



Developed by Airport Planners, for Airport Planners

AVIATION NEWSLETTER

SPRING
EDITION
2019

Spring is in the air! Well, there's also snow in the air in Sweden at the moment but spring is in our hearts and we've got a newsletter full of exciting event invitations. There's a number of opportunities for AviPLAN training around the globe this year, starting the tour in Las Vegas followed by Munich. Check out our activities calendar for an overview of where you can meet up with our Aviation team at various expos in your region. Also, make sure to make room in your busy schedule for the Transoft Solutions User Group conference coming up in Munich later this year!

New Training Opportunities

Whether you're a novice or an experienced user, our training options provide you with a convenient and affordable way to get the most from your software.

Live, instructor-led classroom training is one of the best ways to get the expert attention you need to succeed. A qualified instructor guiding you through important software features and proper usage will have you understanding complex issues easier and picking up skills faster - making for a much more enjoyable and productive learning experience. AviPLAN instructor-led public classroom training sessions are held regularly in three main regions; North & South America, Asia-Pacific and Europe, Middle East & Africa.

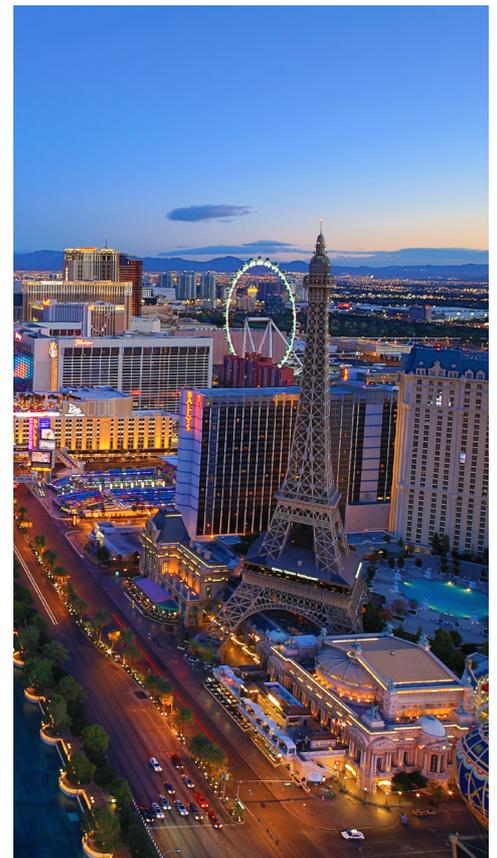
This year marks the third annual AviPLAN Airside Pro public training event at the New Horizons LLC classrooms in Las Vegas, Nevada. This city has proven to be one of our most successful locations given the 950 daily inbound/outbound flights and plentitude of reasonably priced accommodations and services, despite commonly being known for excesses of indulgence and distraction. The course is delivered in a professional classroom environment with a knowledgeable instructor leading AviPLAN software discovery and aviation regulations awareness through thoughtfully crafted practical case studies.

Day 1 is typically focused on 2D airside aircraft & ground vehicle maneuvering, Day 2 on 2D aircraft gate/stand planning, and Day 3 on complex aircraft/stand planning and 3D presentation development. "I'm once again looking forward to the opportunity to work closely with our clients", says Michael Frost who'll be holding our upcoming Las Vegas training ✈️

"If you're new to AviPLAN, the training is a great investment. The most intense and relevant 3 days of software training I've ever taken. Mike (Frost) is an excellent trainer and resource."

- Michael Osborne, C.E.T., LEL

[View our training options >>](#)



AviPLAN Public Training
27-29 March | 2019

[Learn More >>](#)

"One of my philosophies included hiring compatible people who would work hard, be empowered to the extent possible, while at the same time truly enjoying their work and interactions with others."

Milton Carrasco, President and CEO, Transoft Solutions



The Transoft Solutions Story

Part 2/3

Over the period from 2000 to 2007 we decided to push ahead with multi-pronged objectives that included international expansion, including the opening of Transoft Solutions' EMEA office in Rotterdam and another in Sydney, Australia, to cover the APAC region. More effort was placed on sales of our products - which meant adding to our sales and support team. The hard work paid off resulting in a string growth rate averaging on 20% over the years between 2000 and 2007. At the same time our road products were gaining market shares all over the world, led primarily by AutoTURN, a product that had now firmly established itself as the de facto software when it came to any work requiring vehicle turn analysis.

In 2007, while the recession was creating havoc on the global scene, Canada was somewhat less affected, and at Transoft Solutions we didn't feel any significant reduction in business. Instead we adjusted focus and decided to invest heavily in developing new products. The reason for this was to be ready to fire on all cylinders when the economy finally bounced back. The period between 2008 and 2011 was marked by heavy development activity and as a result we launched five new products, in addition to maintaining our existing portfolio. Needless to say that Transoft's little elves were stretched thin and new bodies had to be hired - the company grew in number of employees during these years.

Unfortunately, when the economy finally started to emerge from its doldrums, it sputtered along slowly, nothing close to the boom in the years prior to the 2007/2008 recession. Nevertheless, our efforts to

build new products got some traction and between 2010 and 2013, we grew at a very comfortable rate of 15% per year. Our corporate focus was sharp, our operating culture was definitely one of alignment without which there would have been no way to achieve the results we did.

In 2013, Transoft Solutions completed its first corporate acquisition with the purchase of Simtra AeroTech AB based in Gothenburg, Sweden. Our competitive history with Simtra went back to the late 1990's when we first discovered that they had produced a software similar to AutoTURN for Aircraft. The company specialized in the aviation sector and their Pathplanner software was more advanced. However, the backing of a strong brand (AutoTURN) and our competitive pricing allowed us to garner a significant part of the North American market while Simtra's Pathplanner was stronger in the European and Asian markets. The acquisition of Simtra began back in November 2004, with their previous CEO, Ingvar Persson. The discussions led to an initial acquisition attempt, however the price gap was too high and the attempt was aborted. Subsequently another attempt was initiated in late 2011, this time with Simtra's Chairman, Royne Markhester. Fortunately this time the negotiations were more realistic and culminated in the share purchase of the company in late 2013.

This acquisition proved to be major turning point in Transoft Solutions' business for several reasons. Our aviation business grew instantly by 150% which swung our product dependency away from AutoTURN, the company's flagship product. It also provided a larger base from which we could further expand our aviation business. In Simtra, we found a business culture and work ethic very similar to that of Transoft. This essentially underscored the potential of the new acquisition, not to mention the high degree of potential synergy.

Right from the get-go, I made the decision that Ben Van Leest, supported by his staff, would take charge of the aviation business as they were far more qualified than Transoft's product team. We kept the entire Simtra team, recognizing that experienced and talented people is every business's top priority. By doing this we showed our faith



and trust in the team to execute on plans with minimal restrictions. In the process we transferred the AeroTURN code to the Swedish team, we settled on a new product name (AviPLAN) so as not to disappoint either of our previous customer groups - who were very loyal to their respective brands. Simtra's Pathplanner had some better capabilities while AeroTURN was stronger in its ease of use and 3D analysis. Also, as the Swedish team was most familiar with their own code, it would be easier for the team to incorporate AeroTURN's advantages into the new product. Over the course of two years intensive development and integration took place and the AviPLAN software was released in a number of phases.

All customers were able to operate licenses of AviPLAN together with their previous Pathplanner or AeroTURN software for up to two years. Shortly after the Simtra acquisition, the company completed a reorganization that resulted in streamlined business units. We also formalized our regional operations thereby providing a heightened sales and marketing focus. The result was better customer service coupled with deeper sales penetration. Transoft Solutions Sweden became the company's aviation business unit, responsible for product management and strategic marketing for our range of aviation software ✉

Thanks to our President and CEO, Milton Carrasco, for sharing the story behind Transoft Solutions with us in our Aviation Newsletter!





A WORD FROM DEVELOPMENT

April will bring 2 new releases, firstly AviPLAN 2.3, which will add AutoCAD 2020 compatibility as well as a string of minor yet very helpful improvements. Secondly, SkySAFE 1.2 which among other things, will also run on AutoCAD 2020, include the latest ICAO Annex 14, 8th edition regulatory changes but still retain the ability to create surfaces for previous ICAO and EASA issues.

Bernard Goodworth, Senior Product Manager

Meet the Aviation Team

Prior to joining Transoft Solutions Michael Frost's background was in mechanical design for heavy-duty agricultural equipment, his aviation experience and knowledge has been gained on the job through client meetings, software training, conference attendance, and courses supporting professional development.

What's your expertise?

My expertise within Transoft is Product Management specifically to gather and document user requirements for the development team, and to be the proxy for our users to prioritize and test features for development. This also provides a deep industry knowledge that is valuable for information sharing during software training.

What development do you see within the aviation industry?

Two things stand out in my mind: First, since airports are a secure and closed transportation system I expect that we will see the first successful deployments of fully autonomous airfield equipment to improve safety and efficiency of operations (i.e. runway snow plows, airside terminal shuttles, wildlife management, etc).

Secondly, considering NextGen technologies and their potential to allow accurate in-flight and on-ground tracking of equipment I imagine that the minimum safe distances between equipment will be reduced, allowing for greater capacity within existing airside infrastructure; the challenge will be to increase the efficiency and size of passenger handling facilities to keep pace.



Michael Frost
Senior Product Manager
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A tip for our software users?

For Pro users of the AviPLAN software, spend time familiarizing yourself with the Data Manager. There are both the possibilities of improved collaboration with internal/external team members by transfer of session files outside of the software, as well as the ability to save session templates for common terminal servicing arrangements to expedite the design process on new projects ✈️

MIX AND MINGLE

ArcPORT case presentation by London City Airport
27 March | 3:00 PM | Booth 7023



The Passenger Terminal Expo 2019 is coming up very soon in London and we would like to take this opportunity to invite you to join us for a very interesting presentation with London City Airport!

Transoft Solutions' ArcPORT software has defined the CAPEX strategic decisions of London City Airport. After the UK Government made public that CT technology

was going to be mandatory by December 2022, London City Airport embarked onto a journey to understand the implications of the regulatory changes on their passenger proposition and its operational capacities.

During this presentation, the Continuous Improvement team at LCY will cover how ArcPORT has been a cornerstone in the whole process, from defining the stakeholder

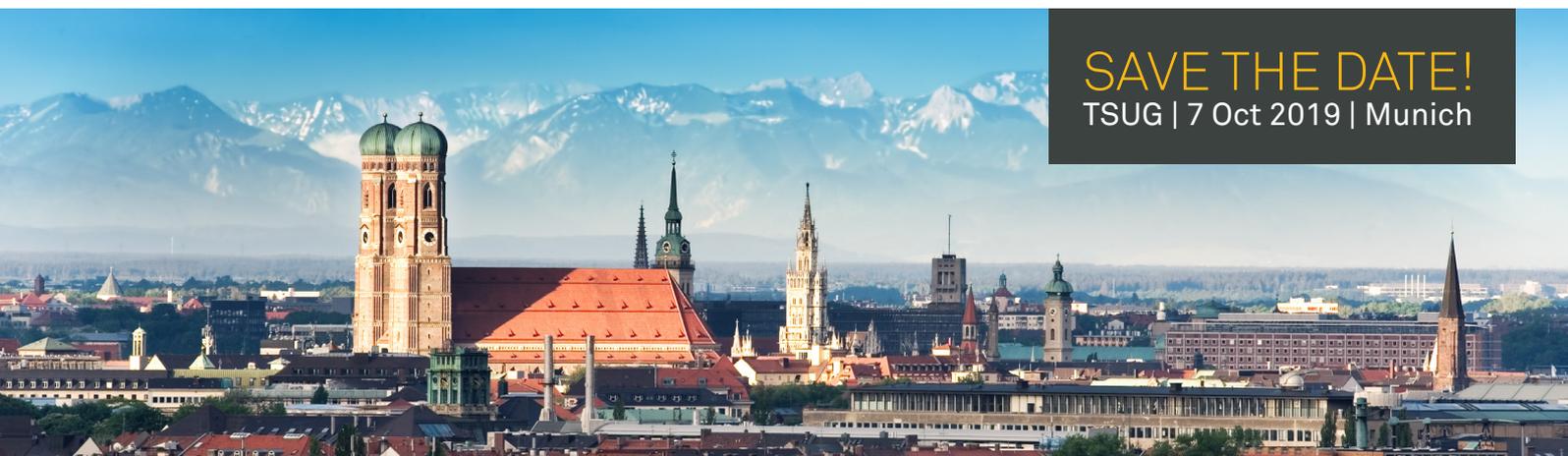
engagement driving smarter and data-driven decision-making, to providing the necessary modeling outputs to define the trial strategies.

We look forward to seeing you in our booth 7023 London for this Mix and Mingle!

The Aviation Team

UPCOMING ACTIVITIES

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|--|----------------------|--|-------------------------------|-------------------------------------|
|  | 11-22 MAR 2019 | ARCPORT Public Training | EDINBURGH UK | Learn More >> |
|  | 12-14 MAR 2019 | WORLD ATM CONGRESS Conference and Exposition | MADRID Spain | Learn More >> |
|  | MAR 2019 | SKYSAFE 1.2 Upcoming - Live Webinar | GLOBAL Online | Learn More >> |
|  | 26-28 MAR 2019 | PASSENGER TERMINAL Conference and Exposition | LONDON UK | Learn More >> |
|  | 26-28 MAR 2019 | MIX & MINGLE AT PTE Booth event | LONDON UK | Learn More >> |
|  | 27-29 MAR 2019 | AVIPLAN Public Training | LAS VEGAS USA | Learn More >> |
|  | 2-4 APR 2019 | 14TH ACI ASIA-PACIFIC Conference and Exposition | HONG KONG China | Learn More >> |
|  | APR 2019 | AVIPLAN 2.3 Upcoming - Live Webinar | GLOBAL Online | Learn More >> |
|  | APR 2019 | IN FOCUS Upcoming - Live Webinar | GLOBAL Online | Learn More >> |
|  | 29 APR-1 MAY 2019 | AIRPORT SHOW DUBAI Conference and Exposition | DUBAI United Arab Emirates | Learn More >> |
|  | 13-17 MAY 2019 | AVIPLAN Public Training | MUNICH Germany | Learn More >> |
|  | 14-16 MAY 2019 | ATCA TECH SYMPOSIUM Conference and Exposition | ATLANTIC CITY USA | Learn More >> |



SAVE THE DATE!
TSUG | 7 Oct 2019 | Munich

Transoft Solutions' User Group meeting is back in Europe this year and will take place in Munich during the week of Inter Airport Europe Expo!

Our TSUG meeting is a free all-day event filled with interesting presentations by our very own Aviation experts, but also case studies presented by our friends

and software users within the aviation industry. There will be workshops and mingle opportunities throughout the day where you can share your experiences with your industry peers. Lunch, snacks and drinks are all included to keep us going all day long. Make sure to mark October 7th in your calendar and remember that seats are limited so reserve your spot today.

We look forward to another successful TSUG event and to see you all in Munich in October!

The Aviation Team

[Register Interest Here >>](#)