

MRO

Aerospace Magazine



Paris Air Show

Stepping up
aircraft support
services

Software

TRAX and AAR
accelerate digital offering

Cabin Services

Resurgence in
interior modifications

Boeing 757

Supporting a healthy
cargo market



TRAX is key to accelerating AAR's digital strategy

Part of AAR's aim in acquiring TRAX is to grow its digital tools.
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Aircraft MRO and fleet management software specialist TRAX, provided *AviTrader MRO* with some additional details following the acquisition by the AAR Corp, focusing on the key priorities going forward and boosting the digital strategy.

Synergy is the concept that the value and performance of two businesses combined will be greater than the sum of the separate individual parts. And this concept holds true for the acquisition of TRAX by AAR. With AAR's focus on hardware (parts supply, repair work, MRO services, etc.), TRAX specialises in software (compliance tracking of safety and repairs of aircraft and components). This view is a simplification of the full competency of both companies. In the case of TRAX, the company has a full range of professional services to support the software, along with hosting options. And in the case of AAR, it goes beyond 'hardware' and extends to offering end-to-end solutions integration for the aviation market. Part of AAR's aim in acquiring TRAX is to grow its digital tools

and we believe such growth will serve to benefit TRAX customers, as well.

AAR's Chairman, President, and CEO John Holmes explained: "We believe we can support TRAX's continued growth by investing in its platforms and by leveraging our global relationships to help TRAX reach additional customers." He said the Trax acquisition also advances AAR's strategy to offer digital solutions focused on its core aviation aftermarket customers and such an expansion of both entities increases the capacity to develop enhanced digital offerings.

Another constructive collaboration lies in the sphere of materials management. TRAX has robust inventory and purchasing modules that help airlines and MROs maintain needed parts, so there are

opportunities for AAR, as a parts supplier among its other services, to work with TRAX to provide parts more efficiently to aviation customers. We also see multiple opportunities for cross-selling of various products and services to the joint and complementary customer base.

TRAX will be able to benefit from AAR's large and expert global salesforce to expand its reach. We see potential to make the eMobility suite independent of the enterprise eMRO product and sold separately; to target the largest airlines that would now be more open to purchasing a critical mission software that is owned by a large, publicly traded company; and to use AAR's global government and defence footprint to open doors and provide expertise for this largely

untapped market.

The key priority remains to provide customers with high quality, well-designed and functional solutions, this has not shifted, and we aim to build on this with AAR's support for our core business model. Both AAR and TRAX are keenly interested in expanding digital offerings to their aviation customer base so we will begin the process of assessing areas that can benefit from increased support and collaboration and this acquisition by AAR means TRAX will have access to MRO innovations. AAR has a strong reputation for expertise in the MRO industry, which can only benefit TRAX customers. We look forward to seeing how AAR can use its expertise to help develop new technologies and solutions that meet our customers' needs.

AAR's digital strategy includes increasing paperless operations. This is the direction we are observing in the aviation aftermarket ecosystem where AAR is an industry leader. TRAX's product line already features paperless maintenance applications and the implementation of these apps by its customer base has grown the past few years. The TRAX eMobility suite currently includes thirteen intuitive task-based apps, yet clearly there is room to add additional functionality, incorporate more advanced technology, and include artificial intelligence features. With AAR's support, TRAX can expand its development of these much sought after apps and tackle the wider market.

AAR's acquisition of TRAX also strengthens the combined company's position in the MRO market. The acquisition creates a more formidable competitor with a broader range of products and services, which can only benefit TRAX customers. We have confidence that AAR will continue to



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invest in TRAX's technological capabilities and that we will develop new products that meet customer needs. As a result, TRAX can anticipate an acceleration of its innovative development road map to offer its customers cloud hosting, eMRO software enhancements, new eMobility apps, and integration that allows better access to AAR's parts and service offerings for materials management, among other possibilities.

Both companies have informed our customers that the acquisition is about pairing TRAX's world-class software solutions with AAR's expertise and global network, and further strengthening the infrastructure and product offerings. AAR's world headquarters will remain in Wood Dale, Illinois, and TRAX will continue to operate from Miami, Florida.

All TRAX points of contact, management, and employee teams will remain unchanged. TRAX has grown successfully as an independent company

over the past decades, and AAR plans to maintain this independence while simultaneously providing capital and resources for TRAX's expected expansion and leadership and management will stay and be actively involved in the next stage. This decision reflects AAR's appreciation for the team's expertise and continuity and aims to facilitate smoother integration and transition for both companies and our customers. It also demonstrates AAR's strong commitment to the long-term viability and success of TRAX. AAR's financial stability and resources can provide the necessary support and investment to ensure that TRAX continues to develop innovative technologies and innovative solutions that meet the needs of its customers. This will provide TRAX customers with confidence in the future of their partnership with the company.

TRAX President and CEO Jose Almeida stated: "Overall, we are excited about the acquisition by AAR. The combination of AAR's expertise, product offerings, focus on customer satisfaction, and financial stability, with TRAX's innovative solutions, creates a formidable force in the MRO industry. We look forward to the benefits that this acquisition will bring to our customers' business and operations, and we are committed to a long and successful partnership with AAR."

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