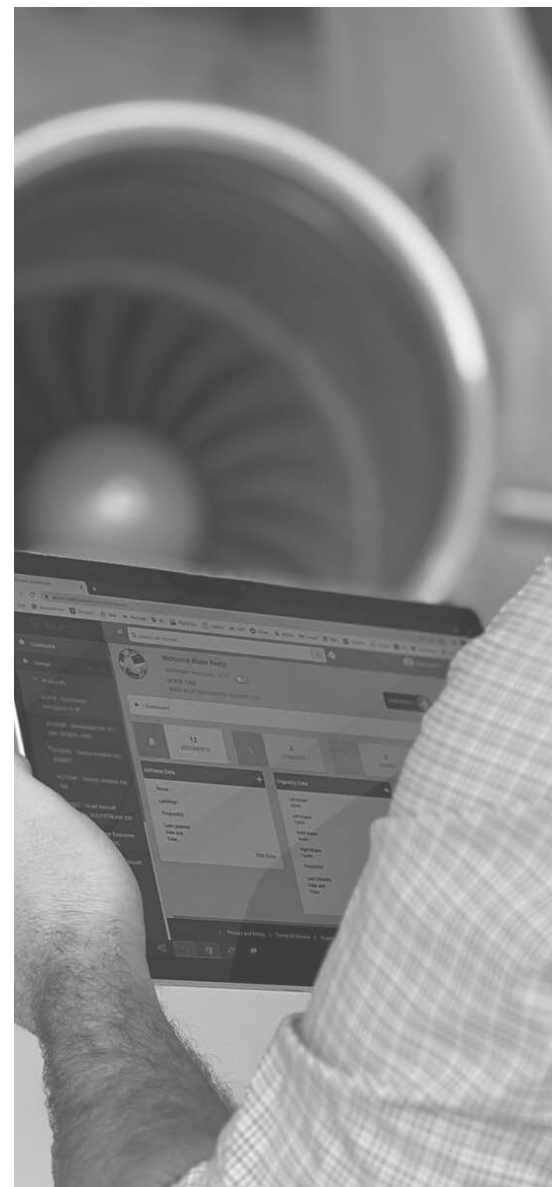# EVALUATING THE ROI OF CLOUD-BASED
MAINTENANCE INFORMATION MANAGEMENT (MIM)

WHITE PAPER

OVERVIEW

Aircraft maintenance records, often a disparate mix of paper and digital assets, are extremely valuable, they are not usually insured and could require significant research, reconstruction and re-work if they are lost or damaged. Further, maintenance research, records organization and compliance can be time consuming and costly. Finally, with maintenance personnel in short supply and wages at a premium – it's clear that a digital solution will mitigate risk, reduce costs, increase efficiency, and aid with ESG compliance.

Mente Group, a well-established aviation asset advisory firm, consulted with Bluetail, the leader in aircraft records management tools, to explore their market value proposition. Mente Group conducted independent research consisting of multiple in-depth interviews with clients of Bluetail, other industry stakeholders, and found that Bluetail's business aviation solution can address specific challenges across organizations to preserve value, reduce workload and increase efficiencies.

MAINTENANCE TEAM CHALLENGES

Customers interviewed noted three major issues managing maintenance records for their fleets. Below are the most universal concerns.

Aircraft records inefficiencies

Doing maintenance research using paper records, otherwise known as "box diving", is a very time-consuming process. Even digital records, if not indexed properly - an often labor-intensive exercise - are typically not fully searchable nor are they easily organized.
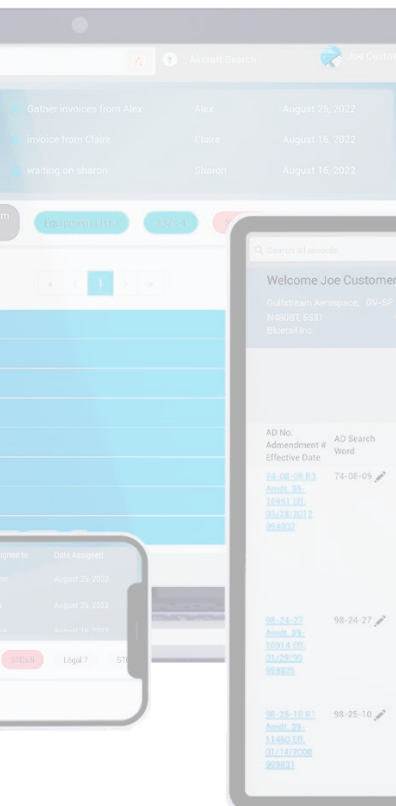
Need to do more with less

Maintenance organizations are under constant pressure to increase productivity and reduce costs, with labor shortages only exacerbating this challenge. Digitization is seen as a major catalyst for helping do more with less.

No centralized records "hub"

The current aircraft records solution is a disparate mix ranging from analog (fireproof safes, filing cabinets, etc.) and digital records which originate from MX-tracking/ERP systems and scanned records stored in desktop computers, flash drives and FAA non-compliant cloud storage solutions.

MENTE GROUP

Mente customer research identified tangible benefits across four broad ROI objectives:

RISK MITIGATION/ASSET PROTECTION

Preserve aircraft value

Bluetail comprehensive cloud-based maintenance records platform – which includes MX-tracking integration - provides a complete (back-to-birth), secure and legal (AC 120-78A compliant) digital asset management system.

Customers reported the potential for:

10% PREVENTION of LOSS in aircraft value

> "By eliminating the reliance on physical documents, Bluetail's platform virtually eliminates the chance of any aircraft devaluation due to lost or incomplete logbooks."
>
> CHIEF INSPECTOR

IMPACTFUL COST REDUCTION

Eliminate paper research "box-diving"

Bluetail's MX records optimization technology, which includes MACH search, auto OCR and auto forms recognition, has been proven to reduce records research time up to 50%. Additional savings include travel and shipping-related expenses which support sustainability.

Customers reported the potential for:

50% REDUCTION in research time for maintenance events

> "By making an aircraft's back-to-birth maintenance records instantly searchable and shareable, Bluetail enables MROs to provide faster and more accurate project quotes."
>
> DIRECTOR MAINTENANCE

Remove manual data entry for searching

Bluetail's platform utilizes machine learning that has been proven to reduce manual indexing time by up to 100%. The system automatically turns every record, form, word, and character into structured data, this offering even greater benefits associated with manual indexing.

Customers reported the potential for:

100% ELIMINATION in data entry for search

> "Manually searching paper records is time-consuming. With Bluetail our team no longer types keywords to make searching possible -- saves us money with lower headcount."
>
> MAINTENANCE MANAGER

Securely share records from anywhere

Bluetail's ability to easily share aircraft records, which includes sophisticated roles and permissions, can, in some cases, eliminate and in other cases reduce travel costs significantly. Additional savings can also be achieved with expenses associated with shipping records.

Customers reported the potential for:

$⬇ **REDUCTION in travel & shipping costs**

> "Eliminating the shipping risks of valuable logbooks to remote aircraft is a key benefit to Bluetail's cloud-based network – records are instantly available to my MRO."
>
> QUALITY ASSURANCE

INCREASED EFFICIENCY/REVENUE OPTIMIZATION

Maximize uptime with faster conformities

Bluetail's revolutionary MACH Conformity module has been shown to reduce aircraft conformity time by up to 50%, thus significantly reducing costs and allowing for optimum revenue when the aircraft is being used for charter.

Customers reported the potential for:

50% **DECREASE in conformity research time**

> "Bluetail automates many of the FAA's current Part 135 conformity processes, reducing the time and cost of placing a new aircraft on a charter certificate."
>
> CONFORMITY MANAGER

Reduce time spent on compliance

Bluetail's advanced maintenance records platform, which includes MACH Search and Conformity, allows for a 30% reduction in compliance tracking and reporting. In conjunction with MTX applications, it also helps ensure greater accuracy in tracking life limited components, etc.

Customers reported the potential for:

30% **REDUCTION in compliance tracking time**

> "Bluetail reduces compliance reporting time and helps mitigate unplanned FAA audits with accessible records."
>
> DIRECTOR MAINTENANCE

ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG)

Reduce environmental impact

Adopting Bluetail's digital maintenance platform and eliminating physical records (and their related storage) provides immediate improvement in Scope 2 emissions. Also, storage space at airports for maintenance records is expensive. For example, a 20'x20' room costs $1.50/sq. foot/month, would cost $7,200 on an annual basis.

Customers reported the potential for:

$7K **ANNUAL SAVINGS on carbon footprint**

"Eliminating the added cost and space required to store and secure paper records, is another digital benefit to owners wanting to minimize their flight department's impact."

DIRECTOR AVIATION

KEY ROI FINDINGS

The value of Bluetail's maintenance information management system is immediate and demonstrable. Organizations can realize significant financial benefits from an investment in Bluetail:

01 **PRESERVE VALUE**
Digitize maintenance records and protect aircraft asset value

03 **INCREASE EFFICIENCY**
Stop manual entry / organizing - auto recognize FAA forms

02 **REDUCE COST**
Find things fast and stop paper "box diving"

04 **MORE UPTIME**
Digital conformities leads to improved aircraft availability

TRENDS TO WATCH

From a macro perspective, major trends in business and maintenance management include:

- Transition to digital information and elimination of physical documentation
- More geographically diverse operations
- More focus on efficiency and how to utilize maintenance information more effectively. This not only includes having access to all information, but managing it better including:

Digitizing all data and information | Maintaining all data digitally | Managing all data digitally

ABOUT BLUETAIL

Bluetail is the leading modern aircraft records platform. They enable aircraft owners, operators, and flight departments to move away from paper-based records and digitize, organize, search, and share all aircraft records (back-to-birth) from anywhere on any device. Their customers experience the peace of mind from knowing every aircraft logbook, document, and history is professionally scanned, indexed, and secured with their FAA-compliant, cloud-based SaaS platform so they can focus on running and growing their business.

ABOUT MENTE GROUP

Mente Group, an aviation advisory and brokerage firm, offers a comprehensive array of aviation consulting services. With offices in Dallas, Boston, Chicago, Orlando, and Portland, Mente Group professionals have handled more than $10.5 billion in aircraft transactions, compiled more than 60 years of aviation experience, and executed more than 500 business jet deliveries. Mente Group is an accredited member of the International Aircraft Dealers Association (IADA) and a member of the National Business Aviation Association (NBAA) and the National Aircraft Finance Association (NAFA).

DISCLAIMER

The return-on-investment (ROI) and other financial calculations expressed in this research paper are based on data provided by Bluetail clients, lenders, brokers and various assumptions and estimates only. The actual value realized by clients may vary from the estimates provided. Bluetail offers this research paper to assist clients with evaluating digitization and information management of aircraft records; however, Bluetail and Mente Group are not responsible for the accuracy of any estimates.

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UPLOAD, CATEGORIZE, SEARCH ANY/OR ALL RECORDS

RELATE RECORDS TO ONE ANOTHER FOR EASY SEARCHING