AIRCRAFT IT
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Dr Ip-Shing Fan & John Maggiore of Cranfield University offer guidance

Egzon Berisha describes how CrossConsense leverages well-grounded expertise to deliver specialized IT solutions made for aviation

Starting as a 17 years old apprentice at British Airways, Egzon ascended through the ranks, in administrator roles and participating in diverse areas through strategic partnerships. An initial two-year apprenticeship led to a permanent role post-apprenticeship. Specializing in administration within the engineering sector, Egzon evolved from fleet support to a fleet planning assistant, then a production readiness coordinator. His journey continued as a planner at British Airways and EasyJet, culminating in his current role at CrossConsense.

Aircraft IT: Your name, your job title and the name of the business?
Egzon Berisha: Egzon Berisha, Subject Matter Expert, CrossConsense GmbH & Co. KG

Aircraft IT: How did CrossConsense get started?
EB: CrossConsense was established in 2002 by Udo Stapf, a former aircraft mechanic and head of logistics at multiple airlines. Under his leadership, the company became deeply ingrained in the aviation industry. Initially focused on data migration, CrossConsense has evolved over the years, expanding its services to include consulting, AMOS support, hosting services, and business intelligence. In recent years, CrossConsense has also ventured into developing proprietary products such as Aircraft Fleet View and AviationDW. In 2022, CrossConsense became part of the Canadian FLYHT Aerospace Solutions Ltd., forming a powerful global alliance in innovative data solutions.

Aircraft IT: What is the guiding business principle that drives CrossConsense?
EB: At CrossConsense, our guiding business principle revolves around our identity as more than just an IT company. Stemming from a foundation in aviation, our core principle is centred on delivering specialized IT solutions tailored for the aviation industry. By leveraging our extensive expertise in aviation, we go beyond generic IT solutions, recognizing the complexities inherent in the

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process-driven aviation sector. Our commitment lies in ensuring that every solution we provide is intricately woven into the fabric of aviation requirements, acknowledging the unique challenges and intricacies of this highly specialized industry.

Aircraft IT: What has CrossConsense's greatest business achievement been to date, and why?
EB: CrossConsense's most significant business achievement to date is our leadership in delivering unparalleled AMOS support to customers worldwide. With a global clientele for support and hosting, we take pride in maintaining non-stop support services, positioning ourselves as market leaders in this domain. Our expertise extends to data migration, where we excel as true specialists. What sets us apart is our ability to offer a comprehensive package, combining exceptional support with innovative software solutions. An example of our forward-thinking approach is the development of tools like Aircraft Fleet View, showcasing our commitment to going beyond conventional support and providing holistic software solutions to meet the diverse needs of our customers.

Aircraft IT: What have been your disappointments and what have you learned from them?
EB: One of the notable disappointments I've encountered in my journey, particularly within the aviation industry, has been the prevailing reluctance to embrace innovation and take calculated risks. An example that comes to mind is our Aircraft Fleet View tool, a remarkable innovation. However, the initial and foremost inquiry in the aviation sector consistently revolves around cost, reflecting a somewhat dated mindset focused solely on financial implications. This has been disheartening because the true value lies not just in the price tag but in the substantial benefits the tools bring.
      Learning from these experiences, it becomes apparent that there is a need to strike a balance and

create tools that not only offer significant benefits but are also very cost-effective. While this can present challenges for companies like ours, requiring substantial resources for tool development, it underscores the importance of aligning innovation with the industry's cost-conscious nature. This realization has been a consistent theme throughout my career, emphasizing the need for strategic alignment and effective communication of the long-term benefits of innovative solutions within a cost-driven industry.

Aircraft IT: In a sentence, how would you summarize what CrossConsense does for aircraft maintenance customers?
EB: CrossConsense provides innovative and reliable IT solutions and services that streamline aircraft maintenance processes, enhancing operational abilities, ensuring compliance, and significantly simplifying the lives of its customers.

Aircraft IT: What do you feel will be the next big thing in maintenance Aviation IT?
EB: The next significant advancement in aviation maintenance IT is anticipated to be the integration of artificial intelligence based on aviation data. Recognizing the pivotal role of data in aviation, particularly the real-time and in-depth insights offered by tools like AFIRS Edge, the industry is poised for a transformative shift. The combination

of weather sensors and data-rich technologies, when coupled with artificial intelligence and machine learning, holds the potential to revolutionize predictive maintenance, ultimately optimizing schedules and planning. However, the success of this technological leap relies heavily on the industry's openness to embracing such innovations and the effective marketing of tools like AFIRS Edge. The future lies in empowering airlines to leverage tools such as ACSIS, Aircraft Fleet View, and AFIRS Edge, integrating them seamlessly with artificial intelligence for a robust suite of tools. The goal is to minimize aircraft downtime, reduce costs associated with maintenance issues, and mitigate delays, ensuring that aircraft spend more time in the air, generating revenue, than on the ground.

Aircraft IT: What do you want your customers to say about CrossConsense?
EB: I aspire for our customers to characterize CrossConsense as a trusted partner, emphasizing the importance of the strong relationships we cultivate. I envision our customers acknowledging that CrossConsense stands out as a reliable collaborator, adept at comprehending the distinct challenges within the aviation industry, and excelling in delivering innovative IT solutions that markedly enhance their operational efficiency and safety.

Aircraft IT: Egzon, thank you for your time.

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