

**Business Aviation
E-Evaluation Toolkit**



Metrics Checklist

Use this checklist to determine the priorities of your organization. Then determine the corresponding quantifiable and measurable metrics that support your efforts in addressing those priorities.

Utilization Strategies

Transportation of Employees and Executives

1. Key Employee Travel
 1. Facilitate Strategic Opportunities
 2. Sell and Market
 3. Provide Customer Service
 4. Extend Management Control
 5. Investor Relations
 6. Public Relations
 7. Media Events
 8. Government Relations and Lobbying
 9. Litigation
2. Corporate Shuttle
3. Assembling / Deploying Teams
 1. Production, Engineering and Operations Teams
 2. Sales and Marketing Team
 3. Management, HR, Financial Teams
 4. Customer Service
4. Airline Connections
5. Emergency Response for Endangered or Injured Employees
6. Personal Travel

Transportation of Customers

1. Bring Customers to You
2. Creation of a Sales Environment En Route
3. Carriage of Elected Officials
4. Transportation of the Press
5. Transportation of Financial Analysts
6. Transportation of Interest Groups

Transportation of Suppliers

1. Bring Suppliers to You

Transportation of Cargo Parts, and Mail

1. Courier Inter-Office Mail

2. Direct Ship Packages to Remote Locations
3. Shipment of Emergency Supplies or Parts to Customers
4. Rapid Delivery of External Cargo or Mail

Transportation for Charity

1. Transport Patients for Medical Treatment
2. Emergency Evacuation
3. Transport Personnel, Medicine and Supplies to Emergency Site

Direct Applications

1. Aerial Surveying
2. Charter Aircraft to Third Parties

Benefits

Increase Employee Productivity

1. Save Employee Time
2. Leverage Key Employees
3. Increase Productivity en Route
4. Access to Highly Efficient Airports
5. Improve Schedule Flexibility/Reliability
6. Schedule Control
7. Facilitate Critical Meetings
8. Respond Rapidly
9. Reduced Loss of Intellectual Capital
10. Improve Employee Morale and Motivation
11. Signal Management Support
12. Engender Employee Pride
13. Lessen Travel-induced Stress
14. Reduce Aversion to Travel
15. Enhance Corporate Image in the Community
16. Avoid Uncontrolled Public Exposure Resulting in Illness

Expand Markets

1. Accelerate Transaction Rates and Transaction Value
2. Improve Access to Markets, Thereby Increasing Market Share
3. Improve Customer Access to Sales Opportunities
4. Improve Customer Relationships

Secure Competitive Advantage

1. Keep Up With / Get Ahead of Competitors
2. Discourage the Competition

Induce Operational Efficiency

1. Improve Business Process Efficiencies
2. Extend Management Control and Operations Oversight
3. Accelerate Corporate Knowledge Integration and Knowledge Sharing

Offset Company Expenses

1. Reduce Commercial Airfare Expense
2. Reduce Travel and Entertainment Expenses
3. Expand Commercial Air Service Opportunities
4. Reduce Shipping and Mail Expense
5. Decrease Employee Replacement Costs
6. Reduce Turnover and Retain Personnel
7. Reduce Staffing Levels
8. Offset Costs Through Charter Revenue
9. Secure Maximum Return on Capital Investment (Arbitrage)
10. Reduce Tax Liability

Improve Risk Management

1. Improve Industrial Security
2. Reduced/Eliminate Uncontrolled Public Exposure
3. Secure Control Over Personal Safety of Passengers
4. Protect Intellectual Property
5. Control Courier Documents, Packages, etc

Enterprise Value Drivers

1. Employee Productivity, Motivation and Satisfaction
2. Customer Satisfaction
3. Innovation
4. Risk Management and Compliance
5. Revenue or market share growth
6. Profit growth
7. Asset efficiency

Enterprise Value Metrics

1. Operational metrics = Hours, miles, pax flown, budget, others
2. Quantified benefits = Travel efficiency, productivity gains, others
3. Enterprise value metrics = Result from quantified benefits driving stronger company financial performance. Directly link business aircraft use to financial gain; an emerging science.

Further information on these issues may be found in two studies:

2009 NEXA *Business Aviation, An Enterprise Value Perspective*

2001 Andersen: *Business aviation in today's economy – A guide to the analysis of business aircraft use, benefits and effects on shareholder value*