



NETWORK, FLEET, ALLIANCE OPTIMIZATION & TOOLS

With a unique blend of consulting skills and post-deregulation knowledge, Seabury Consulting brings advanced yet practical expertise to airlines, airport authorities, equipment manufacturers, policy makers and others in the aviation industry. Seabury Consulting helps its aviation clients to react quickly and accurately to changing industry conditions, and to implement the most effective strategies and tactics.

Our mission is to provide the highest level of planning expertise in the most critical areas facing the commercial aviation community.

Seabury Consulting is uniquely qualified to assist your airline in the following areas:

- **NETWORK STRATEGY AND OPTIMIZATION**
- **SCHEDULE AND HUB DESIGN**
- **FLEET PLANNING AND ECONOMICS**
- **STRATEGIC PARTNERSHIP EVALUATION**
- **ALLIANCE MANAGEMENT**
- **PLANNING PROCESS DESIGN**
- **OPERATIONAL PERFORMANCE**
- **INFORMATION TECHNOLOGY**
- **O&D MARKET SIZE DEVELOPMENT**
- **GOVERNMENT POLICY SUPPORT**

Seabury Consulting brings experience gathered from engagements conducted in virtually every part of the world over the last 15 years.

Our value proposition is simple—Deliver great value through a combination of industry expertise, analytical techniques, data and proven tools:

- **QUICK DELIVERY OF USABLE SOLUTIONS:** Our vast experience allows us to quickly identify key issues and provide the best solutions by using the right data, tools and techniques.
- **TRANSFER OF KNOWLEDGE AND EXPERIENCE:** Seabury consulting believes in working closely with client staff to transfer our knowledge and experience, which means seabury consulting continues to deliver value long after the project is complete.
- **ACCESS TO TRAINED AND READY PERSONNEL:** We have the relevant experience, analytical tools and data to “hit the ground running”. Seabury consulting’s strength lies in our team’s broad aviation industry experience and deep understanding of aviation issues that translates into immediate added value with little or no spool-up time required. All of our professionals have held key management positions at leading airlines.
- **ACCESS TO OUR INDUSTRY LEADING PROPRIETARY TOOLS AND TECHNOLOGY:** Seabury consulting has developed network and fleet planning tools, which have been deployed on assignments across the globe, and produce accurate answers in tight timeframe

NETWORK STRATEGY

Seabury Consulting has a proven track record of building and refining sustainable airline revenue models that underpin successful strategies. One of the key drivers of any airline revenue model is an effective network strategy and Seabury Consulting is recognized for its expertise in optimizing the deployment of a carrier’s aircraft across a network in order to maximize potential revenue.

Defining or refining a carriers’ network strategy forms the basis for many other key strategic decisions including fleet planning, mergers/acquisitions, restructuring and strategic partnership evaluations such as global alliance membership.

Seabury Consulting professionals have developed effective network strategies for airlines worldwide including development of wholly new networks or optimization of existing networks. Our in-depth understanding of market dynamics, competitive position, underlying market sizes and traffic flows, coupled with our proprietary network planning tools, allows us to deliver immediate short-term and longer-term revenue improvements as well as comprehensive multi-year revenue forecasts.

Seabury Consulting professionals use sophisticated proprietary planning tools such as APGNet and APGAlliance to rapidly define optimum network solutions and key decision support criteria. Typical network planning activities include:

- **DESIGN AND OPTIMIZATION OF A CARRIER'S NETWORK STRUCTURE**
- **IDENTIFYING AND FORECASTING NEW MARKET OPPORTUNITIES**
- **NUMBER, SIZE, AND DIRECTIONALITY OF CONNECTING BANKS WITHIN HUBS**
- **FREQUENCY OF SERVICE IN KEY SEGMENTS**
- **IMPACT OF LEAKAGE AND SECONDARY CITY CAPACITY**
- **ASSESSMENT OF CODESHARES AND GLOBAL ALLIANCE MEMBERSHIP**

FLEET PLANNING

Seabury Consulting has a proven track record of building and refining sustainable airline revenue models that underpin successful strategies. Another key element of a successful airline business model is optimizing the composition and utilization of a carrier's fleet. Seabury Consulting professionals understand the complex interactions between network and fleet planning allowing us to drive the optimum fleet solutions to maximize an airlines' economic performance.

In addition to hands-on relevant experience, Seabury Consulting professionals use our proprietary Fleet Planning/Assignment tool, APGFam, to quickly assess the potential implications of various fleet strategies such as the introduction of new and /or replacement aircraft types. Seabury Consulting is uniquely qualified to assist with all aspects of Fleet Planning, including:

- **QUANTIFYING SHORT-TERM BENEFITS OF REASSIGNING A CARRIER'S FLEET**
- **DEPLOYING THE RIGHT SIZE AIRCRAFT ON SPECIFIC ROUTES/SEGMENTS**
- **APPROPRIATE UTILIZATION GIVEN SPECIFIC AIRCRAFT OPERATING COSTS**
- **VALUE OF DROPPING WORSE AIRCRAFT**
- **ASSESSMENT OF OPTIMAL FLEET COMPOSITION**
- **ANALYSIS OF BREAK-EVEN REPLACEMENT ECONOMICS**
- **FLEET PURCHASE SUPPORT**

The Seabury Consulting fleet planning value proposition is simple—Deliver great value through a combination of industry expertise, analytical techniques, data and proven tools. Recognition of this value is evident in the fact that many of our airline clients retain Seabury Consulting for multiple fleet related projects based on the success of the initial engagement.

AIRPORT CONSULTING

Air service development has become one of the most competitive segments of the aviation industry. Airports and their communities find themselves vying intensely with other coalitions for the airlines' limited resources. Today, airports of all sizes understand the need to pro-actively communicate with airlines in their efforts to attract new flights and maintain existing service.

Given its depth of airline experience and detailed knowledge of how airlines make route decisions, Seabury Consulting helps airports create and implement successful air service development strategies. Seabury Consulting expertise provides assistance in the following areas of air service development and retention:

- **NEW SERVICE PRIORITIZATION PLANS**
- **COMMUNITY COALITION STRATEGIES**
- **INTERNATIONAL MARKET SIZE CREATION**
- **AVIATION/ECONOMIC DATA PROVISION**
- **DOMESTIC AND INTERNATIONAL ROUTE FORECASTS**
- **CARRIER ROUTE PROFITABILITY ASSESSMENTS**
- **FARE BENCHMARKING AND PRICING ANALYSES**
- **NEW ROUTE ECONOMIC IMPACT ANALYSES**

SOLUTIONS

Seabury Consulting is a world leader in providing information technology solutions for the aviation sector. The Seabury Consulting's personnel possess the knowledge and background to assist carriers with all their planning IT needs. This includes:

- **CREATION OF MARKET SIZE FILES**
- **DEVELOPMENT OF WITH-BEYOND (NETWORK) PROFITABILITY SYSTEMS**
- **ESTABLISHING IN-HOUSE DATA GATHERING EXPERTISE**

In addition to relevant experience, Seabury Consulting has developed proprietary tools to aid aviation professionals with their planning needs. These include:

- **APGNET:** NETWORK FORECASTING
- **APGFAM:** FLEET ASSIGNMENT AND PLANNING
- **ASET:** ALLIANCE ASSESSMENT AND OPTIMIZATION

APGALLIANCE

Accuracy and Affordability in an Alliance and Merger Evaluation Tool

Seabury Consulting has extended its network planning technology to help airlines optimize alliance and strategic relationships. APGAlliance was designed to quickly and accurately evaluate a range of strategic relationships from full-merger and alliance partnerships, to route-specific codeshares.

APGAlliance has been used in numerous studies across the globe. This work led to the successful acquisition of air carriers in the U.S. market, and has been used to evaluate alliances worldwide

APGFAM

Great Value Through Increased Revenues and Reduced Operating Cost Through Fleet Assignment Optimization

Airlines are constantly faced with the challenge of taking their aircraft resources and deploying them in a way that generates the most possible revenue while keeping their operating costs at a low level. The difficult tradeoff between revenue generation and cost savings is further complicated by a host of operational requirements that must be met by an operational schedule.

Seabury Consulting offers a sophisticated optimization model which uses fleet assignment technology that has been proven over the years. The model combines the economic analysis that is so critical to an airlines success with a thorough modeling of operational constraints that is critical to producing solutions that are implemented into production schedules.

APGFam provides vast upside to carriers in identifying their optimal fleet plan. The model maximizes long-term profitability by analyzing all feasible fleet options, balancing operating cost, ownership cost and revenue considerations.

In a tactical model, APGFam assigns a carrier's fleet to its schedule plans in order to maximize contribution. The model is able to use realistic constraints for maintenance, range/payload restrictions and other operational issues.

- **FLEXIBLE AND POWERFUL: APGFAM HAS BEEN USED ON CARRIERS OF VARYING SIZES AND NETWORK STRUCTURES AND RUNS ON A STANDARD LAPTOP OR DESKTOP PC. THERE IS NO NEED TO BUY EXPENSIVE ADDITIONAL COMPUTER HARDWARE TO OPERATE APGFAM.**
- **PROVEN FORECASTING AND SPILL ANALYSIS METHODS: APGFAM USES DEMAND FORECASTS THAT INCORPORATE HISTORICAL RESULTS WITH APGNET NETWORK FORECASTS TO PRODUCE ROBUST AND ACCURATE DEMAND FORECASTS, THE KEY TO ANY FLEET ASSIGNMENT OPTIMIZATION MODEL. IT ALSO USES PROVEN SPILL MODELS, INITIALLY DEVELOPED BY BOEING. TRAFFIC AND REVENUE FORECASTS CAN BE FOR UP TO FOUR SEPARATE CABINS ON A SINGLE FLIGHT.**

- **SCHEDULE CONTROL: EXPERIENCE HAS PROVEN THAT A FLEET ASSIGNMENT MODEL NEEDS TO ALLOW THE SCHEDULE TO FORCE CERTAIN FLEETINGS, TURNS, LAYOVERS AND CREW BREAKOUTS IN ORDER FOR A SCHEDULE TO OPERATE SMOOTHLY. APGFAM ALLOWS THE SCHEDULER THE ABILITY TO FORCE THOSE ELEMENTS THAT ARE DESIRED WHILE ALLOWING THE OPTIMIZER TO MAXIMIZE NETWORK PROFITABILITY SIMULTANEOUSLY.**
- **TYPICAL DAY AND 7-DAY MODELS FULLY SUPPORTED: AIRLINES CAN PLAN A “DAILY” OR “WEEKLY” SCHEDULE.**
- **SCHEDULE PLANNING SUPPORT: APGFAM ALLOWS AIRLINE PLANNERS THE ABILITY TO OPTIMIZE A SCHEDULE BY IDENTIFYING THE BEST OR WORST PERFORMING “AIRCRAFT”, KEY “1-STOP THROUGH ROUTINGS”, OPPORTUNITIES FOR ADDING UTILIZATION, AND SLIDING FLIGHT TIMES TO IMPROVE SCHEDULE RELIABILITY AND SLOT FEASIBILITY.**

Call Seabury Consulting’s APG to arrange for a free demonstration and fleet assignment analysis.

APGNET

Great Value and Flexibility in a Network Planning and Forecasting Model

Airlines worldwide recognize that optimum network plans are essential for success. Frequency of operation, time-of-day coverage, hub and schedule structures, online and interline connectivity, and several other factors are all critical elements of network design. Leading carriers have realized that advanced tools and data are required to efficiently develop and network plans. Historically, these tools have been expensive to buy, difficult to calibrate and cumbersome to use.

Seabury Consulting offers an efficient, accurate, user-friendly, affordable solution to network planning and forecasting. APGNet was developed by planners for planners to provide a comprehensive solution to network planning needs:

- **FAST, ACCURATE, INTUITIVE: APGNET USES PROVEN QSI METHODOLOGY TO PRODUCE ACCURATE FORECASTS THAT CAN BE EASILY AUDITED. FORECASTS ARE AVAILABLE IN MINUTES, EVEN FOR COMPLEX INTERNATIONAL CARRIERS.**
- **EXPERIENCED SOFTWARE DEVELOPERS: SEABURY CONSULTING’S SOFTWARE PROFESSIONALS PREVIOUSLY LED MODEL DEVELOPMENT AT UNITED, AMERICAN, SABRE, NORTHWEST AND US AIRWAYS.**
- **EASE OF USE: APGNET MAKES EXTENSIVE USE OF MICROSOFT EXCEL® IN ITS USER INTERFACE INCLUDING OUTPUT PANELS FOR EASE OF MANIPULATION AND PRESENTATION.**
- **DETAILED AND PRECISE: APGNET USES FULL SEVEN-DAY SCHEDULES AND BUILDS WORLDWIDE CONNECTIONS INCLUDING SINGLE AND DOUBLE ONLINE AND INTERLINE CONNECTIONS.**
- **APGNET IS NOW USED BY AIRLINES WORLDWIDE, LARGE AND SMALL AS THEIR CHOICE FOR NETWORK PLANNING TECHNOLOGY.**