

# AW newsletter

Spring 2014

*ThinkCustomer*

## SUPPORTING THE AW189'S ENTRY INTO SERVICE

Customer involvement has been a vital ingredient in the development of the AW189, AgustaWestland's new generation 8.3-tonne super medium helicopter, which achieved EASA type certification earlier this year.

The first delivery to Bristow Group has been completed and in recent months attention has focused on finalising the comprehensive support and training infrastructure.

Launched in 2012, the AW189 Maintenance Review Board (MRB) is an important example of customer collaboration, bringing together in-service experience from AW139 operators alongside expertise from AgustaWestland, key supply partners and the aviation authorities, to shape the AW189's maintenance programme. Against a very tight 18-month timetable the programme has led to the approval by EASA and the FAA of the first issue of the AW189 Maintenance Review Board Report (MRBR), which operators can use as a baseline to develop their own maintenance schedule.

Elsewhere, the first AW189 Full Flight Simulator has been certified by EASA and ENAC and is ready to support the operational training requirements of customers at the A. Marchetti Training Academy in Sesto Calende, Italy. The new AW189 training capability will be the first of several planned regional training services using the latest simulator technologies.

AW189 operators will also benefit from a state-of-the-art HUMS designed and developed by AgustaWestland, helping customers to optimise maintenance schedules. The HUMS includes a lot of learning taken from customer feedback and experience on the AW139.



**AgustaWestland**

A Finmeccanica Company

## ICT PROJECTS AIM TO IMPROVE EFFICIENCY

How can we make our ICT solutions work harder for the customer and reduce the burden of non-value adding activities?

These questions have been the driving force behind two recent AgustaWestland ICT projects with the aim of improving the efficiency of key day-to-day transactions and streamlining logistic data sharing.

### Business-to-Business

The first project focuses on developing a Business-to-Business (B2B) solution capable of automating the large number of regular electronic commerce transactions that take place between AgustaWestland and customers. Under the traditional process AgustaWestland would respond to customers' orders received in writing (via email or fax) or by phone with an acknowledgement confirming the price and conditions of supply.

AgustaWestland's B2B solution has developed an automatic system to generate purchase orders for helicopter spare parts and to retrieve purchase order status, thanks to a direct connection between the ICT systems of AgustaWestland and the customer via Web Services Technology.

Through the new system AgustaWestland customers will be able to generate a purchase order for the requested material as well as indicating lead-time and quantities required. The order is then submitted directly into AgustaWestland's ERP system, reducing non-value adding activities in the supply chain. The customer will be also able to directly interrogate AgustaWestland systems to receive timely updates about the progress of orders.

Successful B2B solutions have already been implemented with Bristow Group, CHC and PHI, while discussions are ongoing with several other operators to extend the benefits to a wider customer base.

### Barcode Incoming Project

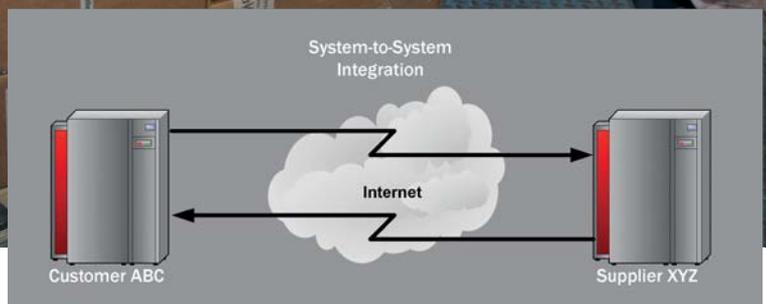
The introduction of a barcode scanning solution is helping to simplify and improve the process to receive incoming AgustaWestland materials. AgustaWestland developed a new Packing List Layout that includes a dedicated barcode referencing the customer Purchase Order.

This simple solution removes the need for customer employees to input data manually, leading to a more efficient way of working that reduces the incoming time of AgustaWestland components.

A pilot project was launched involving all AgustaWestland facilities in Italy and the concept is now being extended to all AgustaWestland facilities worldwide. The plan is to include the barcode information in all customers' packing lists, in order to extend the potential benefits to the entire AgustaWestland customer base.



technology





Discussion panel at the Service Excellence launch event.

## SERVICE EXCELLENCE

AgustaWestland has launched a new initiative called Service Excellence to ensure that customers around the world receive the highest quality support every time they deal with the company.

Recognising that customer satisfaction is increasingly driven by AgustaWestland's service performance as well as by product quality, Service Excellence will help to deliver on AgustaWestland's commitment to 'ThinkCustomer' at all levels of the organisation.

The initiative brings together representatives from all Company functions and with direct input from customers to make improvements in key areas such as aircraft availability, parts despatch and repair and overhaul turnaround times.

The initiative, which is led by Customer Support & Training, supported by cross-company involvement, was unveiled during a workshop in Vergiate, Italy attended by more than 150 employees. An intensive programme is now under way to identify the most critical areas of 'service value' in collaboration with a control group of 50 customers.

Tangible advantages will eventually be available to all customers, in two areas. Firstly, a new Service and Training offering methodology, with much greater alignment between customer needs and the solution offered.

This will improve customer operations and increase their confidence in the value for money of our services. Lessons learned have already been implemented as we are already proposing more flexible and innovative 'Power by the Hour' schemes and advanced services, both to our Commercial and Military customers. We are also matching our price policies with the key direct operating cost drivers for all our product lines, introducing an improved value-for-money proposition in the 2014 price list.

Secondly, as a fundamental enabler for long term business success, a realigned delivery performance. This programme, called Operational Excellence, began in May, will see a design phase completed by June 2014, and an implementation phase by end of the year. Significant time has been spent at customer and service centre maintenance bases. Potential time saving of up to 30% on major inspections has resulted from the analysis, reflected in a 5-10% availability improvement, depending on the customer operating tempo.

AgustaWestland has set out three clear goals for the programme: firstly, to improve customer satisfaction by being recognised as the best in the industry for service performance. This will be measured by a projected fleet availability increase we aim to achieve this year. The second aim is to make a positive impact for the customer by providing exceptional value and significantly reducing the maintenance burden. Improvements are being introduced with an accelerated design programme, also using direct feedback from one of some of our most experienced AW139 customers who have recently visited AW and spent time with our management teams. The final objective is to increase customers' loyalty and preference for AgustaWestland helicopters and by doing so to help to grow the business.

Giovanni Cecchelli, Vice President, Capability Development and Governance within Customer Support & Training, said: "We know from our regular conversations with customers how important responsiveness and service performance are to their own businesses, as much as guaranteeing productivity of their fleets, and how much these factors influence their perception of AgustaWestland. We are engaging with customers as part of the initiative, listening to their views and we will work quickly to deliver improvements that make a tangible difference."

## THE LATEST ON PRODUCT IMPROVEMENTS

Regular feedback received from the AgustaWestland customer base worldwide demonstrates the importance that Operators place on receiving timely information on product improvements which are relevant to their own fleets.

With this in mind AgustaWestland organised a series of conferences during the Heli-Expo event in Anaheim, CA, to engage with customers, give details of product and service developments and to hear directly from operators about their own experiences.

During the event the company hosted two Customer Advisory Boards, the first focusing on the AW139 and the second dedicated to the AW109/119. More than 150 customers participated in the sessions, an increase on the figures involved in 2013 and the emphasis was very much on interaction.

Attendees at the AW139 Customer Advisory Board, which was held at the convention centre, were able to submit questions to be answered during a live Q&A session, while the subject matter included a 360° approach to product improvement, covering developments on the aircraft itself but also support issues, training services, future projects as well as input from suppliers.

Again building on feedback from previous events, the AW109/119 Customer Advisory Board took place in the more informal setting of a local restaurant, providing a good opportunity for networking and interaction. Feedback from both events has been very positive with customers also requesting opportunities to have similar meetings in different geographies – AgustaWestland is now considering how best to facilitate this. During Heli-Expo the company also participated in two events that were organised in conjunction with HAI to provide technical briefings on both the AW139 and AW109/119 series. AW139 Product Support Engineering Manager Riccardo Del Duca provided a technical update on the AW139, while Andrea Barca, Product Support Engineer for AW109/119 helicopters, provided a similar briefing in relation to the AW109/119 series products.

### NOW AVAILABLE!

**A109S/AW109SP IETP 16<sup>th</sup> Issue**, with update and improvements in the technical content as implementation of the feedback received from operators on the publications

**AW139 IETP 24<sup>th</sup> Issue**, with a new layout of Amerigo® browser version 4, with an improved interface for use on mobile and portable devices and with update and improvements in the technical content as implementation of the feedback received from operators on the publications

**Technical Bulletin 139-400**, with the upgrade of the Honeywell Primus Epic® software to Phase 7 version for aircraft having software version 4.8 without changing the display units

**Technical Bulletin 109SP-072**, with the upgrade of the new Flight Control Computer software using a field loadable approach

For more information, please contact our Product Support Engineering department at [aw139.mbx@agustawestland.com](mailto:aw139.mbx@agustawestland.com) and [aw109.mbx@agustawestland.com](mailto:aw109.mbx@agustawestland.com)





## AW189 FFS BEGINS OPERATION IN ITALY

### The world's first AW189 Full Flight Simulator is ready for training

The new AW189 Level D Full Flight Simulator (FFS), designed and built by AgustaWestland and CAE, is now operational via the Rotorsim joint venture at the AgustaWestland Training Academy in Sesto Calende, Italy.

Meanwhile, the AW189 Flight Training Device (FTD) at Sesto Calende, qualified to Level 2 by the European Aviation Safety Agency in 2013, is also being used to deliver ongoing customer training.

### AW189 Training in Italy

AW189 pilots, maintenance technicians, HUMS specialists and rear crew will benefit from the highly qualified and experienced instructors, a comprehensive training programme and a Learning Content Management System (LCMS) training solution. The new Rotorsim AW189 simulator is based on the CAE 3000 Series model and has already achieved qualification to the highest Level D standard, with full EASA approval. In the near future it is expected to be qualified and approved for training by the FAA and Aviation Authorities in many other countries.

Among the benefits offered by training on the FFS are its Direct Projection Visual System, NVG capability and a wide range of mission scenarios.

The AW189 FFS also features the helicopter's advanced systems and replicates full flight parameters in all approved conditions, supplemented by the latest technology such as the digital Automatic Flight Control System, Flight Management System and Cockpit Display System.

Training for the AW189 is delivered via the LCMS training platform, which balances distance learning and touchscreen-based Virtual Interactive Procedural Trainers for instructor-led and blended learning. The VIPT shares most of the software application with the FFS to run realistic procedures, drills and

malfunctions, providing the crews with superior preparation for the simulator itself.

### AW189 Maintenance Training Solution

- AgustaWestland offers full maintenance training for the AW189, as well as the aircraft's APU and engine, through the use of instructor-led and Maintenance Training Simulators to maximise training effectiveness and to hone the skills of engineers. More than 50 engineers have already been trained on the AW189 Maintenance Training Courses.
- All Training Academies within the AgustaWestland Training network offer distance pre-learning for most courses, with information available through the Online Training Academy.

For AW139 crews, AW189 courses are designed to maximise the benefits of the AgustaWestland Family to enable rapid type transition, lower training costs and simplified type introduction.

## GLIMS DELIVERED TO NORWAY

### Ground Logistic and Management System (GLIMS) delivered to Norwegian MoD

The Norwegian Ministry of Defence has taken delivery of the Ground Logistic and Management System (GLIMS) to support its fleet of NH90 helicopters. This was the final delivery in the framework of the GLIMS provision contract to NAHEMO – the NATO Helicopter Design, Development, Production and Logistics Management Organisation – and takes to eight the total number of systems that have been provided so far to the NH90 users' community (including export customers).

## T96 SUCCESS EMBODIES THINKCUSTOMER APPROACH

In 2010 AgustaWestland launched a programme in partnership with customer CHC to drive improvements in the availability of CHC's AW139 fleet. At the time the initiative was dubbed Target 95 in reference to the overall objective of achieving 95% fleet availability.

Four years on and the programme is still going strong, albeit under the new name of T96 to recognise the next stage of the challenge to raise availability levels still further. The benefits of a closer working relationship are such that CHC has described the programme as "a model for the way that an OEM should interact with its customers" and has pledged that T96 will never end, but will remain a continuous cycle of improvement in support of CHC's purpose to enable customers to go further, do more and come home safely.

Since the original programme was launched the challenge to improve availability has become ever more complex with the CHC AW139 fleet doubling in size and similar growth taking place in the scale of CHC's operating bases worldwide.

Open communication and data sharing have been two of the building blocks to the work of T96 –

AgustaWestland has real-time access to CHC's fleet database for example, giving a snapshot of the global fleet at any one time. This also enables a rapid response in AOG situations.

Significant improvements in availability levels have been made since the inception of the programme and both the customer and AgustaWestland remain committed to in partnership.

The T96 programme also represents a broader commitment by AgustaWestland to constantly improve the support offered to customers. The initiative embodies the ThinkCustomer approach whereby the company takes a proactive approach to delivering excellence in customer service by anticipating the requirements of operators and introducing improvements to products and services.

The principles of the T96 programme are now being applied to the way that AgustaWestland works with all customers worldwide.

This approach also promotes continuous dialogue between the joint customer/AgustaWestland team supplemented by regular face-to-face meetings to discuss key issues. The whole AgustaWestland business is now involved in a cross-functional commitment, rather than initiatives being viewed as purely a Customer Support activity.

customer focus





## Q&A: AN INSTRUCTOR'S PERSPECTIVE

**An interview with Rory Mitchell, AW139 Simulator Instructor at the AgustaWestland Training Academy US**  
Rory Mitchell is a recent addition to the AgustaWestland/Rotorsim roster of AW139 Simulator Instructors. He retired from the New Jersey State Police after completing a 25 year career as a NJ State Trooper. During the last 10 years of his career, Rory was assigned to the NJ State Police Aviation Bureau, tasked to conduct medevac operations, law enforcement sorties as well as dignitary transportation relays in various types of helicopters.

**Q. You have experience in various helicopters but when were you introduced to the AgustaWestland AW139 and where did you receive your initial training for that particular aircraft?**

A. In 2011 the State of New Jersey and AgustaWestland finalised the purchase of five new AW139 helicopters, which replaced a fleet of ageing aircraft owned by the NJ State Department of Treasury. It was at this time I began initial training for the AW139 at Rotorsim's training facility, located in Whippany, NJ.

**Q. Is there anything that stood out about the training you received at AgustaWestland Training Academy US during that time?**

A. Yes! I quickly realised the experience and talents of the instructors providing training and noted a relaxed but challenging atmosphere, which I feel is an environment conducive to learning. The instructors were excited about training which in turn kept me enthusiastic about the curriculum being taught. This experience was also the first seed planted in my thoughts of possibly becoming a Simulator Flight Instructor in the future.

**Q. What prompted you towards a new career with AgustaWestland?**

A. As I realised that retirement from my previous career was just on the horizon, I knew I had to make quick but wise choices. For many reasons, I have always felt AgustaWestland was the place for me so I pursued this career path and was recently awarded a position with the AgustaWestland/Rotorsim family. This afforded me the opportunity to continue working within the aviation industry while remaining close to my immediate family.

**Q. Has your experience been everything you have expected so far?**

A. It has. Working at AgustaWestland Training Academy US, has given me the chance to remain in the aviation industry as a pilot as well as an instructor, which enables me to have input as it relates to the safe operation of AW139 helicopters being flown around the world today. My aviation knowledge has grown and continues to grow tremendously and having the ability to share this knowledge with the many interesting people I have met thus far has been extremely satisfying.

**Q. What else can you tell us about yourself?**

A. I am a people person who genuinely enjoys talking to people. I believe this is a good trait to possess in general and is key to becoming a successful instructor of any kind. I have always been accustomed to helping others during my previous careers and plan on bringing that same attribute along with me as I proceed with my new career path.

**Q. What can students anticipate prior to meeting you for the first time?**

A. Students can look forward to an enjoyable, relaxed, professional environment to learn, train and perhaps try new things and I personally look forward to a long and prosperous career with AgustaWestland.

## AW189 INSTRUCTORS COMPLETE TRAINING

What is it like to be one of the first Flight Instructors on the AW189? During April 2013 an initial group of three AWTA Flight Instructors, shortly after followed by another group of five, started a Type Rating Ground Course on the new incoming AW189.

The AWTA in Sesto Calende is set to welcome a steady stream of student pilots seeking to obtain qualifications on the AW189 throughout 2014 and subsequent years, in alignment with planned deliveries of the AW189 that are about to start.

Capt. Roberto Bonantini gave his insight into the experience of being one among the very first AW189 Flight Instructors

**Q: How does it feel to be the one of the first instructors qualified on the AW189?**

A: It is an honour and a privilege, professionally speaking. The AW189 is the next generation “super-twin” helicopter of choice for a huge variety of roles and provides an unbelievable capability. I’m excited to be given the opportunity to be one of the first instructors contributing to its introduction into service.

**Q: How does your past experience on the AW139 help the company to add value to new pilots on the AW189?**

A: This helicopter provides pilots with a level of situational awareness that exceeds any existing rotary wing platform. Past experience on the AW139 added an immense value; certainly part of this experience, due to familiarity between types, will be transferred to the AW189 pilots more effectively, thanks to consolidated knowledge of the AW139.

**Q: What is the biggest challenge for a pilot undergoing AW189 Type Rating and how do we address that challenge?**

A: The biggest challenge is defined mainly by the innovation involved in this helicopter. Innovation is intended as a way to operate more efficiently and with a higher degree of safety a helicopter that will develop further in the future. The potential to develop and improve as a pilot on the AW189 is huge, and a pilot under training has to realise that a Type Rating to day will not finish with a skill test, but he should accept the challenge of further development on type later on.

Capt. Roberto Bonantini is currently Type Rating Instructor at the AgustaWestland Training Academy A. Marchetti, in Italy. He became a pilot in 1986, began flying helicopters in 1991 and has been a qualified Flight Instructor since 1996.



## MPAS

### MPAS enters service with Italian Navy

The Italian Navy has taken delivery of a Mission Planning & Analysis System (MPAS) in full operational configuration for the NH90 NFH and AW101 fleets. Delivery to the Navy was achieved after successful execution of acceptance tests and operational verifications, initially at the AgustaWestland Helicopter Support Systems facility in Sesto Calende and then at the Luni Naval Base in Italy. The customer has given a positive response to the product as well as the overall performance of the team during the development programme.

We appreciate your feedback and comments and we are pleased to provide you any further information. Please, don't hesitate to contact us, at the following e-mail address:

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