

Casestudy: MessageViewer and SAS





# Case study: MessageViewer and SAS

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## MessageViewer yields enormous savings for SAS

The global telex system is the lifeblood of communication within the aviation community. A major airline such as SAS receives thousands of telex messages every day. These messages have until recently been distributed to the approx. 1,000 telex printers that are situated in SAS's offices all over the world.

But this is no longer the case, states SAS's IT coordinator, Marianne Aunel, who is responsible for the project for the development of the MessageViewer system. This system sends the telex messages directly to the users' displays:

We performed a cost-benefit analysis that was based on a gradual out-phasing of 300 telex printers. We simply compared the costs for the development of MessageViewer with our costs for paper rolls and ink cartridges and our costs for printer maintenance and the occasional replacement. The result of the comparison proved that we would save approx. 1.6 million DKK every year – and this result was only based on 300 out of our 1,000 printers. So the more printers we eliminate, the greater our cost cuts will be. As the entire project costs correspond to approx. half of the first year's savings – by eliminating 300 printers – our project costs have already been recovered in the course of approx. 6 months – in other words – now!

The cost-benefit analysis only proves our direct gains, Marianne Aunel explains:

*"We chose Gamma Partner because their solution was the most inexpensive and the fastest delivery – with a development time of only three months and a total delivery time of only six months. And the efforts they put into this task were most impressive."*

Thanks to MessageViewer, the users now save time and have become more efficient. The system includes a series of online functions that make it easier for the users to maintain an overview of and to sort the flow of the messages received. For example, the system includes a function for free text searching on messages and in addition to this the users are able to save messages, find them again and enter comments.

The individual user is also able to filter out the many messages that are irrelevant to the user in question. And finally, the struggle with lengthy printouts from the telex printers is a thing of the past.

In short, it is an impressive and at the same time simple solution to a problem with which most certainly all other airlines struggle, says Marianne Aunel.

## Gamma Partner ApS

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By autumn 2003, 300 printers had been eliminated and this development will continue. The printers will be phased out one at a time and the work in this connection is performed by SAS's own staff. On a daily basis, more than 10,000 messages are processed with MessageViewer.

#### **Fast delivery – on time**

MessageViewer has been developed in close collaboration between SAS Ground Services and Gamma Partner. The project has been performed in a speedy and problem-free fashion, Marianne Aunel explains:

We chose Gamma Partner because their solution was not only the most inexpensive but also the fastest delivery – with a development time of only three months and a total delivery time of only six months. And the efforts they put into this task were most impressive.

They have been really good at listening to our suggestions and ideas. We have enjoyed a close daily dialogue and this has meant that we at no time have misunderstood each other. And as they employ the Extreme Programming methods they have made a speedy, timely delivery and at the same time all errors have been remedied and all misunderstandings have been avoided or revealed immediately – before any problems arose or delays occurred.

From the very beginning the users were involved and this is one of the main reasons that the course of events proceeded in such a painless

*MessageViewer, developed by Gamma Partner in collaboration with SAS, has already provided SAS with enormous cost cuts. And this will continue concurrently with the phasing out of SAS's telex printers.*



manner compared to so many other IT projects in which I have taken part.

And last but not least, we now have a solution that suits and fits us perfectly. The system includes no superfluous functions and it is so easy and simple to use that any new user may embark on it immediately without any prior training – and thus no absence from work, finishes Marianne Aunel.