The Realities of a Business Case

Purpose
Development
Outcome
Purpose

• Improve the organization
  – Understand the goals of the organization
  – Define metrics for success

• Influence decision makers
  – Obtain use of limited resources
  – Prove value of the effort
  – 80/20 Rule

• Example - Turbulence
Development - Turbulence Example

• Organizations
  – Government
  – Airlines

• Goals & Metrics
  – Safety = Injuries
  – Efficiency/Emissions = Fuel burn
  – Capacity = Altitude blockage

• Constraints

• Decision makers – Who is behind the curtain?
Turbulence Example - Safety

• Current Model
  – PIREPS = Wright Brothers
  – Chat Room

• IF EVERYONE IS STRAPPED IN WITH CARTS STOWED, NO ONE GETS HURT.

• KEY IS NOT TO CRY WOLF & F/A IGNORE WARNINGS
Turbulence Example – Efficiency/Emissions

• Assumptions
  – Optimum altitudes for fuel burn
  – Standard industry values

• Range of primary variables
  – % of times leaving optimum altitude
  – Altitude deviation
  – Time off optimum
Turbulence Example – Capacity

• Assumptions
  – Tools = ATC Chat room, Dispatcher, Upper Air chart, Radar
  – Dispatch vs. en route results
  – De facto blockage

• Variables
  – Reporting subjectivity
  – Cabin management
  – Tolerance/Risk factors
  – Decision drivers
  – Workload drivers
Constraints

- **Variability** – Meteorology, Dispatch, Pilot, Controller
- **Solution Mix for Product**
  - Airline, Government, Commercial or Mix
  - Costs burden
- **Distractions**
  - Airline priority of the day – Mergers, Fuel, Economy
  - FAA Bias toward airline solution
- **Political Will**
  - FAA – NextGen 4D Weather Cube
  - Airlines – Validate Benefits – Catch 22
Outcome

• GOAL ATTAINMENT
  – Was solution sufficient for all organizations?
  – Did metrics meet expectations?
  – Did better data produce Better decisions?

• DECISION MAKER S
  – Is there political will to move forward?
  – Who will decide?

• CATCH 22 - Who will participate & when?
Inspect Values