opentext™

SUCCESS STORY

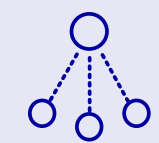**Bangkok Airways**

Industry
- Transportation

Solutions
- OpenText™ Extended ECM for SAP® Solutions
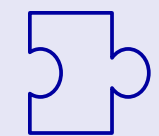- OpenText™ Process Suite

Partner support
- I AM Consulting Group

Results

Supported business transformation with **streamlined simplified IT infrastructure**

Enhanced data insight and access by integrating enterprise content with SAP transactions

Improved efficiency with automation and integration workflows

Enabled a **superior customer experience** with simplified processes

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Bangkok Airways

Regional airline innovates and drives digital transformation with OpenText

Bangkok Airways unites content, applications and business processes with OpenText solutions integrated with SAP® Business Suite on HANA

"With OpenText™ Process Suite, we can access and make revisions and adjustments as we go. And we can look at the big picture at any time, at any step, until the final approval. So it has helped us in terms of making the process more efficient and more accurate."

Dr. Pratit Santiprabhob
Advisor to the President
Bangkok Airways

Established in 1968, Bangkok Airways pioneered private airline flight in Thailand and now flies more than 20 major routes domestically and internationally. With three privately owned airports, roughly 30 aircrafts and 2,500 employees, Bangkok Airways occupies a "boutique" niche in the marketplace. It offers full, exclusive and personalized services to its passengers, including elite lounges, unique airports and new airplanes. Bangkok Airways strives to be the leading regional airline in Asia.

To ensure both the highest safety standards and the highest quality products and services, Bangkok Airways continually seeks innovative ways to more efficiently run its operations. Recently, the airline embarked on a sweeping initiative to update its legacy information systems, applications and business processes. Using the OpenText™ Extended ECM Platform integrated with SAP Business Suite on HANA, Bangkok Airways addressed system, data and content integration issues resulting from fragmented and homegrown applications. Additionally, upgrading to OpenText™ Process Suite allowed the airline to connect and streamline its manual, paper-based business processes.

Challenges

Like many organizations, Bangkok Airways struggled with a legacy IT infrastructure that made it difficult to integrate systems and applications, and impossible to use data for strategic decision-making purposes. To stay competitive in this digital age, Dr. Pratit Santiprabhob, Bangkok Airways advisor to the president, knew it was time for a new IT strategy and infrastructure. He describes the challenges the airline was facing, *"Everything was silo-based. We had multiple islands of applications. We encountered all the classical problems of system and data integration among these islands of applications—we could not integrate data for operational uses or for strategic uses."*

The airline struggled to manage and integrate transactional data with content and documents, ranging from quotations and invoices to passenger documents. Santiprabhob describes an example, *"Bangkok Airways provides cash compensation to passengers when there are any irregularities or inconveniences during their travel. But everything was being done manually on paper."* For customers, the process was slow and inefficient, and it was problematic for the airline since the related paper documents could not be tied back to the transaction.

Manual, paper-based business processes such as this were common, and the airline's home-grown workflow applications and open source workflow platform were error-prone and difficult to manage. The result was that business processes at Bangkok Airways were not always well controlled or efficient.

Solution

The team at Bangkok Airways, supported by local strategic partner, I AM Consulting Group, took the first step by implementing an Enterprise Resource Planning (ERP) system to streamline and simplify its IT infrastructure and applications. SAP Business Suite on HANA, a powerful in-memory data and application platform, was chosen. *"SAP had announced it was going to make a business suite on HANA. Even though it was not available yet, we realized that we could either buy the future or buy the past. So, we decided to buy the future,"* says Santiprabhob.

The team's next step was to find an Enterprise Content Management (ECM) system that would integrate with the new SAP platform. OpenText™ Extended ECM for SAP® Solutions was selected—a complete, enterprise ECM solution that uniquely integrates with SAP.

> *"Bangkok Airways views both OpenText and SAP as very important strategic partners to provide us with all the IT platforms we need to operate the airline and keep us flying."*
>
> **Dr. Pratit Santiprabhob**
> Advisor to the President
> Bangkok Airways

"The first and main driving force was the OpenText solution's tight integration with SAP and the seamless process that connects the document to SAP transactions," says Santiprabhob. *"OpenText Extended ECM for SAP has this natural and tight integration, so we can easily work with the content from the SAP user interface during transaction processing.*

Our needs began with the basic procure-to-pay documents, such as quotations and invoices. They all need to be attached to every single transaction that we process in the ERP. And, of course, OpenText Extended ECM provides a solution for that."

With the content management system on board, the airline began looking for an automated solution to update its business processes and applications. Again OpenText came to help. *"We consulted OpenText and were introduced to OpenText Process Suite,"* Santiprabhob says. A market-leading business process management (BPM) platform, OpenText Process Suite addresses complex process automation and case management challenges from a single platform, with pre-built components to easily build applications. *"After evaluating Process Suite, we saw it would give us quite a few benefits. One, we would have good support that we can trust from OpenText. Secondly, there are tools to develop applications more easily than with the open source platform. And, third, the tight integration with SAP, which means that we can load all our workflows into the SAP HANA® to use as the control for our other transactions."*

Benefits

With its new solutions in place, Bangkok Airways is reaping the benefits of a simpler, streamlined IT landscape. *"Before SAP Business Suite on HANA, we had a very fragmented IT infrastructure, with*

in-house systems and so many different databases that we needed to interface together. Now, we have one central database and everything runs out of the business suite. HANA provided us with a single source of truth for our financial operation," says Santiprabhob.

The performance of SAP HANA was just as Bangkok Airways expected. *"We're able to now do the route profitability analysis reports within hours instead of days if we were to use the conventional relational database,"* says Santiprabhob. The platform also opened the door to a digital transformation of the airline's approach to ECM and BPM.

Relevant content linked to respective transactions

Extended ECM for SAP Solutions allowed the airline to tie in documents related to its financial procure-to-pay operations, as well as other customer activities, resulting in gains in efficiency, content integrity and customer experience. *"Now that we have the OpenText Extended ECM solution integrated with SAP HANA, we have much better control of the transactional data on one hand and transactional documents on the other hand. And they're linked together. That's the main benefit that we have, where we can go back and forth between the transaction and supporting documents,"* explains Santiprabhob.

In fact, the solution gave wings to a new mobile application for the airline's ground operations, which provides easy access to information, enables data monitoring and tracking and applies industry standard business process and functionality, including reports and forms. This has replaced manual, paper-based processes for activities like passenger refunds. *"In the past, everything was done manually on paper. We had to get copies of IDs and copies*

of the signed receipt form from the customer," Santiprabhob says. *"Now, we have developed the mobile application and customers can get their compensation done swiftly, in a paperless fashion. Of course, we need to still capture the customer ID and signature, but now that goes into OpenText Extended ECM."*

Seamless integration of business processes with SAP

With Process Suite, Bangkok Airways' challenges with its workflow platform and applications are a thing of the past. The team used to struggle to maintain data integrity; there was no built-in data interface among different workflow applications and no centralized access management to workflow applications. Now, business processes are integrated with SAP, and with the help of implementation partner, I AM Consulting Group, Bangkok Airways has developed applications for activities, such as budget preparation. Santiprabhob describes the previous manual, error-prone approach, *"We had to prepare budgets using Microsoft® Excel® files and pull those into the old workflow. The problem was that we did not have good visibility into the budgets that were being prepared by different departments at any moment in time. Not until we came to the very end, did we see the big picture."*

Now, the airline has visibility and control at every step of the budget preparation. *"With OpenText Process Suite, we can access and make revisions and adjustments as we go. And we can look at the big picture at any time, at any step, until the final approval. So it has helped us in terms of making the process more efficient and more accurate."*

### Automation and improved control of business processes

Apart from budget preparation, Process Suite has also been used to develop applications for travel orders, and training requests and registration. Santiprabhob explains that while the training application is small, it provides significant benefits. *"In the past, things were done manually on paper. We didn't have any big picture visibility into the requests, the resources that we'd committed so far, or the expenditures that we'd made on the training. But with OpenText Process Suite, we have better control of the training that we need to conduct for our people and better control of the resources we commit to that training."* He concludes: *"I think it's a very good tool. I foresee going forward, that Bangkok Airways can use OpenText Process Suite to develop anything that we would like to manage as a business process."*

Future

Looking forward to the next leg of its journey, Bangkok Airways plans to expand on its new ECM and BPM solutions integrated with SAP Business Suite on HANA. *"Bangkok Airways views both OpenText and SAP as very important strategic partners to provide us with all the IT platforms we need to operate the airline and keep us flying,"* Santiprabhob says. *"We are going to extend the OpenText Process Suite to cover more business processes, and get some analytics on top of that. Also, we are going to focus on contract management, as our immediate next application with Process Suite, together with Extended ECM."* Other business processes on the itinerary include development of several ticket management applications.

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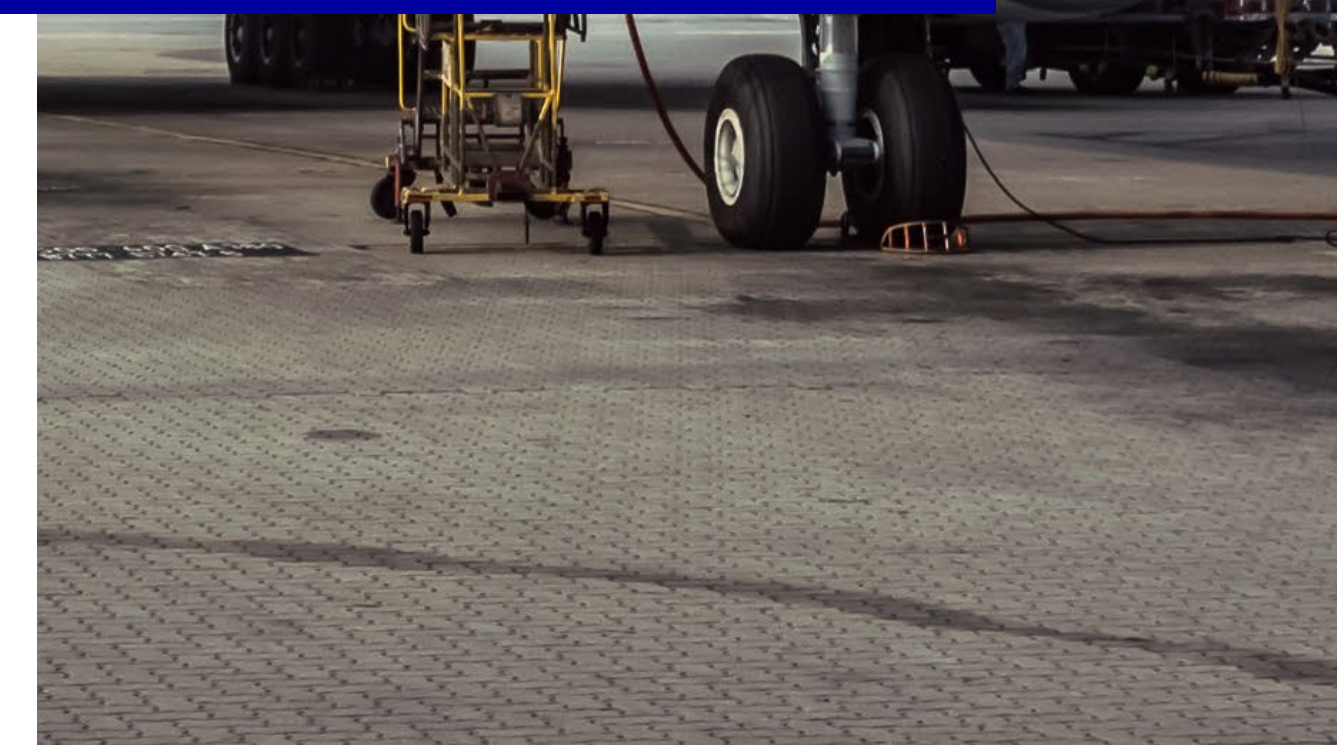
Santiprabhob looks forward to continued success with proven technologies and support from both OpenText and SAP, **"With OpenText and SAP, Bangkok Airways has a very good foundation to go digital in the future."**

About I AM Consulting Group:

I AM Consulting Group has combined all experiences with the best IT consultants in Thailand whose skills and experiences have been proven of the success in many references. I AM Consulting Group provides a practical strategy down to execution implementation of enterprise solutions for any medium company and large enterprise for SAP related solutions. Our main target is to help clients streamline their business with IT solutions in order to maximize IT investment and achieve their company goals.

www.iamconsulting.co.th

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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