

GLOBAL TRADE AVIATION

Case Study

Industry standard fleets data empowers Global Trade Aviation to prepare for client meetings with confidence



CIRIUM



“We chose to use Fleets Analyzer as our fleets research tool because [Cirium’s] fleets data is the most accurate and complete available.”

*-John Mason-White,
Chief Executive Officer*

Global Trade Aviation is an ambitious, globally respected supplier of aircraft spare parts and buyer of end-of-life aircraft. Led by a skilled management team with decades of experience in the aviation industry, the company specializes in providing superior customer support from aircraft purchase to inventory sales. They believe in providing a world class service with uncompromised quality, and their goal is to grow quickly while still providing a profitable return for investors.

The Challenge

Global Trade Aviation has found it increasingly more challenging to re-market mid-life and end-of-life aircraft and still make their desired return, so it usually looks for alternative ways to grow.

A key factor in Global Trade Aviation meeting its strategic growth targets is the success of its global commercial team, who has responsibility for finding new deals with airlines. They spend much of their time networking and meeting clients or prospects, typically attending 6-7 meetings with airlines per week. With many meetings to prepare for when traveling, and in a short space of time, it is vital that the commercial team can quickly prepare meeting briefs at a moments notice. They also need to be able to stay up-to-date with the market’s developments while on the road.

In such a competitive market, where airlines often accept the lowest possible bid, the commercial team needed to generate reports to see:

- The prospect’s fleet size
- Who is leasing which aircraft
- When leases will expire

Global Trade Aviation’s commercial team were struggling with properly researching their potential clients prior to a meeting with them. As a result they couldn’t get ahead of their competitors or improve their sales performance. They needed accurate and up-to-date fleets data to inform client pitches and allows the commercial team to benchmark information provided by clients.

The Solution

CiriumSM Fleets Analyzer, powered by Cirium's trusted fleets database, allows Global Trade Aviation to inform their pitches with a snapshot of the portfolio of an airline or lessor. Thanks to Fleets Analyzer, the commercial team can create a detailed meeting brief within minutes. Now, Global Trade Aviation's commercial team uses Cirium's fleets database to function effectively by preparing the quantity and quality of pitches they need to when visiting clients.



The team is able to:

- Stand out in the market
- Find deals with sufficient margins
- React quickly to opportunities, ahead of the competition
- Propose creative structures or incentives that rise above competitor bids

Fleets Analyzer has helped Global Trade Aviation to conduct

From the Customer



“We evaluated fleets data from other providers and found [Cirium] to provide better coverage and accuracy. [Cirium’s] data is the industry standard—most lessors use it as an industry benchmark of the world’s fleet.”

*-John Mason-White,
Chief Executive Officer*

client research with ease and confidence, helping them gain a competitive edge. They've accomplished their goal of enabling their commercial team to accelerate sales. As a result, they are growing rapidly and getting closer to reaching their desired returns.



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](https://www.cirium.com).