

Bangkok Airways selects Kale's Decision Support Service - EverestAir

EverestAir to help airline's senior management make informed decisions by presenting real time information and forecasts

Bangkok, Mumbai, 07 February 2012: Kale Consultants, an Accelya group company and leading solutions provider to Airline and Travel industry, today announced that Thailand's leading regional airline, Bangkok Airways has signed up with Kale for the EverestAir Service, for Sales Performance Management.

Commenting on the occasion **Khun Viroj Satitharopagorn, Vice President – Accounting, Bangkok Airways** said "We have been working with Kale for a long time and acknowledge their expertise in revenue accounting and audit solutions. EverestAir is a totally new dimension of Kale's domain understanding and expertise in the airline commercial space. We are extremely positive of the results and are sure that EverestAir will soon become a key component of our decision making process."

EverestAir solution will assist Bangkok Airways in;

- Target Setting for Flights and Area of Sales
- Benchmarking of performance for Flights, AOS and Agents
- Presentation of the Targets, Benchmarking and Sales Performance Monitoring
- Revenue forecasting
- Alerts and Escalations

Speaking on this occasion, **Neela Bhattacharjee, Head – Airlines SBU, Kale Consultants** said, "We are delighted to expand our partnership with Bangkok Airways with our latest offering in commercial decision support services – EverestAir. This is a breakthrough solution from Kale, as we can now help airlines with enhanced decision making capabilities to optimize and monitor performance."

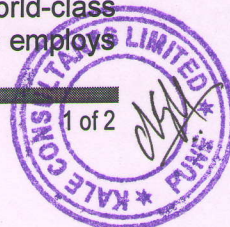
EverestAir is an airline decision support service that guides senior management to make informed decisions for better performance by presenting real time information and forecasts in a simple and effective view. Using scientific methodologies, EverestAir captures management objectives and translates these into measurable targets. The service also monitors performance against set benchmarks, internal and external – immediately identifying areas of concern allowing for timely corrective actions resulting in improved revenues.

About Bangkok Airways:

Branded as Asia's Boutique Airlines, Bangkok Airways Co., Ltd. is a regional airline with its main base at Suvarnabhumi Airport in Bangkok. The airline also operates its own airports in Samui, Sukhothai and Trat. Bangkok Airways has obtained permits to operate scheduled flights to over 20 domestic and international routes – covering nearly all major cultural and resort destinations in Thailand and the region. It operates scheduled services to destinations in Thailand, Cambodia, Laos, Maldives, Myanmar, India, Hong Kong, Singapore and soon to add Kuala Lumpur, Malaysia (from March 2012)

About Kale Consultants Limited:

Kale Consultants Limited, part of the Accelya Group, is a leading solutions provider to the global Airline and Travel industry. Committed to innovation and excellence, Kale delivers world-class software products, technology, managed process, hosting and consulting services. Kale employs



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over 1400 talented professionals who focus on delivering quality service to over 100 satisfied customers across 30 countries.

Kale's **Industry Solutions** are driven by active partnerships with industry bodies and customers, and unparalleled domain knowledge. Kale's **Customised Approach** in deploying these solutions supports clients with best fit solutions to match to their requirements.

Visit us at www.kaleconsultants.com

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