

# ATI

AIR TRANSPORT INTELLIGENCE

[www.rati.com](http://www.rati.com)

## Use ATI to win business

ATI is an essential tool to help you and your colleagues beat the competition to win new business contracts.

> In fact, **64%** of ATI subscribers in sales positions agree that ATI helps them win new business

ATI News Alerts will inform you immediately on any announcements by your clients or prospects and we specialise in coverage of start-up airlines and the growing low cost sector.

> **86%** of subscribers say that they always read their email alerts from ATI

You'll hear about senior management appointments first on ATI, and our vast database holds contact details for over 20,000 decision makers at airlines, airports, MROs, manufacturers and suppliers.

"There's no doubt that the speed with which we were made aware of SAA's decision to order Boeing 737-800s was instrumental in expediting the opportunity to equip a major airline with VGS. As soon as the announcement was received by email from ATI, we arranged an in-country demonstration with SAA, presenting to both the Board and the pilot community. We were advised of our selection 8 months after our first visit. Receiving ATI notification of SAA's 737-800 order so quickly highlighted to us the benefits of subscribing to the ATI service. It [ATI] enabled us to keep ahead of the competition, and to get our pitch in first, which led to us securing significant business with a major airline."

Paul Childs  
Business Development Manager  
Avionic Systems  
BAE SYSTEMS Avionics Limited

”

See how ATI can help your sales drive. Register NOW for free access at [www.rati.com](http://www.rati.com) or email [atisubs@rati.com](mailto:atisubs@rati.com)

Source: ATI User Survey, 2007

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## Use ATI for market knowledge, benchmarking, planning and forecasting

The success of your business depends on your ability to take advantage of market opportunities.

With ATI you can easily assess the market for your products and services, obtain industry growth figures, trends, and analysis, and watch out for the competition - all in one service.

ATI holds tens of thousands of statistics on all aspects of airline and airport operations including:

- > Financial results
- > Traffic analysis
- > Route structures
- > Airline and airport rankings
- > Fleets, orders, and options

ATI partners with respected leaders in industry data to bring you premium market intelligence:

### ICAO Data

ICAO's (International Civil Aviation Organisation) world renowned air transport statistics - some going back to 1973 - are available on ATI in a cost-effective, easy-to-use format. The database contains financial and traffic information for commercial air carriers. It also holds Traffic by Flight Stage (TFS) information for air carriers, plus data on personnel and fleets.

### Airline Business Data

Airline Business Data opens up the magazine's famous data archives via the web, allowing you to download all the surveys, rankings and monthly data trends that appear each month in the magazine.

The service includes financial and operating rankings for the world's major airlines and airport groups as well as cargo and charter operations. Also included is a spreadsheet version of the Airline Alliance Survey.

"I use ATI intensively several times a day – it is the base for my knowledge on the market and it keeps me up-to-date in a timely and efficient manner. ATI has become a very important tool at all levels here at Lufthansa Technik in keeping us up to date on a daily basis. If you want to be successful in this highly competitive market, you need reliable and accurate information – ATI provides us with this and more."

Klaus Mueller  
Director Marketing Research  
Lufthansa Technik

Don't delay, register for trial access now at [www.rati.com](http://www.rati.com) or email [atisubs@rati.com](mailto:atisubs@rati.com)

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> 91% of subscribers agree that ATI is the PREMIER service for providing Data on the air transport market.

Source: ATI User Survey, 2007

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