and improve employee quality of life.

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