

Targeted information results in higher sales turnover for DFS



INDUSTRY

- Air traffic control

SOLUTION

- Market & Competitive Intelligence System based on arcplan Enterprise

COMPANY / COUNTRY

- DFS Deutsche Flugsicherung GmbH / Germany

INFORMATION REQUIREMENTS

- Implementation of a streamlined, shared information platform for marketing and sales
- Structured proactive approach to acquisition and purchasing

SOFTWARE

- arcplan Enterprise
- Oracle

USERS

- 30 sales employees

BENEFITS

- Centralized, streamlined provision of information on markets, opportunities, and competitors
- Comprehensive data pool structured by regions and products
- Prioritizing and quantification of projects on a global scale

DFS Deutsche Flugsicherung GmbH, a state-owned corporation with 5,600 employees, is in charge of the safe navigation of about three million flights across German airspace.

The company operates control centers at Langen, Bremen, Karlsruhe, and Munich and the control towers at 16 international airports in Germany. DFS is also a global provider of consultancy and training services, and develops, markets, and implements air traffic control, tracking, and navigation systems.

The company has been using arcplan Enterprise since 2000 for analysis purposes. In mid-2009, the software was introduced in the Aeronautical Solutions division as a decision-support system for the prioritization of sales projects. Aeronautical Solutions is backed by more than 50 years of experience by DFS in the field of air traffic control. The Aeronautical Solutions division is a commercial products division that generates revenue by assisting organizations in the design and implementation of the air traffic control systems that the division has developed, delivering support services (such as training), as well as financing for these projects. Thanks to its wide range of functions for proactive decision-making, great flexibility, and customization options, arcplan Enterprise was soon identified as the ideal product that could help drive further expansion of this division.

Air traffic control systems from DFS – in use all over the world

The arcplan solution made a huge difference to the global sales team because it delivered the intelligence needed to strategically grow the business, helping the group answer questions such as “How is air traffic developing in the various regions of the world?” “Which airports are scheduled for expansion?” “What technical equipment do they require?” To bring complex projects to a successful conclusion, accurate, complete information must be available in a timely manner. This information is crucial for choosing where to market DFS’ services.

Until the Summer of 2009, the sales team utilized an Access database in which projects were recorded. In many cases, valuable information about opportunities, win/loss analysis and competitive information was “stuck” in the sales team’s heads or stored on their laptops. In the Summer of 2009, the company recognized the opportunity to leverage their existing investment in the arcplan Enterprise Business Intelligence platform in order to aggregate, analyze, and distribute sales and marketing data to the global sales staff. Once that was completed, the sales team began to receive in-depth reports that helped them win deals. “As we did not have a system in which all information could be pooled, we were not able to adopt a structured approach to sales and projects,” explains Vasyi Ostapchuk, Strategy & Business Development specialist at Aeronautical Solutions. “This meant that we often just responded to queries from potential customers rather than systematically developing the market.”

The road to proactive marketing

Considering these limitations, the company sought a solution for their sales department that would allow it to manage information on current and future projects and opportunities in a structured manner. The concept of a Market & Competitive Intelligence System (MCIS) was devised by Vasyi Ostapchuk, who sought a way to utilize their current infrastructure – an Oracle implementation. They chose arcplan Enterprise as a Business Intelligence platform, which is specifically designed to lever-

„arcplan Enterprise allows us to tackle sales projects in a proactive way. The information managers need is presented in a way that makes it easier to decide whether or not to allocate resources to a project. All information is available to our staff anywhere in the world, and all opportunities can be managed from a central point.“

*Stefan Lentz,
Head of Aeronautical Solutions at DFS*



DFS Deutsche Flugsicherung



arcplan



age existing infrastructure to deliver timely, contextual, actionable information.

Centralized information platform

arcplan Enterprise serves the Aeronautical Solutions division as a centralized information platform for marketing and sales. The solution provides staff with a wealth of information that enables them to accurately quantify and prioritize sales projects worldwide. With arcplan Enterprise, the team is now in a position to analyze its activities by region or product, to approach opportunities in a structured way, and to take proactive measures to increase profits. The MCIS consists of three key elements, providing data by region and by product:

- Market reports
- Opportunity reports (core element)
- Profile reports on competitors

The market reports cover all data in relation to numbers of flights, passenger and cargo figures, existing and future numbers of airports and planned investments. The data can be analyzed by product and by region – from the country level down to individual airports – and is available to all sales staff worldwide with read and write access. Drill-down options allow for the evaluation of individual projects such as planned terminals and runways. The system contains detailed project descriptions for each airport. This data is complemented by information on the competition such as the number of installed competitor systems per country and other details that allow sales staff to find out exactly which competitor has completed projects at various airports.

Special indicators for the prioritization of projects

At the core of the MCIS are the opportunity reports in which the relevant details of potential projects and existing opportunities are compiled. For this purpose, indicators were developed that enable the sales agents to prioritize the airports that should be targeted by their marketing activities. These indicators tell system users everything from the size of the airport to the provider of its current air traffic control software and its installation date. They also analyze flight statistics and traffic forecasts for individual airports and countries. Based on these data, arcplan Enterprise prioritizes the potential opportunities that the sales team should pursue further.

As soon as a potential opportunity becomes a real opportunity, the sales team can use arcplan Enterprise to enter relevant project data

About arcplan

arcplan is a leader in innovative Business Intelligence, Dashboard, Corporate Performance and Planning software solutions for desktop and mobile use. Since 1993, arcplan has enabled more than 3,000 customers worldwide to leverage their existing infrastructure and achieve organizational efficiency through the powerful combination of analysis, insight and collaboration. Simply put:
We make organizations perform better.

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such as project start and completion dates, the size of the investment, likelihood of success, and general comments.

The profile reports contain information on the competition, from the number of airports and towers where competitor products are installed and the specifications of the installed systems to contact details of senior staff and the details of software providers (including their size, product range, customers, number of installed systems, strategies and cooperation agreements).

With arcplan Enterprise, all projects in growth markets can be listed separately, and the system automatically assigns priorities to the various proposals and opportunities based on the above indicators. The sales team can now decide which projects it wishes to pursue with priority, i.e. where its marketing efforts are most likely to be successful.



Caption: MCIS – centralized business development tool for sales staff, advisers and regional managers of the Aeronautical Solutions division of DFS

Key tool in the decision-making process

For the sales department, the arcplan solution has become an essential tool in the decision-making process. Extensive and costly research has been replaced with a system that provides all information on opportunities, risks, deadlines, and projected turnovers of current and future projects at the push of a button. The MCIS thus offers a structured approach to targeted sales support with the help of arcplan Enterprise.

The company already plans to extend the system for workflow management. „Persons involved in a particular project, such as our legal specialists, will be assigned specific tasks by the system the moment an offer is submitted. They can then deal with the subsequent tasks, such as the release of contracts, directly through the new system,“ explains Sedat Seras, software developer for business support systems at DFS, responsible for the implementation of the MCIS application. DFS also plans to integrate an offer generation solution that produces Word documents, reducing some of the manual work of proposal creation.

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