AMERICAN AIRLINES
CASE STUDY

WHO IS AMERICAN AIRLINES

Founded in 1930, American Airlines, formerly American Airways, Inc., was the result of the consolidation of more than 80 small airlines into the Aviation Corporation. Today, American Airlines is one of the largest airlines in the world. American Airlines, American Eagle and the AmericanConnection® carrier serve 260 airports in more than 50 countries and territories with, on average, more than 3,500 daily flights. American's network covers points throughout North America, the Caribbean, Latin America, Europe and the Pacific. American has five major cornerstone markets: New York, Los Angeles, Dallas/Fort Worth, Chicago and Miami, where its network resources are concentrated and connect some of the largest U.S. population centers for business travelers. The combined network fleet numbers more than 900 aircrafts. On an average day, American Airlines and American Eagle welcome almost 300,000 customers onto their aircraft, help book flights and answer questions for 110,000 customers who call their reservation centers, deliver 250,000 checked bags to their final destination, and load and transport more than 2.7 million pounds of cargo.

THE BUSINESS CHALLENGE

American Airlines and its associated companies have been winning accolades, for exemplary customer service, and this remains a key mandate for the airline. A stellar mobility strategy is vital for AA to maintain these soaring standards. American Airlines uses a wide variety of mobile devices depending on the needs of the specific work group running on the best available cellular carrier or American Airlines dedicated Wi-Fi network. Mobile applications include Bag Scanning/Aircraft Load and Balance Finalization, Driver Information on Routings, Flight Information for Baggage Carts, and are also used by Fleet Service Clerks responsible for transportation of luggage and freight, Lost or Misrouted Bag Tracking, Cargo Warehouse Freight Location Tracking, Airport Agent Customer Assistance and Dynamic Manning.

Prior to implementation of SOTI MobiControl, individual business areas or their service providers wrote custom deployment software and lockdown security as part of the application. This was very expensive and beyond pushing new software to devices, this provided no remote management capability and was generally ineffective for Mobile Device Management (MDM). Initially, American Airlines looked to SOTI to fulfill requirements for the application management and remote control capabilities for remote field troubleshooting, training, and software issues that could be solved remotely. The initial deployment allowed the development and help desks to remotely solve end user issues (training) and specific software.

Vertical: Transportation
Location: USA
Deployment: SOTI MobiControl
OS: Google Android

Mobile Devices:
- Samsung Galaxy 10.1
- Motorola MC9063S, MC9063K, MC75, MC95 and ES400
- Roper Rugged Handheld Tablet

Mobility Challenges
As a global transportation leader, American Airlines depends on its workers and their mobile devices across the company to streamline operation and improve customer service. They needed a single, integrated mobility management solution to secure and manage all of their mobile devices, applications and content.

Mobility Benefits
The industry leading security and management capabilities of SOTI MobiControl has enabled American Airlines to accelerate their mobility strategy and grow their number of mobile devices from 500 to over 4,000. AA expects to save millions of dollars as they deploy thousands more devices throughout their flight and ground operations.

"American Airlines is blazing trails in our mobile initiatives. SOTI's advanced security and remote control help desk tools will enable us to put the latest mobile devices into our clients' hands to enhance the onboard experience, and into our employees' hands to support the smooth operation of our airline with complete confidence."

Kimberly L. Jackson,
Sr. Mgr Enterprise Mobility & Wireless Solutions, American Airlines
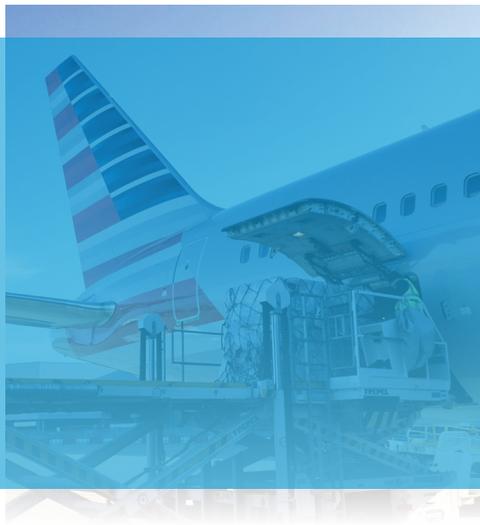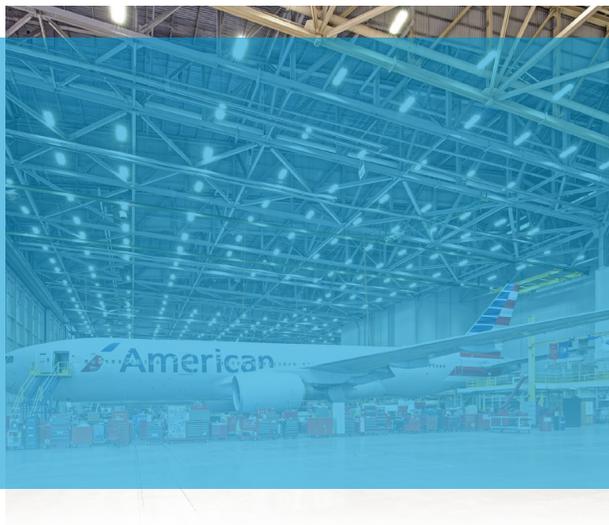
American Airlines

THE SOLUTION

SOTI MobiControl was recommended to American Airlines by Stratix Corporation as a tactical solution to Mobile Device Management for the Airport Services Division. As mobile requirements and product suites have grown, American had subsequently looked at MobileIron, AirWatch and Afaria.

American's Airport Services division initially set up SOTI MobiControl in a lab environment at its headquarters. Following some pilot deployments of the applications mentioned above, the Cargo Division saw the success Airport Services was having and took the next step, which was deploying SOTI MobiControl in a production data center on a Virtual Machine. These deployments were supported by SOTI over the phone and went very smoothly. In addition to the original requirements, the Cargo division used SOTI MobiControl to help gauge and manage battery usage on the devices. They have also implemented a scripting tool that drives test cases through the remote control feature that greatly aids in testing and debugging in the development cycle.

Prior to the deployment, American had 500 mobile devices in the field, but today, 4,000+ devices are managed by SOTI MobiControl, and AA has plans to deploy thousands more.

THE RESULTS

American Airlines is very satisfied with SOTI MobiControl. Because of the operational nature of an airline, SOTI MobiControl's easy to use management console fits American's requirements. American has been able to easily implement customized role-based usage of the Management Console for Business Unit SMEs, Developers, Help Desk, Deployment and Administration roles.

Additionally, they are starting to implement platforms beyond Windows (such as Android) and support consumer grade devices, and looking forward to implementing the web-based console. Based on saving on individual development, lower hardware costs, help desk function, the ROI across the organization is easily in the tens of millions of dollars. American's mobile help desk, the Stratix Service Center, estimates 90 to 95% of the tickets created can be solved over the phone with SOTI MobiControl.

American Airlines

SOTI.

SOTI is a proven innovator and industry leader for simplifying business mobility and IoT solutions by making them smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

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