

# Leading Airline Optimizes Incident Reporting and Risk Assessment with Intelix

“I would not hesitate to recommend Intelix to your client. The product is everything we were led to believe it would be when Bryden first presented to us, but more importantly the service and professionalism we have experienced in working with Intelix have been outstanding, and this is every bit as important as the quality of the product – maybe even more! Overall this project has run very smoothly, which would not have been possible without an excellent supplier.



**Ruth Carpenter**  
Project Manager, IT  
Virgin Atlantic Airways Ltd.

## Customer Profile

Since the opening of Richard Branson's first Virgin Record Shop in London, in 1971, the Virgin Group has grown into a collection of 200 companies in over 30 countries, and has expanded its brands to multiple industries including leisure and lifestyle; travel and tourism; mobile, broadband, and TV; radio and music festivals; finance; and health. Among Virgin's long list of successful companies, none flies quite so high as Virgin Atlantic Airways Limited (VAA). The airline recently celebrated its 25th birthday and commemorated the occasion by recreating its first-ever flight across the Atlantic - June 22, 1984 from Gatwick to Newark. 25 years later, the company is one of the world's leading long-haul airlines. It has seen over 65 million passengers, employs more than 9,000 people worldwide, and operates a modern, young fleet of 38 aircraft. Today, VAA flies to 30 destinations around the world from its main bases at London's Heathrow and Gatwick Airports.

## Business Objective

In preparation for its search for a web-based Incident Reporting Management and Analysis System (IRMA), VAA compiled a Statement of Requirements detailing its functional, technical, and practical requirements. The company's main objective was to replace its separate and disparate incident reporting processes with a single streamlined application that could be accessed by anyone across the entire company.

First and foremost, VAA required a system that would present a single view of each incident report. The system would allow incidents to be linked to real-time information on flights and employees via web services, and it would be able to populate certain fields based on that information. The system would be flexible enough to capture varying incident data, where each department could manage its own types of incidents (e.g. Air Safety Report, Ground Handling Report, Flight Quality Report, etc.), but also where the incident outcomes, closing comments, causal factors, and all actions taken in relation to the incidents, could be maintained within a single record.

Furthermore, the system would be able to link incidents based on sharing a main event. It's quite often the case where multiple incident reports are submitted relating to the same event. Since the review, follow-up action, and risk rating varies with each incident, VAA required a system that could maintain all of those incidents under one main event. The Statement of Requirements also specified: "As the incident is managed, the system is required to allow users to record evidence in relation to an incident, and assign actions to other users, both internal and external to the system."

**IN ADDITION TO THE ABOVE REQUIREMENTS, THE SYSTEM WOULD OFFER THE FOLLOWING FUNCTIONALITY:**

**Location- and user-specific security**

**Letter and email generation**

**Attachment of multiple file types to incident records**

**Follow-up action assignment with completion due dates**

**Response and alert tracking for overdue responses**

**Superior reporting and analysis capability for trending, graphical representations, and extensive filtering**

VAA's Statement of Requirements was both ambitious and comprehensive. And it was that organization, clear objective, and overall preparedness that made it significantly easier to search for a perfect match for the amalgamation of its incident reporting data streams into a single database.

According to Intelx Executive Account Manager, Bryden Waggott, VAA's Statement of Requirements was a formal approach, which many companies do not take: "VAA chose Intelx through a very formal Request for Information (RFI) and Request for Proposal (RFP) process. This is interesting because for implementations of this size the client will often fall back on its preferred vendors or simply get a recommendation on what someone else might be using. However, because VAA took the formal process, it was able to clearly highlight that the preferred vendors were not able to supply the flexibility and scalability of what VAA required."

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It was clear that VAA needed a system that would be flexible enough to capture information from its existing and future forms but robust enough to be able to provide real-time performance reports on the captured data. The built-in scalability and overall flexibility of the Intelx Platform and iForms tool set was a natural fit. Within a week of receiving VAA's requirements, Intelx was able to show authentic examples complete with workflow and performance metrics. Using the iForms tool set, VAA has created its entire incident form set and has the ability expand, tweak, or build new forms as they see fit.

**INTELEX**

**Bryden Waggott**  
Executive Account Manager  
Intelx Technologies

## The Intellex System

“The airline’s Incident Reporting Management and Analysis System (IRMA) called for a merging of data and processes. Active participation from the company’s business leads was instrumental in meeting VAA’s needs and constructing an intuitive interface”, said Intellex Senior Project Manager, Kulbir Bal. In addition to being able to satisfy its Statement of Requirements, VAA’s expectations were exceeded by Intellex’s product offering. Intellex’s 100% web-based system can be accessed from anywhere, is completely configurable, and was able to provide VAA with what it was looking for, and more. As VAA discovered more about Intellex and its capabilities, the airline was truly impressed with the features and functionality that the system had to offer. Especially with the platform features and modules the company hadn’t been searching for. Some of the ‘pleasant surprises’ included the training and safety meetings modules; the flexibility and configurability of the system; dashboards and iForms; navigation and central setup; custom link and metric scorecards; and message center.

## Proactive Approach to Risk Assessment

The most impressive feature of VAA’s Safety Hazards & Risks module is the Risk Matrix tool for IRMA. The Risk Matrix tool pulls all incident data, including all estimated risks and actual incidents, and then compares the proactive analysis of risk versus the actual risk. Essentially, VAA is able to view its IRMA in a single highlighted report that provides click-through ability to specified incident types.

The Risk Matrix tool promotes a new level of accuracy and transparency to VAA’s incident reporting processes. The airline’s commitment to Health & Safety is commendable and Intellex is proud to be able to offer the software solutions, which enable VAA to maintain its proactive approach to Hazards & Risks Management.

### QUICK FACT

Proactively  
assess risks  
using new  
Risk Matrix  
tool



### VAA IS UTILIZING THE FOLLOWING INTELEX MODULES:

- Audit Management and Standard Nonconformances (SNCR) to monitor aircraft, schedule maintenance, and launch defects
- Document Control to maintain all checklists used by the auditors
- Safety Hazards & Risks to proactively assess risks; capture and analyze incidents; track incidents based on activity type; measure estimated risk vs. actual risk
- Local Safety Meetings and Training Management to track, manage, and report on all meetings, course details, and employee training histories
- iForms® System to build an unlimited number of iForm modules

Learn about how Intellex solutions  
can help your organization

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