
A young child with curly hair, wearing a white polo shirt, is holding a large white paper airplane. The child is looking towards the camera with a slight smile. The background is a bright, clear sky. The paper airplane is held in front of the child's face, partially obscuring it.

A new line of  
thought in aviation

CSC  
AIRLINE  
INNOVATION  
PROGRAM



EXPERIENCE. RESULTS.



## Unlock the potential in your organization

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Deregulation. Cutthroat competition. Consolidation. Disruptive technologies. Environmental and security concerns. The aviation industry faces challenges – and opportunities. Only one differentiator can help companies stay ahead – leadership in ideas; relentless creativity in finding new ways of solving problems.

Innovative ideas by themselves are not hard to come by. Yet none of these brilliant ideas matters unless their power can be harnessed to address a real need. The goal of innovation is to create business value by developing ideas from mind to market. The ability to solve problems is the only factor that allows companies to innovate, ie. to move beyond the current state-of-the-art in the design of products, services and processes.

Historically, companies have thought of innovation in terms of product development and the R&D department. But every facet of an organization – administration, marketing, finance, design, human resources and service – is subject to innovation. Innovation must be made an organization-wide, systematic and systemic search to reach new solutions.

CSC can help you make innovation a repeatable and reliable process by nurturing a rigorous, systematic approach to idea creation within your organization – taking ideas from the drawing board to the market.

### **Practical results-driven innovation**

The CSC Airline Innovation Program combines our experience in developing practical cost-effective solutions with airline industry expertise and proven innovation management methods to help you exploit new technologies, trends and industry challenges.

### **How we work**

The CSC Airline Innovation Program helps you design and implement innovative solutions, as well as nurture a culture of innovation in your own organization. This is achieved by harnessing the collective intelligence of employees, partners, competitors and clients.

CSC has developed a number of open innovation management methods that deliver results and strengthen your capacity for innovation:

#### **CSC I-Lab**

The CSC I-Lab methodology paves the way for rapid business process innovations based on the development of future business scenarios. The lab runs for a maximum of five weeks and includes a unique business innovation and re-design track that helps develop your future scenario (three to five years ahead). This becomes the starting point for designing the business process of tomorrow.

#### **CSC Living Lab**

A Living Lab is a dynamic, continuous innovation system where the needs, knowledge and behavior of a community of end users are systematically explored using different methods. In a Living Lab, the prototyping, validating and testing of new services, products and systems are done in a real life context. The Airport Living Lab, a concept currently being developed and implemented by CSC in collaboration with a major airport, ground handler and leading research institutions, is a world first within the aviation industry that will be applicable to all airports.



## Turning bright ideas into business solutions

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## Teaming up for success

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### Idea management solutions

Idea management focuses the creativity of employees on solving critical business problems. Some call it the “idea to cash process.” One way leading companies are involving employees in the innovation process is through a portal that lets them propose solutions to specific management challenges, review and augment the ideas of others, jointly develop solutions and bring in help from experts and consultants.

CSC can help you establish, design and run one-off or ongoing ideation programs, and to configure and operate the associated idea portal based on market-leading idea management software. These ideation programs can also involve travelers, ground handlers and other business partners.

### New technologies and services

By exploring specific topics relevant to the aviation industry as a whole, we identify windows of opportunity for the profitable use of IT that better meet the needs of your business. Not only the development of products and services, but also processes, strategic partnerships, and new operational, management and financial structures.

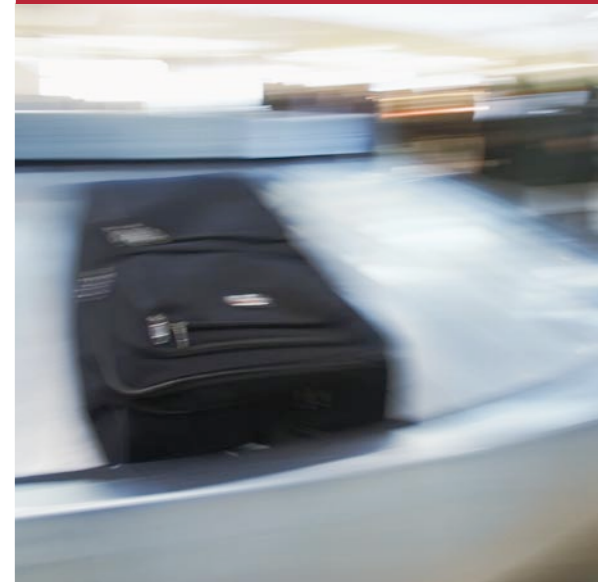
CSC is currently working with new technologies and solutions in the focus areas Mobile Services & Technologies and Track & Trace. There is strong demand for solutions leveraging the latest technological developments in both areas.

Within Mobile Services & Technologies, we are working with clients to adapt business applications to end users’ mobile devices. Mobile solutions support passengers, flight crews and aviation employees with powerful services and tools anywhere, anytime. Potential uses include SMS services for passengers, Electronic Flight Bag, and systems that optimize ground handling operations.

With more people flying than ever before the aviation industry is under increasing pressure from passengers and airport authorities to improve operational efficiency. Track & Trace technologies have the potential to reduce costs and simplify business processes in areas including baggage tracking and automation, flight equipment checks, component status controlling, tools and equipment tracking, and biometric identification solutions.

## Innovation is all about solving problems

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## A culture of innovation

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### The CSC Office of Innovation

The Airline Innovation Program benefits from the wide-ranging capabilities, activities and offerings of the CSC Office of Innovation. The CSC Office of Innovation is a global network that encourages knowledge sharing across different markets and industries, from the research stage to final implementation. Drawing upon the creativity and know-how within our own organization, we find innovative uses for existing technology and proven solutions for our clients.

### Leading Edge Forum

A powerful, multi-client “thought leadership” community where the next generation of ideas on management and technology issues are explored.

### Centers of Excellence

Facilities committed to helping you stay one step ahead of technology. Established by the Leading Edge Forum they are hotbeds of innovation.

### Global Alliances

Through partnerships with world class technology providers we make sure we can meet your needs in the best and most efficient way possible.

### Global Service Offerings

Identifying customer and market needs is critical to translating an idea into a solution that addresses a real business need.

### Research Network

To deliver the right solution for your organization it is vital that we understand your business and market. Experienced researchers and analysts give us the information we need.

### Challenge:

Improve the infrastructure of ground operations at Roissy-Charles de Gaulle airport.

### Solution:

A significant overhaul of the baggage-sorting system and an improvement in operational processes.

### Results:

More efficient baggage handling, better systems integration and customer service, all resulting in improved economic performance for Air France.

### Further reading:

Get the full story, CSC and Air France: CSC Helps Major Airline and Airport Overhaul Ground Operations, at [www.csc.com](http://www.csc.com)

## Case studies Air France

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## Scandinavian Airlines (SAS)

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### Challenge:

To create a solution that provides full access to SAS's IT infrastructure even when employees are outside the office.

### Solution:

Mobile Office provides full access not only to e-mail and personal data, but also to corporate applications, intranets and the Internet via a powerful cell phone web browser. Flight crew can use Mobile Office to synchronize their work schedules with their calendar, for example.

### Results:

SAS managers can easily access their e-mail, calendar and contacts while on the move. This has already led to increased flexibility and sped up decision-making processes.

### Further reading:

Get the full story, SAS Goes Mobile With CSC's Mobile Office, at [www.csc.com](http://www.csc.com)

"The users basically take care of themselves. Eventually this will allow for new ways of working, and some people might choose to keep their computers turned off and only use their cell phones."

Claes Norrman  
Director IT Infrastructure  
SAS



### Challenge:

Pursue the first opportunity for the newly merged airlines to enhance relations and work together by synchronizing their logistics management information system.

### Solution:

The processes were mapped out and an appropriate solution agreed upon. The new system manages the logistics chain, makes forecasts and facilitates management tasks.

### Results:

The implemented application orchestrates the different data flows and manages the two base stocks from which goods and equipment are shipped across the world. An Internet portal has also been developed for remote management of flows and stocks.

### Further reading:

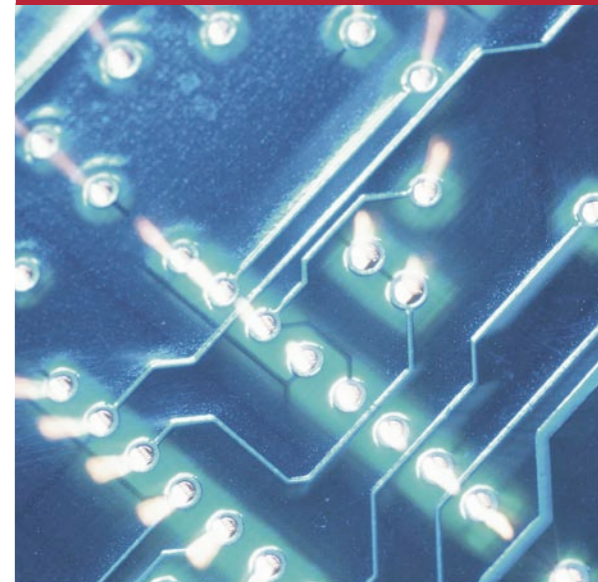
Get the full story, Airlines Synchronize Logistics With CSC, at [www.csc.com](http://www.csc.com)

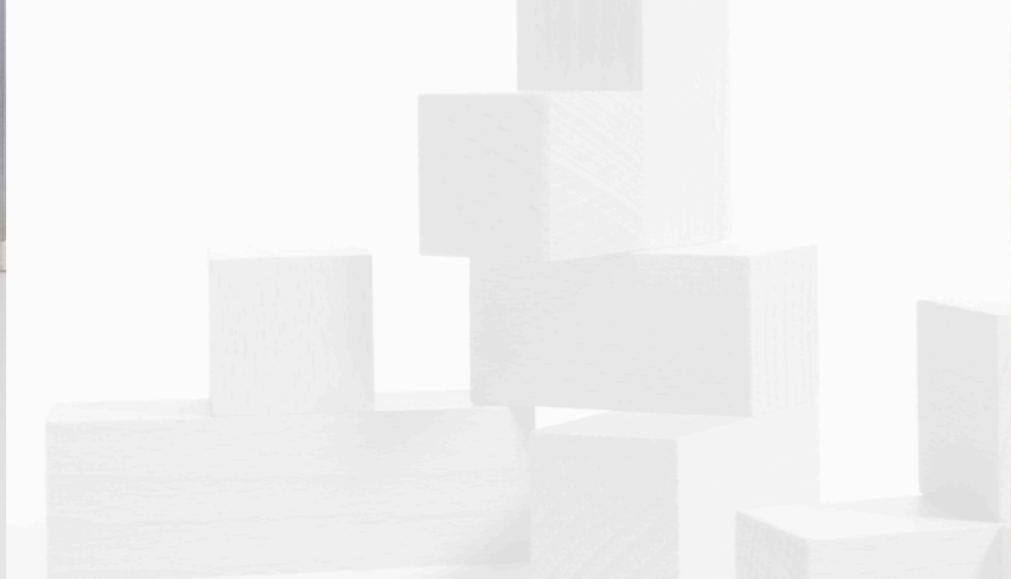
"This successful project is a springboard for all future initiatives common to Air France and KLM."

Marie-Anne Balle-Calix  
Logistics Manager Flight Products  
Air France

## Air France-KLM Royal Dutch

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## Scandinavian Airlines (SAS)

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### Challenge:

To increase "off airport" check-in and save customers time.

### Solution:

SAS Check-in Info is an automated service that informs and enables passengers to check-in for their flight before they arrive at the airport.

### Results:

About 10% of SAS passengers today use off airport check-in services, and the trend is growing.

### Further reading:

Get the story, Airline Goes Cellular, at [www.csc.com](http://www.csc.com)

"Feedback from our customers has been very positive and the ground handling time for our passengers at the airport has been reduced."

Johan Bygdén  
Product Manager New Technology  
SAS



Technology advances have changed how the world does business. Today we operate in an online, always-on environment in which processes must be shared across organizational lines, between enterprises, across different time zones.

To compete successfully in the global marketplace, companies need an IT partner that can provide global solutions. Being global means applying best practices: standardized, integrated and used uniformly regardless of country, language or culture.

CSC has the local presence and expertise to assure you consistent, high quality service no matter where you are located.

### For more information see:

Computer Sciences Corporation  
[www.csc.com](http://www.csc.com)

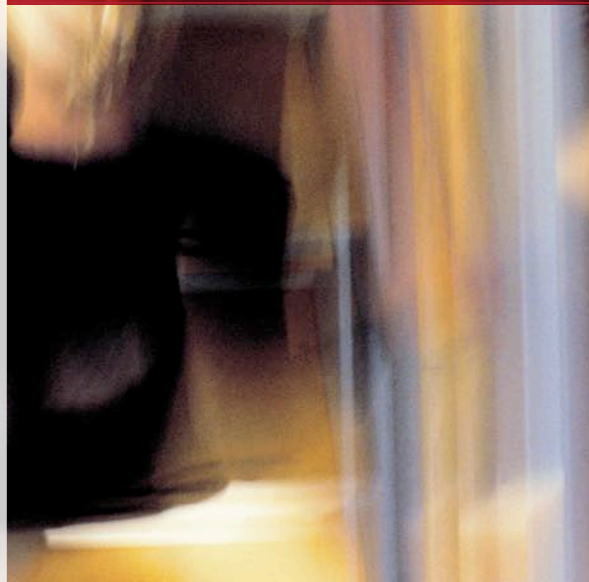
Leading Edge Forum  
[www.lef.csc.com](http://www.lef.csc.com)

Technology innovation programs  
[www.lef.csc.com/technologyprograms/](http://www.lef.csc.com/technologyprograms/)

What Innovation Is  
How Companies Develop Operating Systems for Innovation –  
A CSC white paper  
[www.csc.com/features/2004/93.shtml](http://www.csc.com/features/2004/93.shtml)

## Local service – global solutions

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# About CSC

Computer Sciences Corporation helps clients achieve strategic goals and profit from the use of information technology.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.

For more than 45 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."

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Printed in Sweden 2007-09.

## Computer Sciences Corporation

### Denmark

Retortvej 8, Valby  
DK-1780 Copenhagen  
+46 36 14 40 00

### Norway

P.O. Box 506, Skøyen  
NO-0214 Oslo  
+47 21 63 40 00

### Sweden

SE-195 87 Stockholm  
+46 8 560 100 00

## Worldwide CSC Headquarters

### The Americas

2100 East Grand Avenue  
El Segundo, California  
90245  
United States  
+1.310.615.0311

### Europe, Middle East, Africa

Royal Pavilion  
Wellesley Road  
Aldershot, Hampshire GU11 1PZ  
United Kingdom  
+44(0)1252.534000

