

# Garuda Indonesia Airlines

## Case Study



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### Overview:

Garuda Indonesia launched its first direct flight from London to Jakarta in March 2016 and has been using its fleet of Boeing 777-300ERs to operate a five times weekly service. An increase from the three times a week service previously operated from Gatwick. This tactical move by the airline offers passengers a more flexible flight schedule and better connections.

### Quick Facts:

- Indonesia's national carrier has been acknowledged as the World's Best Regional Airline, World's Best Economy Class and World's Best Cabin Crew.
- The move also offers businesses across the UK access to one of the largest economies in South East Asia on a more permanent basis.
- Demonstrating the headway that Garuda Indonesia has made since starting its services at Gatwick Airport in September 2014.

### The Case:

The airline decided to leave Gatwick for Heathrow in order to launch a direct service and take advantage of Heathrow's unique offering as a global hub for transferring passengers, as well as giving UK passengers more flight options.

### The Deployment:

As part of its move, Garuda Indonesia needed to install network connectivity into its new office at Heathrow Terminal 3. Garuda Indonesia engaged the services of Heathrow Commercial Telecoms for this project. It involved installation of head office connections back to Indonesia as well as local networking at areas of operation at Terminal 3. Heathrow Commercial Telecoms deployed a number of services including Airport Hub (APH) connectivity, Heathrow Broadband, Wireless (Wi-Fi) and IP phones.

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"We needed to make the move as simple as possible with a very tight timescale for the project, and having Heathrow's own telecoms services helped us navigate the potential complexities of an airport environment while making our first flight from Heathrow a success."

Kevin Fernandes, Garuda Indonesia Airport Services Officer

## Business & Technology Drivers:

Garuda Airlines needed the solutions to cover its business needs end-to-end, so staff could come in and run the passenger services during their shifts. This meant equipping staff with the latest technology from IP phones to a wireless network.

Operating from a hub airport offering passengers better transit and connection options meant the ground staff at the airport had the best tools at hand. Garuda's aim is to be World's Best International airline by providing passengers with a great experience from the moment they check-in. It has also been a great leap for Garuda, moving from Gatwick to Heathrow while increasing the number of flights per week. Garuda selected the future-proof technology offered by Commercial Telecoms thereby proving its commitment to staff motivation and customer satisfaction.

## Common Infrastructure:

The concept of Common Infrastructure has been developed at Heathrow over a number of years. It is enabled by technology convergence and driven by common requirements with the aim of reducing costs, minimizing complexities and maximizing flexibility. Garuda have taken advantage of Heathrow Airport Limited's (HAL) investment in the Common Infrastructure, by leveraging the infrastructure that HAL has already put in place.



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## Cost Benefits:

By leveraging the investment HAL has already made in network infrastructure, there was no upfront hardware costs associated with this type of installation. Switches, cabling, resilience and testing all contribute considerably when creating new networks or extending an existing network.

This meant Garuda made huge savings, by not having to lay out new infrastructure and also on overall running of the project for making the transition from Gatwick to Heathrow. Garuda did not need to bear expenses for accommodation and related costs on resources due to the proximity of Commercial Telecoms' team of experts as opposed to having their IT staff travel from their head office in Jakarta.

## Working In Partnership:

Heathrow Commercial Telecoms engaged with Garuda from the start of their planning cycle for the move from Gatwick. Commercial Telecoms' Account Managers work closely with Heathrow Commercial Property and thus have knowledge of new airlines moving into any of the Heathrow Terminals. Account Managers are assigned to each airline based on their Terminal location to better understand the needs and help serve them best. Thus leading to efficiency in the design and implementation of the project, while focusing solely on making the transition smooth for Garuda. Emphasis was given to deploying all solutions on time so Garuda could continue to run their operations effortlessly, with the Commercial Telecoms team at hand for help and support.

"We are pleased to have Garuda Indonesia join other international airlines at Heathrow. As a hub airport, Heathrow has been able to meet expectations of both airlines and passengers year on year. As we grow, we remain focused and committed to providing the best infrastructure solutions."

Roberto Segala, Head of Heathrow Commercial telecoms.