

Powering Operational Readiness Through Technology Integration

THE OPPORTUNITY

A major US airline recognized an opportunity to enhance how it monitors and manages its ground service equipment across its network. Over time, the airline had partnered with multiple telemetry vendors, each offering valuable capabilities but operating in separate systems. This made it more challenging for operations leaders to gain a unified, real-time view of equipment location and station readiness.

In addition, while telemetry data was available, analytics required more manual workarounds such as web scraping and daily emailed files from vendors. The airline saw the opportunity to simplify this landscape and enable more proactive, data-driven decisions to manage resources effectively.

THE APPROACH

Two Roads began with a customer-centric discovery phase, leading collaborative workshops with operations leaders. Rather than centering the conversation on application features, we focused on business outcomes and the insights leaders needed to support decision-making at both a station and network level.

Through the discovery process, we uncovered an opportunity to unlock greater operational value by integrating telemetry data with existing airline datasets. This integration would provide richer, more actionable insights beyond telemetry, as well as enable teams to anticipate and respond to conditions across the network.

The outcome was a comprehensive product vision and implementation plan. This included a prioritized KPI list reflecting both network and station-level performance, feature-level scope for development, future enhancement opportunities, and a high-level product roadmap.

Throughout, we worked closely with business and operational leaders to ensure alignment and address their most pressing challenges. The resulting plan secured leadership and stakeholder buy-in, as well as formal funding approval. Today, it continues to guide scalable, iterative delivery and long-term operational improvement.

INDUSTRY

Airline

SERVICES

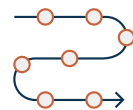
Digital Product Innovation
Strategy & Planning
Data & Insights

The Outcome



ALIGNED BUSINESS

Aligned business and IT around a shared product vision to secure buy-in, funding, and a detailed implementation plan for their centralized operations platform



OPERATIONAL REPORTING

Delivered a roadmap for scalable, insight-led development, consolidating network and station-level KPIs as a foundation for operational reporting



IMPROVED VISIBILITY

Improved visibility for leadership and business stakeholders for swift troubleshooting and future operational improvement