

Case Study

Avanade supports the expansion of Azul Air Lines through the implementation of Managed Services

The Situation

Azul is the third largest airline in Brazil in number of passengers transported and fleet of aircraft, as well as being the largest in number of destinations offered, operating at one hundred airports throughout the Brazilian territory and at two international destinations.

The airline had been working in partnership with Avanade in Managed Services. However, the organization's rapid growth created the need to design a more complex IT ecosystem that could handle its market expansion.

Avanade improved its service capability to support and improve Azul's Microsoft infrastructure, accompanying the process of change in the client's business with international expansion and cross selling, as the company added extra services such as lodging and car rentals.

Azul also needed strong technology support with sales campaigns, which included a flexible solutions package that would transform their service model, taking into account a platform of price variations that would keep the client competitive.

The Solution

To attend to all of the client's needs and help them with its market expansion in a highly competitive environment, Avanade reevaluated the structure of its Managed Services team and the current contractual model, which migrated from a technical role to one focusing more on business management support.

This new model allowed deliveries to be made in less time to market. An end-to-end management layer was implemented, providing more intelligence and integrated planning in

order to support the client with activities such as sales forecasts, promotional campaign planning, and purchasing.

The Results

Reducing time to market:

Azul now have more flexibility to respond to their competition, launch promotions, and more rapidly make new campaigns available online.

Improving the sales forecast: The new solution now directly affects the creation of sales campaigns which improves direct savings on the company's core services. Additionally, more accurate management now allows for fewer numbers of aircraft flying with empty seats.



About Avanade

Avanade leads in providing innovative digital services, business solutions and design-led experiences for its clients, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 27,000 professionals in 23 countries. Visit us at www.avanade.com.

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