Magellan Aviation Group uses Cirium to find new opportunities and research for client and prospect meetings.
Magellan Aviation Group has become a leader in the aftermarket sales of engine and aircraft product and services. Specialist in engine leasing and trading. We support three segments of the air transport industry: commuter/regional turbo-prop, regional jet, and commercial narrow- and wide-body. Since its foundation in 2000, Magellan Aviation Group is serving more than 775 customers in 80 countries.

The Challenge

In the current competitive environment, Magellan Aviation Group has found it increasingly more challenging to lease and trade engines alongside making a desired return, so it usually looks for alternative ways to grow. By having a range of current and forecasted fleet data, Magellan Aviation Group can be informed and proactive enough to gain an advantage in securing new business.

A key factor in Magellan Aviation Group meeting its strategic growth targets is the success of its global Commercial Team, who has responsibility for finding new deals. Magellan Aviation Group has a very experienced team located between North Carolina, Florida, Ireland, and Singapore.

The Commercial Team originates deals in the market with airlines, spending much of their time on the road networking and meeting clients or prospects. However, in such a competitive market, where other lessors often accept the lowest

“Everyone’s using [Cirium’s] data. They are the most accurate data supplier out there. From experience, other suppliers have less information.”
– David Rushe,
Director, Sales & Marketing - Europe

Magellan Aviation Group strive to achieve positive results and provide integrated aviation support services to the global airline industry. Its mission is to continue to provide a profitable return for investors.
possible bid, the Commercial Team needs to:

- Stand out in the market
- Find deals with sufficient margins
- Propose creative structures or incentives that benefit airlines versus competitor bids

The Solution

It is vital that the Commercial Team keeps up-to-date with the market’s developments and reacts quickly to opportunities, ahead of the competition.

When on the road, the Commercial Team needs to create meeting briefs quickly. It is important that the information in these briefs is accurate and up-to-date as it helps substantiate client discussions and allows the team to benchmark information provided by clients.

Magellan Aviation Group Commercial Team relies heavily on fleets information in Cirium™ Fleets Analyzer to provide a snapshot of the portfolio of an airline or lessor. The team generates information directly from Fleets Analyzer to see the prospect’s fleet size, who is leasing which aircraft, and when their leases will expire. With many meetings to prepare for, in a short space of time when travelling, the Commercial Team finds it very useful that the information in Fleets Analyzer can be exported to Excel and a detailed report completed within minutes. Without such a database, it would be difficult for Magellan Aviation Group Commercial Team to function effectively as it would not be able to prepare the quantity and quality of pitches it needs to when visiting clients.

Magellan Aviation Group chose to use Fleets Analyzer as its fleets research tool because it has found Fleets Analyzer to be the most accurate and complete data

From the Customer

“[Cirium’s] data assists decision making in every department. [Cirium’s] data is the industry standard — most lessors use it as an industry benchmark.”

– David Rushe, Director, Sales & Marketing - Europe
available. Magellan Aviation Group has evaluated fleets data from other providers and found Cirium to provide better coverage and accuracy. Magellan Aviation Group has also found that Cirium’s fleets database is the industry standard, with most lessors using it as a benchmark view of the world’s fleet.

Fleets Analyzer enables you to:

- Understand the global fleet
- Identify aftermarket opportunities
- Gain a competitive advantage
- Inform your fleet and investment strategy

About Cirium

Cirium brings together powerful data and analytics to keep the world in motion. Delivering insight, built from decades of experience in the sector, enabling travel companies, aircraft manufacturers, airports, airlines and financial institutions, among others, to make logical and informed decisions which shape the future of travel, growing revenues and enhancing customer experiences. Cirium is part of RELX PLC, a global provider of information-based analytics and decision tools for professional and business customers. Find out more at cirium.com.