Flexible | Innovative | Fast

Software as a Service (SaaS) with Expert Support

Gerald A. Bush, Ph.D. - 18 May 2021

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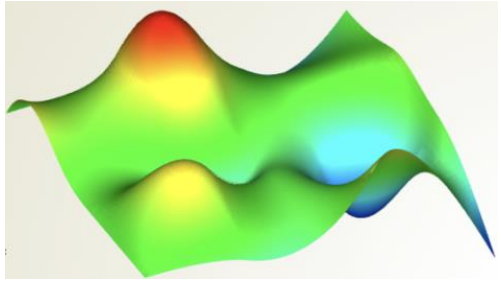
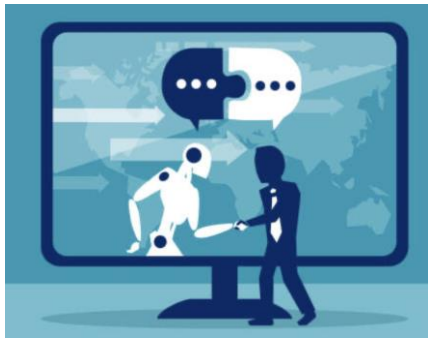
Three Insights from Airline Schedulers

1) Seasonal Scheduling

Demand Driven Planning in Shorter Term & Ops Window

2) Programmed Optimizers





Human-Machine Interaction

3) IT Help-Desk Frustration

Customer Success Experts

It requires more than just good software.

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1) Demand Driven Planning

Making Scheduling & Optimization Quick and Easy for Everyday Use

Zulu Solutions for Airline Scheduling

Schedule Planning → Season Updates → Near Term → Operational Window

Predictions
- Route Evaluation
- Flight Demand Forecast

Demand-Driven Adjustments
- Demand-based Cancels/Adds
- Demand Based Re-fleeting

Fleet Optimizer
- Fleet Assignment
- Fleet Re-optimization (AC lost or added)

Rotation/Gate Optimizer
- Operations/Gates/ Maintenance Feasibility

Code Shares
- Code Shares – Synchronize with Partners

Schedule & Slots
- Full Scheduling and Slot Management

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2) Interactive Problem Solving and Optimization

DB

Demand- Based Schedule Adjustments

Right-Sizing Capacity

- Demand-Driven Cancels
- Cancel Lost tail

FA

Fleet Assignment & Rotations

Fleet Assignment

- DDA (Demand Driven Adjustments) Re-fleeting
- FAM Model
  Optimize profitability w/ aircraft assignment
- FAM Connections
  Global optimization for FAM and rotations

IR

Optimize Intelligent Rotations

Maintenance Rotations

- Rotation Optimization for Maintenance
- Ensure operational feasibility and profitab

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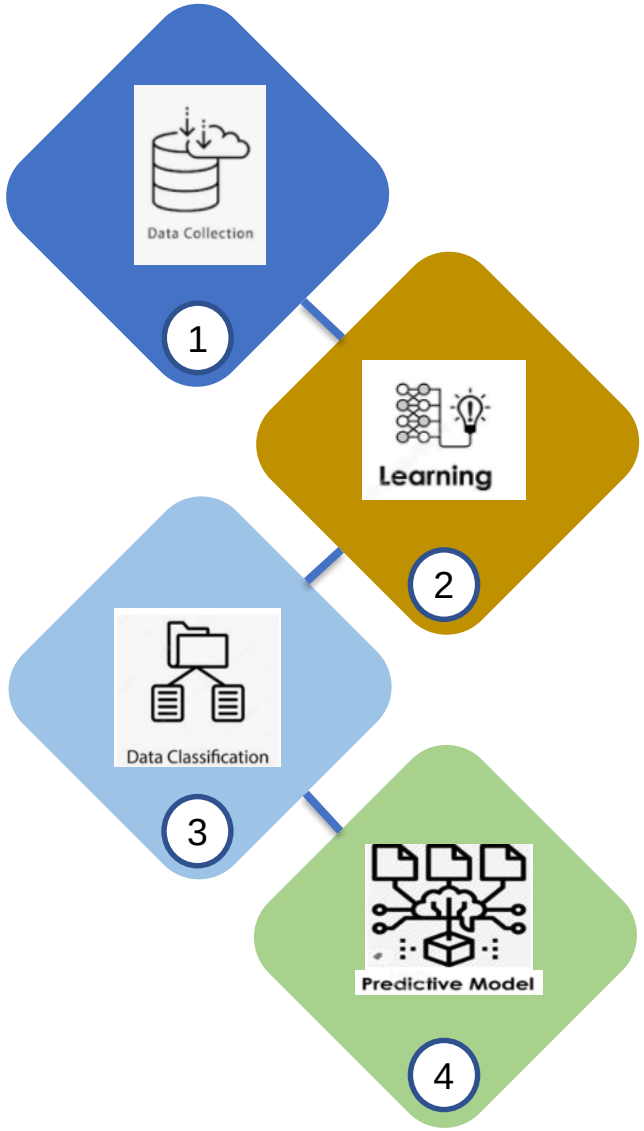
Interactive Planning with Machine Learning

1

Machine Learning (ML) to find High Potentials

Airline, Market, Competitor data
Compare 100s of flights
Find high potentials
Detect where competitor is weak



2

Categorization ML Model

Train model with success examples.
Categorize routes with highest potential selecting 10-15 High Promise routes.

3

Interpretable Results with Clarity on Key Factors

Clearly see factors driving potential and risk of each route.

4

Forecast Profitability for Decision-Making

ML forecast algorithm

- Key factors – include more data
- Compare route

Faster decisions t
update ML quickly

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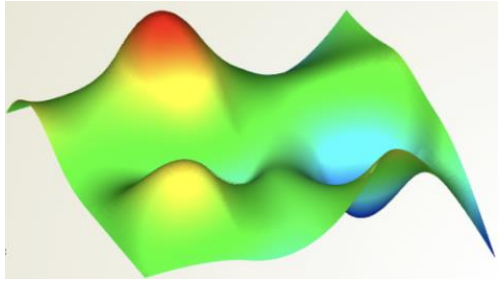
3) The third Insight may be the most important

1) Seasonal Scheduling → Demand Driven Planning in Shorter Term & Ops Window

2) Programmed Optimizers



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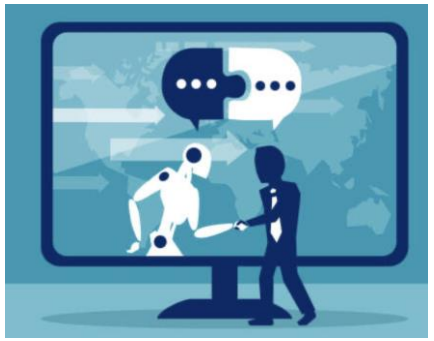

Human-Machine Interaction

3) IT Help Desk Frustration → Customer Success Experts

Users need more than just good software.

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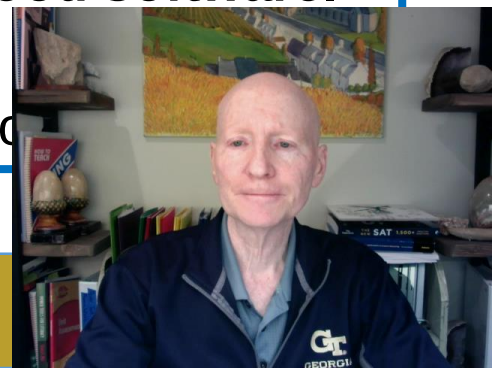

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Customer Success for Transition and Ongoing Value

Quick transition and immediate benefits with no need for internal IT resources

Make an Easy Transition

- ✔ In production fast
- ✔ Intuitive to learn
- ✔ Full functionality
- ✔ Easily integrated
- ✔ Scalable & economical
- ✔ Free upgrades

Schedule Scenarios & Decision Support

- ✔ Route Screening & Profit Forecasting
- ✔ Powerful BI engine & Analytics reports
- ✔ Scenario comparison
- ✔ Schedule quality check

Automation & Optimization

- ✔ Rotation optimization for maintenance and turns
- ✔ Fleet assignment
- ✔ Fix rotations / turn consistency
- ✔ Demand-based cancels and re-fleeting

Gating & Slot Management

- ✔ Integrated slots
- ✔ Slot messaging
- ✔ 80:20 monitoring
- ✔ Gate constraints
- ✔ Dom/
- ✔ Towin

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Comments from Zulu Customers

Jetstar

We wanted the flexibility and innovation that Zulu provided as we designed a truly digital airline

allegiant

The automation in Zulu is like having an additional person on our team with the time savings

HAWAIIAN AIRLINES

Speed is our priority now, and we need maintenance and gate constraints to be optimized as we schedule

SKY

Easy transition! Zulu was set up and our team was trained and in production mode in the first week

scoot

Zulu is easy to use and has great support. Their expertise helps us resolve issues quickly

AIRLINK

Zulu integrated quickly with our other systems. The publication tools eliminated a lot of work

volaris

Zulu's hands-on support helped us solve Mex slots that our previous system could not handle

SkyWest AIRLINES

Zulu Analytics enables us to validate our huge partner schedules quickly wi

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Q&A

Zulu's airline expertise and business support delivers - with flexibility for the future

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