



Information Management Solutions for the Aviation Industry

34th Edition – Effective 1 January – 30 June 2009

Vendor's name: Air Canada and
Information Engineering Group (IEG) Inc.

Product/service name: Air Canada Lounge -- Access Information Management System
(AIMS)

Information as of: 1 January 2009

Business function: V.I.P. Lounge Passenger Tracking and Management
Door Access Control, Security Screening, Revenue Generator, Optimise Staff Roster

Abstract of application:

A.I.M.S. is the solution you need to gain real-time visibility and control over your Global VIP Lounge operations. It is engineered specifically for airlines wishing to enhance their customer experience and build loyalty. Whether you have one local VIP lounge or several lounges around the world, A.I.M.S. is for you. A.I.M.S. supports your business goals and enables you to gain competitive advantage by means of three key performance metrics:

- **Reduce Cost.** Measure passenger flow to create optimum staff rosters for peak periods; Use a kiosk alongside your staff for passenger self entry; Use the kiosk integrated with the entrance door for a total un-staffed experience; Control your global lounge installations from Head Office; Eliminate fraudulent access.
- **Increase Revenue.** Streamline your partner billing for all lounges; Support for Pay Guests policy and Pay Lounges; Publicity window for your partners; Provision to offer superior revenue generating products and services.
- **Security Service.** Control problem situations when confronted with unruly passengers, stolen cards and other security concerns; you determine the severity level of the alert, discretion and action steps to follow.

A.I.M.S. is the solution you need to support your company strategy to build and retain customer loyalty. As we know, keeping and reselling to existing customers costs far less than acquiring new customers. Do you know your Top 10 passengers and which lounge they often visit? A.I.M.S. reports back to you their names, airport lounge, how often they visit and who are their guests. You can establish patterns and greet them by name on their next visit. In summary, A.I.M.S. collects "essential" passenger information without restricting or impeding passenger flow.

A.I.M.S. integrates with your in-house systems for data collection and analysis. In one step, you will acquire the ability to market to your customers with a greater focus and purpose.

Tangible benefits for your organisation:

- Reduce Cost – Superior staff planning. Eliminate fraud. Kiosk for door activation and fast track.
- Increase Revenue – Accurate and timely release of invoices. Partner billing settlement.
- PAX Security – Intelligent security alert module. Identify problem situations.
- Marketing (CRM) – Gather valuable information and identify your Top 10 customers.
- Relationships – Insulate customer during service reduction. Increase partner awareness.
- Communication – Consolidate lounges and improve communication.
- Ease-of-Use – Simple to use. Is non-intrusive and designed by the lounge agents.
- Low Maintenance & Recovery – Provides low Total Cost of Ownership (TOC).

Key features of the system:

- Offers a distinct presentation that practically eliminates any learning curve. No training class disruption.
- Offers passenger alerts with automatic notification to security staff.
- Touch-Screen Agent input with Card Swipe, Smart Card or Bar Code (2D & Aztec). RFID ready.
- Kiosk implementation for customer self entry – "Fast Track Kiosk"
- Automates Passenger and Guest access; identify each by name.
- Configure each station individually, interface with your in-house systems (i.e., Loyalty, Accounting, etc...)

Implemented at: 35 airport locations (Canada, Europe, UK, USA)

Hardware requirements: Intel or compatible PC with minimum 512MB Memory

Operating system: Microsoft Windows XP®

Software requirements: Relational database such as ORACLE, MS-SQL

Multi-user operation: Yes **Demo s/w available:** FREE 30-Day trial **Modules available separately:** Yes

Available documentation: System documentation, user manual, user training, on-line HELP and on-line Tutoring

Available maintenance: Initial maintenance period with purchase

Sale/lease conditions: Software License, Subscription (ASP), or Hosting. Proposal available on request

Warranty: Relates to sales/lease condition

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