

VENDOR FLIGHT LOG: AVTECH SWEDEN

Martin Aguirre highlights the focus on excellence and embracing new developments that underpins performance and weather information from AVTECH Sweden



Martin Aguirre is AVTECH's newest recruit and a dedicated Key Account Manager. With a wealth of experience as an Industrial Engineer, Martin previously served as the Fuel Efficiency Manager at LATAM Airlines.

Aircraft IT: Your name, your job title, and the name of the business?

Martín Aguirre: Martín Aguirre, Key Account Manager, AVTECH Sweden.

Aircraft IT: How did AVTECH get started?

MA: Since the start over 25 years ago, AVTECH has been a leader in the global development of Performance-based Operations (PBO) AVTECH is the only company in the world that can distribute processed weather information based on the most up-to-date and advanced forecasts available. These are derived from the UK Met Office's high-resolution global meteorological model.

Aircraft IT: What is the guiding business principle that drives AVTECH?

MA: We envision a future where aviation is seamlessly integrated with digital solutions enhancing safety, efficiency, and sustainability in every flight. We aim to lead the industry by creating

innovative software that elevates the flying experience, setting new standards for excellence and reliability.

Aircraft IT: What are your aims and goals working at AVTECH?

MA: To encourage airlines around the world to try new technologies with proven results like AVTECH. New initiatives and technologies such as ours should be tested by everyone so they can see the results for themselves. My goal is to encourage them to do it.

Aircraft IT: What have been your disappointments and what have you learned from them?

MA: Realizing that a '100%' perfect outcome is almost impossible to achieve and you have to deal with it. That creates huge opportunities to explore and create new initiatives and solutions to achieve innovative fuel reductions that were unimaginable ten years ago, but today are possible thanks to new technologies.

Aircraft IT: In a sentence, how would you summarize what AVTECH does for aircraft operations customers?

MA: AVTECH's optimization solutions, leveraging unique high-resolution weather combined with real-time connectivity, serves as a cost-effective tool to enhance fuel efficiency, reduce costs, and improve safety across flight operations. AVTECH's concept revolves around providing inflight decision support based on the latest and most accurate weather forecast.

“New initiatives and technologies such as ours should be tested by everyone so they can see the results for themselves. My goal is to encourage them to do it.”

“...leveraging unique high-resolution weather combined with real-time connectivity, serves as a cost-effective tool to enhance fuel efficiency, reduce costs, and improve safety across flight operations.”

Aircraft IT: What do you feel will be the next big thing in operations Aviation IT?

MA: It involves further integration of advanced technologies, such as utilizing cost-index based targets for speed optimization and implementing features like contrail avoidance, which could significantly reduce CO₂ emissions. Moreover, there’s an increasing focus on collaborative decision-making among airlines, air traffic control, and other stakeholders to dynamically optimize routes in real-time, considering factors such as weather conditions, airspace congestion, and fuel

efficiency objectives. Furthermore, continuous improvements in optimization algorithms and the quality of input data are essential to boost accuracy

“...continuous improvements in optimization algorithms and the quality of input data are essential to boost accuracy and reliability, ultimately resulting in substantial fuel savings, operational efficiency enhancements, and improved environmental sustainability ...”

and reliability, ultimately resulting in substantial fuel savings, operational efficiency enhancements, and improved environmental sustainability in air transportation.

Aircraft IT: What do you want your customers to say about AVTECH

MA: We trust AVTECH. Their services are reliable, with proven and trackable results.

Aircraft IT: Martin thank you for your time.

BOUNDLESS BACK ISSUES

**START YOUR INVESTMENT
WITH OUR EXTENSIVE BACK
ISSUES OF IT SOLUTIONS**

CLICK HERE



**AIRCRAFT IT
Operations**