

CUSTOMER SUCCESS STORY

# Ovation Select® cabin management system rises to the top in drive for excellence

AMAC Aerospace enjoys the fruits of long term partnership with Honeywell



**Overview**

AMAC Aerospace has grown into a world-leading aviation services business just a few years after its launch in 2007. Its reputation is for excellence in everything it does and its corporate, VIP and private customers look to AMAC to deliver high quality products and services at all times. When an important Middle Eastern customer wished to create a VIP area with the latest cabin management system (CMS) facilities on board its Boeing 777, Honeywell's Ovation Select cabin management system was the clear winner in a tough competitive tender process. Installation was smooth and expertly executed, resulting in positive customer feedback after the 777's very first flight with Ovation Select on board.

**Background**

AMAC Aerospace was established in Basel, Switzerland in 2007 when four aviation industry experts came together with a shared vision to create the world's largest and best privately-owned aviation services business for corporate, VIP and private customers.

Today its huge, strategically positioned, state-of-the-art hangars in the heart of Europe at Basel Mulhouse Airport feature the latest technological innovations and can comfortably handle multiple narrow and wide-bodied aircraft simultaneously.

AMAC's flagship 8,200m<sup>2</sup> hangar is its global maintenance centre for privately-owned and operated wide bodied executive jets.

As the exclusive Middle East distributor for the Pilatus PC-12 NG turboprop aircraft, AMAC Aerospace recently opened an additional new hangar facility

at Ataturk International Airport in Turkey to provide maintenance services to its customers in the region.

Its comprehensive services cover all aspects of aircraft sales, ownership and maintenance and its technical and commercial expertise and quality standards are regarded as among the best in the world.

Across four locations in Europe and the Middle East, AMAC Aerospace employs more than 650 people.

**Business Need**

When an important Middle Eastern operator wished to add a VIP section with world class in-flight entertainment facilities on board its Boeing 777, it was natural for it to approach AMAC Aerospace.

The company was tasked to handle the identification, procurement and installation of the best system on the market to meet the customer's precise requirements.

AMAC Aerospace carried out a full competitive tender process to identify the solution it felt confident to recommend to the customer, based on strict, technical, financial and project management criteria.

"Our customers are looking for us to handle these installations from start to finish," said group chairman and CEO Kadri Muhiddin.

"They look to us to apply all of our expertise to deliver the very best technical solution, at the best price possible and for the supplier to have the project management skills to ensure that a product is delivered to the very highest quality on schedule, on budget.

**QUICK FACTS**

**Honeywell solution**  
Ovation Select®

**Customer results**

- A smooth, trouble-free installation delivered by a long-standing, trusted partner
- Immediate customer satisfaction feedback
- Enhanced reputation based on performance of a partner

**Why AMAC Aerospace chose Honeywell**

- Honeywell is regarded as a world leader in cabin management systems
- Ovation Select was the clear winner in a testing competitive tender process
- Honeywell's partnership approach ensures collaborative way of working

**Customer**

- Name: AMAC Aerospace
- Location: Basel, Switzerland
- Industry: Aerospace
- Website: [www.amacaerospace.com](http://www.amacaerospace.com)



“This was the first time we had worked with Honeywell on an Ovation Select installation and it was very impressive. We carried out a test flight with a technician on board and everything worked perfectly. When the first customer flight with Ovation Select on board took place we got immediate feedback that the customer was extremely happy with the system.”

**Kadri Muhiddin, group chairman and CEO, AMAC Aerospace**

“AMAC Aerospace’s reputation is on the line each time and we have to get it right.”

### **Solution**

After an exacting procurement process, AMAC Aerospace selected Honeywell’s highly flexible digital Ovation Select CMS within the VIP cabin. The solution included special LED coloured mood lighting and relaxation facilities.

Passengers can also control their environment from the comfort of their seats, with lighting, temperature and window shade positioning all easily adjustable at the touch of a button.

The Ovation Select system was fully integrated into the Boeing 777’s existing systems by Honeywell technicians and project managers based locally in Switzerland and in the Czech Republic working collaboratively with AMAC Aerospace and third parties.

“The installation went extremely well, there were no major issues and everything was delivered on time,” added Kadri Muhiddin.

“This was the first time we had worked with Honeywell on an Ovation Select installation and it was very impressive. We carried out a test flight with a technician on board and everything worked perfectly.

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### **Benefits**

Honeywell and AMAC Aerospace have enjoyed a fruitful professional partnership since AMAC’s launch in 2007.

“Honeywell has been with us from the very beginning,” said Muhiddin. “The company had faith in us, understood our vision and was very supportive of what we were trying to achieve, which we greatly appreciated at the time and appreciate to this day.

“Once Honeywell had emerged from the procurement process as the clear winner, we were delighted to work with the company.

“What was impressive was that, even though Honeywell is a huge, global corporation, the team still listened very carefully to what we and our customer wanted and tailored the solution and the installation to meet those requirements.

“We constantly strive for excellence in everything we do - that is what our customers demand and what we expect of ourselves. So it is very important that our partners have the same philosophy, the same drive to be the best and that’s what Honeywell has done for us here.

“It is always important to get positive feedback from our customer and so to receive that on the very first flight with Ovation Select on board is very pleasing.”

### **Honeywell Aerospace**

Honeywell

1944 E. Sky Harbor Circle

Phoenix, AZ 85034

Telephone: 1.800.601.3099

International: 1.602.365.3099

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

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