



December 2003

Altitude Newsletter

04

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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4th Annual Altitude User Conference – Remembering the Journey

ANOTHER CONFERENCE HAS COME AND GONE BUT THE MEMORIES ARE STILL FRESH. Missed the event or just feeling nostalgic? This special user conference edition of Blue Sky News will inform you of all the major announcements revealed at the conference and will provide you with a glimpse of the highlights you may have missed. The three day themed event *“Uniting the World Through Innovation - Experience the Multi-Cultural Mosaic”* was an educational journey around the world. Set in picturesque Montreal, we welcomed airline delegates from over 20 internationally acclaimed airlines, making this year’s conference the biggest and most diverse yet; proving that our solutions transcend international boundaries. No matter the size or complexities, AD OPT can address the needs of airlines around the world.

But wait, there is so much more than just the conference! Meet our new *Altitude* Vice President and read why Canada’s leading low-fare airline WestJet and one of the largest carriers in the world, United Airlines selected AD OPT’s *Altitude* software solutions to manage their operations. ←



“Once again, the User Conference was a success! Airlines were invited to share their evolution with the different *Altitude* products - very enlightening! Thank you all for 3 great days of learning”

SUZANNE LAPOINTE, Manager, Crew Planning, Air Transat



AD OPT Technologies Inc.
3535 Queen Mary, suite 650,
Montreal, Quebec, Canada
H3V 1H8
Tel.: 1-514-345-0580
info@ad-opt.com
Fax: 1-514-345-0422
www.ad-opt.com

Airline Keynote Presentations

Pinnacle Airlines,
Comair, Virgin
Blue and
America West



Comair at the podium;
Fraser Griggs (Virgin Blue)

LAST YEAR WE RECEIVED AN OVERWHELMINGLY POSITIVE RESPONSE TO OUR AIRLINE GUEST SPEAKERS, FEDERAL EXPRESS. THIS YEAR, WE BROUGHT IN EVEN MORE AIRLINE GUEST SPEAKERS! We kicked off the conference with a presentation from Comair's Pat Ryan, Director Crewmember Services and Kellee Mitchell, IT Program Manager. Together, they provided the captive audience with an in-depth explanation on the steps they took in choosing a preferential bidding solution and why they ultimately selected *Altitude* PBS.

Tony Trites from Pinnacle Airlines kept everyone intrigued with his presentation on *Altitude* Pairing. He discussed their needs prior to purchasing the product and how they were met by AD OPT. Fraser Griggs from Virgin Blue shared first hand knowledge on his experiences with *Altitude* Pairing. He explored subjects such as the accuracy of the product, the integration process, customer support, and the direct results of using the system. David Weeks and Greg Jones from America West Airlines led an interactive *Altitude* PBS workshop. The participants learned about the most common bidding errors through a cause and effect demonstration.

Undeniably, the success of the conference is in great part due to our outstanding keynote guest speakers.

Thanks to all! ✈

"It was a great opportunity to discuss and share experiences with other airlines"

GLENN HUGHES, Implementation Manager, Emirates Airlines



David Weeks (America West);
Tony Trites (Pinnacle Airlines)

A Message From The *Altitude* Division



GILLES LAPIERRE

Divisional Vice President,
Altitude

WHAT A GREAT WAY TO START! My first day began as the conference opened. It was a pleasure meeting all the diverse users of our *Altitude* products. The positive energy that surrounded the conference was striking. Relationships were built, ideas were generated, and solutions were found as our guests partook in workshops and technical sessions with our product experts, and discussions with airline keynote speakers.

This year was record breaking. The diversity of the participants skyrocketed with pilots, flight attendants, airline planners and union officials from over 20 international airlines of all types and sizes in attendance. This conference proved our ability to provide solutions beyond boundaries. Appropriately themed "*Uniting the World Through Innovation – Experience the Multi-Cultural Mosaic*" our guests were taken on an educational journey around the world.

There were many noteworthy highlights, but none as important as the announcement of our ***Altitude* rule module** and our highly anticipated ***new Altitude Pairing solution***. Designed to unify all aspects related to rules into a unique frame for all our solutions, the *Altitude* rule module will allow clients with more than one *Altitude* solution to benefit from a complete integration of functionalities within a single interface. Additionally, the new generation *Altitude* Pairing solution was unveiled with a new framework, proprietary optimizer and the aforementioned rule module. Other highlights include Mercury Scheduling's Magellan presentation, demonstration of the improved *Altitude* PBS crew and planner interfaces, along with numerous client-airline keynote presentations.

The 4th Annual *Altitude* User Conference was distinguished for its unsurpassed ability to unite people and ideas. I am very enthusiastic about what the future holds for the *Altitude* suite of products. I look forward to providing and delivering the airline community with the optimization solutions required to run a successful business. ✈



Glued to the presentation



"I liked hearing most about the product plan for the future, technical and architectural evolution... excellent vision!"

NICK MALANDRUCCOLO,
Information Technology
Manager, Air Canada



New Customer Spotlight:

WestJet & United Airlines

United and United Express, the second largest air carrier in the world, operates more than 3,300 flights a day on a route network that spans the globe. Visit www.ual.com

The most successful low-cost carrier in Canadian history and one of the most profitable airlines in North America, WestJet is Canada's leading low airfare airline. Visit www.westjet.com



THE AD OPT FAMILY JUST KEEPS ON GROWING! Not one but two new airlines have recently joined the AD OPT family circle. WestJet and United Airlines are now included in the more than 18 airlines from around the world using *Altitude's* crew planning and management solutions.

Altitude's unparalleled reputation in the industry facilitated WestJet's decision to purchase both *Altitude* PBS and *Altitude* Pairing to manage their more than 1000 crewmembers.

"WestJet views AD OPT as a one-stop shop, capable of meeting all our requirements. In addition to their highly regarded customer support and expertise in optimization technology, both *Altitude* Pairing and *Altitude* PBS have demonstrated to be rich in functionality, yet flexible and user friendly – making them a natural choice for WestJet." said Michele Derry, Director Operations Control, *WestJet*. ←



AS AIRLINES ARE BEING FORCED TO BE MORE COMPETITIVE AND OPERATE EFFICIENTLY IN A CONSTANTLY CHANGING INDUSTRY, AD OPT PROVIDES CUSTOMIZED SOLUTIONS THAT MEET THE REQUIREMENTS OF AIRLINE ORGANIZATIONS.

United Airlines, the second largest air carrier in the world, will use *Altitude* PBS to generate efficient flight schedules for over 7,000 United pilots.

"When benchmarked against other preferential bidding solutions, AD OPT's *Altitude* PBS system established itself as the ideal solution for United. A customized solution, *Altitude* PBS will enable us to automatically generate pilot schedules, while optimally complying with company-wide rules and pilot preferences – delivering substantial financial savings." said Steve Morley, IT Manager at *United*.

A dynamic and flexible system, *Altitude* Pairing builds cost effective crew pairings, maintaining full compliance with company rules, contract agreements and government regulations. *Altitude* PBS, a comprehensive rostering/scheduling system, satisfies crewmember work preferences while facilitating an automated scheduling process for airlines. ←



May Your Holidays be a Soaring Success! Another busy year has come and gone in a flash. As we reflect on the past year and plan for the future, our drive remains focused on continuing to provide you with innovative crew management and planning solutions that satisfy airline and crewmember needs.

AD OPT's *Altitude* team would like to wish you and your organization much happiness and success in the coming year.

Stay tuned for more informative articles and exciting editions of Blue Sky News in the New Year ahead of us.

Happy Holidays! ←

Season's Greetings

Flying High! AD OPT welcomes WestJet and United Airlines to a growing list of airlines who have selected the 'gold standard' in crew planning, management and optimization solutions: AD OPT's *Altitude* suite of products.



Events

Here's
where
we will be
in 2003



NACU Conference >
Scottsdale, Arizona
November 10-14, 2003

AD OPT was pleased to return as an NACU participant, sponsoring the Flight OPS Dinner. Conference delegates were treated to an unforgettable evening of fine dining, live entertainment and traditional AD OPT fun.

Altitude User Conference >
Photo Album
Montreal, Canada
September 8-10, 2003

OUR REPUTATION FOR BLENDING KNOWLEDGE WITH ENTERTAINMENT IS STILL INTACT!

Part of what makes AD OPT a unique customer-oriented solutions provider is our ability to provide a perfect balance of work and play.

Our multi-cultural themed events kept our guests guessing as to which country they would be transported to next. Each break was designed and intended to tempt taste buds and senses as we traveled to countries such as Canada, United States, Australia, South Africa, Switzerland, and the United Arab Emirates. It was an unforgettable experience that provided all participants a chance to network and share experiences!

After 3 days of intense learning, the morning of the last day called for an unforgettable "lift me up" with the AD OPT Country Challenge. Senior Sales Representative, John Mullins hosted the cross country/cross airline competition. A lot of laughs and an abundance of prizes made for a great time. And most importantly, there was a lot of interaction and good-natured competitiveness. ←

"The large turn out and diversity of those present made for an excellent conference. Fantastic! Could not have been better."

STEVE FLORKEY, Crew Planning Supervisor, UPS

"It's great the way all the users get involved. It makes the conference a nice learning experience."

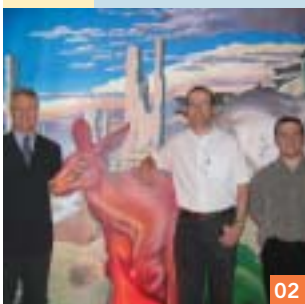
KRISTINA ANTHONY, Manager of Bid Production, Comair



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ENJOY
THE PICTURES!

01. Who can forget the euphoric Swiss coffee break...cheese and chocolate fondue galore!

02. CEO, Tom Ivaskiv welcomes our "mates" Frasier Griggs and Matt Cooke of Virgin Blue Airlines to the Australian outback cocktail party.

03. After a hard day's work, our clients relax and enjoy the spectacular views of Montreal aboard a Paris-style riverboat.

04. Making our USA customers feel right at home.

05. Air Canada, Jazz and Air Transat at the sugar shack.

Need More Information?



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or e-mail us at
blueskynews@ad-opt.com"



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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