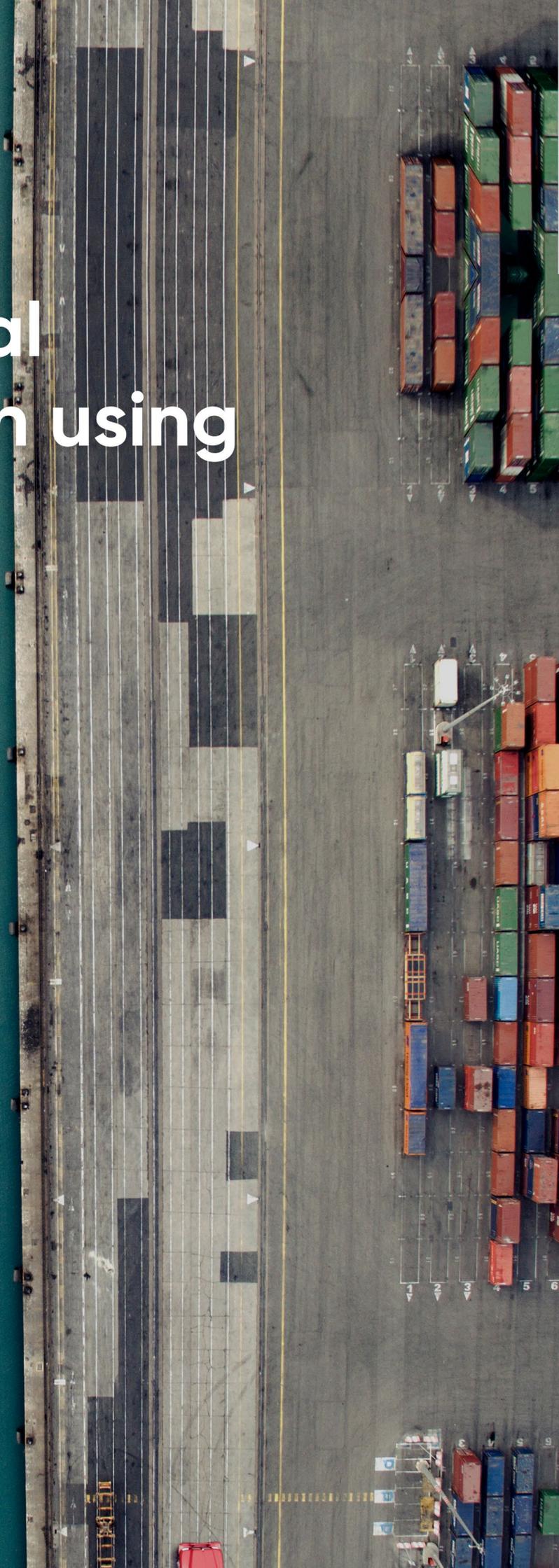


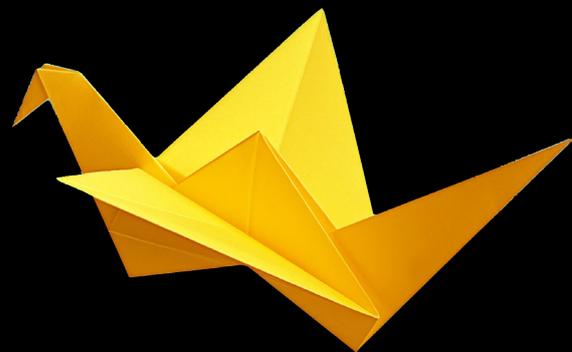
Accelerating Air Rail's digital transformation using Zoho Creator



About Air Rail

Air Rail, based out of Madrid, Spain, is a company specializing in airport, railway, port, and industrial machinery. It provides specialized machines, vehicles, and ground support equipment for the aviation, logistics, and transportation industries. They're a leader in airport aircraft assistance equipment and railway maneuvering machines.

Air Rail currently manages **3,000+** machines for **100+** clients spread across seven countries.



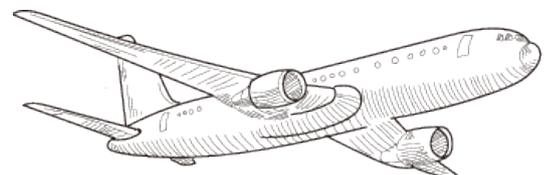
A typical day

The daily routine at Air Rail involves support staff looking into service requests made by clients for machines. The machines can either be ones rented out by Air Rail or ones owned by clients. Each machine is monitored throughout its life cycle by Air Rail's support staff, for maintenance and repairs.

The machines are responsible for the seamless operation of airports and harbors, and it's imperative that they function flawlessly, 24x7, to ensure that no operational hurdles are encountered during their use. It's vital that Air Rail has an effective process in place to immediately resolve any glitches that may arise during the operation of the machines.

Operational snags

Initially, Air Rail was conducting its day-to-day operations using emails and spreadsheets. Whenever a machine suffered a breakdown, multiple people from the client organization called multiple people at Air Rail to describe the problem, and this resulted in confusion and delays. After that, Air Rail decided to develop an external self-service support website to service client support requests.



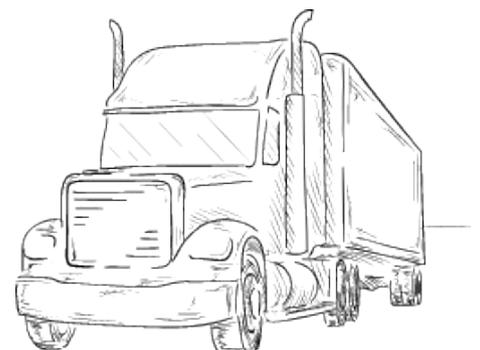
It was early 2017 and Air Rail had landed a huge aviation equipment rental contract. This would allow them to serve a big client across eight airports in Spain.

All was going fine until a business dispute with the provider rendered Air Rail's previous solution unavailable. They were suddenly unable to respond quickly to equipment malfunction service requests, and the customer satisfaction of their main client plummeted overnight. On top of it all, the customer support department found it very difficult to provide timely information on repairs. Things were not good.

Air Rail decided to take this challenge as an opportunity to digitize their operations—another step in their transition from an equipment dealer to a service company.

A working prototype in six hours

César Viteri, CIO, started looking for a solution. While evaluating multiple platform as a service (PaaS) providers, he found Zoho Creator.



I spent some time researching, looking for PaaS providers, I found a few companies and evaluated Zoho Creator. I compared the price plans, I compared the features offered, and Zoho Creator seemed the best.

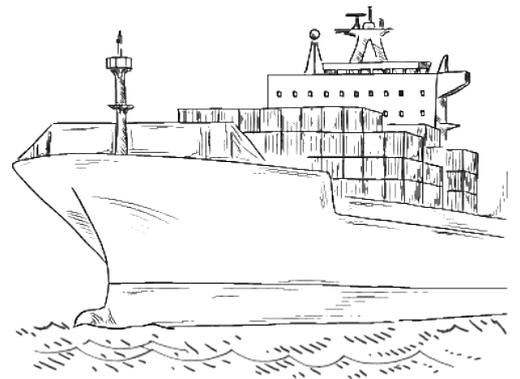
Instantly, he was convinced that Zoho Creator would be able to resolve Air Rail's problems.

In a single day, I was able to create a Zoho Creator account, get acquainted with the platform, and develop a complete prototype of a self-service application for our rented fleet customers.

César could create a working application in just six hours, because:

The documentation was complete and thorough, and there were forums for reference. You had the sample applications that you could check to see how things worked, it was easy to create new applications, and what I wanted to do was pretty straightforward.

Air Rail now runs a GSE Report application and a Sales Assistant application—both built on Creator.



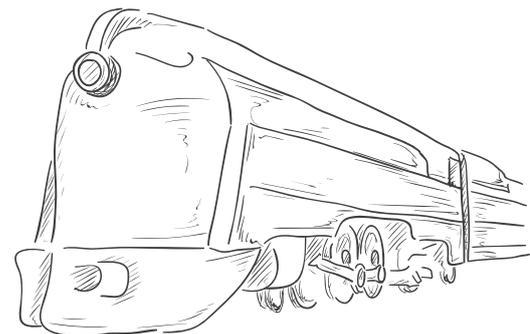
GSE Report application

Air Rail's application requirement was that, for a given client, provide them access to the list of machines at their disposal, a life-cycle monitoring interface for each machine, and an interface to raise support tickets for the maintenance requirements of each machine. Also, Air Rail's after-sales managers wanted to receive notifications at every stage of each machine's life cycle.

Zoho Creator was used to transform these requirements into a working application. This application is called the GSE Report application—the Ground Support Equipment Report application. This application is becoming the single point of entry for all of Air Rail's clients. Service requests—called “intervention requests” for rented vehicles and equipment are made using this application. It also provides a report of the entire life cycle of the rented vehicles and equipment, providing a granular view for the application's users and clients.

We've been expanding and developing the GSE report application for all of our big rental and maintenance clients.

The GSE Report application is now used by Air Rail's clients in four languages—Italian, French, English, and Spanish.



Sales Assistant application

Air Rail is frequently in the process of buying equipment and renting it out. Once, they had purchased several machines from a vendor. When they tried to rent these machines to their clients, they started facing problems. For instance, the same machine would be quoted to multiple clients, and this created problems within the sales team.

To resolve this pressing issue, a Sales Assistant application was developed using Zoho Creator. This application allows Air Rail to keep track of which machine has been quoted to which client, which sales executive is responsible for this machine's transactions, and other important information.

Advantages of Creator's native mobile applications

Zoho Creator's ability to deploy native applications to mobile devices in one click is a huge win, for both Air Rail and its clients.

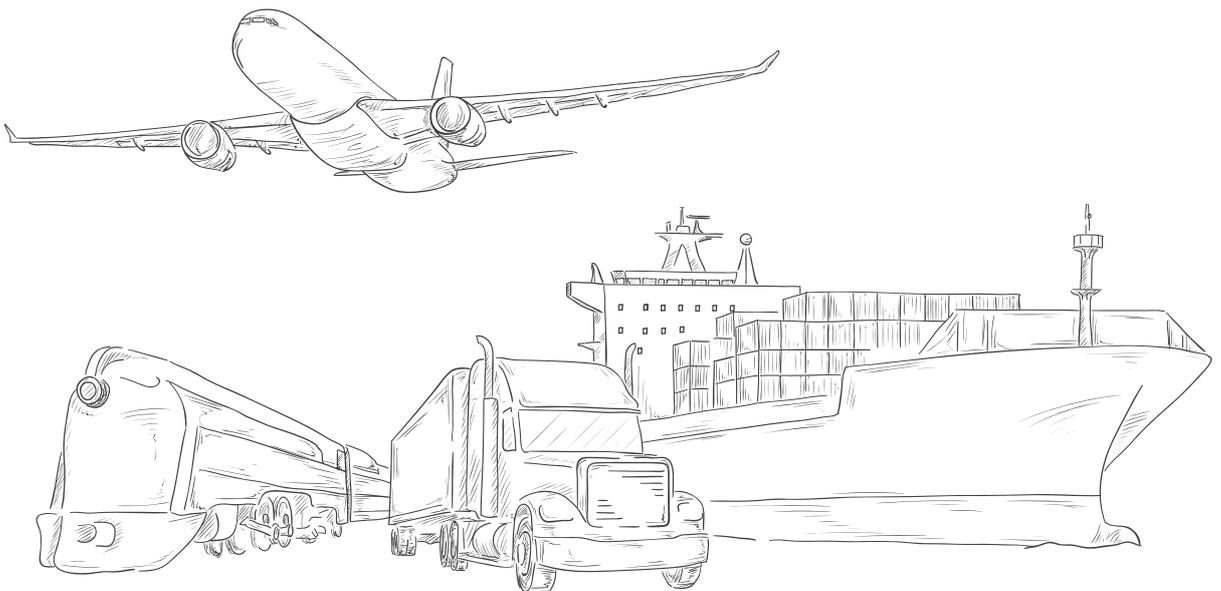
As César says:

Zoho Creator's native mobile applications are one of the things our customers value, because the people who are working with our applications, they're on the landing strips of airports, they're in the ports, they're in the railroads, they're in the field all the time, so they can access our applications just by using their handhelds.

Zoho Creator's business impact

At Air Rail, applications built using Creator are used for mission-critical tasks that ensure the operational viability of entire airplane fleets:

If our machines break down, then people cannot operate planes, the flights get delayed, they can't offload the ships, and the breakdown time costs a lot of money in our industry. So to keep our clients satisfied, we must be able to process all of the clients' intervention requests with the utmost speed. And that's one of the things that the GSE report application built using Zoho Creator has allowed us to do.



Organizational growth fueled by Creator

Zoho Creator has assisted Air Rail in ramping up its operations.

Since using Zoho Creator, our rental fleet has grown from 180 machines at the beginning of 2015 to 1,600 at the end of 2019, and we also maintain 1,400 machines owned by our clients. We operated in just 3 airports in Spain, and now we have a presence in more than 30 airports in 5 European countries. We managed our fleet in 2015 with 2 after sales managers, and now we employ 6, which means we've scaled very efficiently.





www.zoho.com/creator/

We'd love to talk! Reach out to us:

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