

News Release

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AVANADE'S MOBILE AIRLINE PLATFORM TO HELP DELTA IMPROVE THE IN-FLIGHT EXPERIENCE

Avanade, Microsoft, AT&T and Nokia, Partner to Enable New Mobile Tools for Flight Attendants for Increased Productivity, Personalized Customer Service and Better In-Flight Operations

SEATTLE – Aug 22, 2013 – [Avanade](#), a global business technology solutions and managed services provider, is helping Delta Air Lines, one of the world's leading airlines serving more than 160 million customers each year, to improve its customer experience through an advanced mobile in-flight sales and service solution based on the Avanade Mobile Airline Platform. This end-to-end retail platform for airlines, jointly developed with Avanade's parent company, [Accenture](#), combines [Microsoft Dynamics for Retail](#) software with [Avanade's Connected Stores solution](#) to help airlines improve how they serve customers while creating opportunities for new revenue. Avanade has integrated the solution into Delta's operations and will provide ongoing support, maintenance and solution enhancements for the next three years.

With this mobile solution, more than 19,000 of Delta's flight attendants across the globe will each receive a [Nokia Lumia](#) device powered by Windows Phone 8 – operating over Wi-Fi and AT&T's 4G LTE network – equipped with Avanade's Mobile Airline Platform application utilizing Microsoft Dynamics for retail mobile point of sale.

The solution enables near real-time credit card processing for on-board purchases, convenient eReceipts that can be emailed to customers as well as the ability to read coupons displayed on a customer's mobile device.

"Today, companies in all industries need to enable an end-to-end customer experience across multiple channels. Businesses are looking to redesign the way they work as mobile and social technologies become more ubiquitous," noted Dan O'Hara, Mobility vice president, Avanade. "Delta aims to enable its employees with new ways of working that can drive greater productivity and better engagement with customers. This solution delivers those results by creating an in-flight mobile retail experience that marries human interactions with technology-enabled processes and insights."

Flight attendants began testing the Nokia Lumia 820 during flights in June. By the end of August 2013, more than 19,000 devices will have been distributed to flight attendants.

Read Delta's release [here](#) and AT&T's press release [here](#).

About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Our people have helped thousands of organizations in all industries improve business agility, employee productivity, and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 18,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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