

VENDOR JOB CARD: TRAX

Jose Almeida offers us an insight into the customer focused ethos and forward thinking that is at the heart of TRAX's enduring success



Jose Almeida, a founder of TRAX, has served as President and CEO since 1997. He was a programming developer with the foresight to see an industry need for technology change and the capacity to grow that into a successful international aviation maintenance software company. As CEO, he has played a significant and strategic role in TRAX's successful transformation — from green screen to Windows in the late 1990s and from desktop to mobile solutions most recently.

Aircraft IT: Your name, your job, and the name of the business?

Jose Almeida: Jose Almeida, President and CEO, TRAX

Aircraft IT: How did TRAX get started?

JA: Prior to the formation of TRAX in 1997, existing aviation maintenance software companies had yet to recognize the potential of the Windows platform. Seeing the tremendous advantage this technology would offer and wanting to lead this sea change, we decided to develop and offer this cutting edge ERP product to the industry.

Aircraft IT: What is the guiding business principle that drives the business?

JA: Keeping steps ahead of technology transitions has become a hallmark of the TRAX business perspective. Our guiding principles also include a strong emphasis on the satisfaction of people — whether that may be our customers or our own employees.

Aircraft IT: What has the greatest business achievement been to date, and why?

JA: The answer to that lies in our extremely successful mobile and cloud-based products — the

eMobility apps and eMRO ERP software. Rather than sitting comfortably on our two decades of success in the industry, we once again chose to look to the future of technology and what we could offer to our clients. We listened to our customers and worked with them to provide them with future facing mobile software solutions.

Aircraft IT: What are the disappointments and what have you learned from them?

JA: In the early years of developing our mobile solutions, TRAX got off track by creating apps that only worked online. However, as you know, the

“What were previously considered to be trendy or abstract artificial intelligence concepts — augmented reality, machine learning, predictive analytics, voice recognition, remote witnessing, and Blockchain parts records — can now be brought to fruition in practical solutions for aviation maintenance today.”

aviation industry functions at out-stations, in the air, on the ramp, and at other dead spot locations. We quickly realized that we needed to learn from our error and we redeveloped online / offline capable apps, which we call 'True Mobility'.

Aircraft IT: In a sentence, how would you summarize what the business does for aircraft maintenance customers?

JA: TRAX enables efficient, reliable communication and dataflow between the various facets of an

Airline or MRO organization by using leading edge technology which provide a competitive and safe working environment for the benefit of their employees and customers.

Aircraft IT: What will be the next big thing in maintenance Aviation IT?

JA: What were previously considered to be trendy or abstract artificial intelligence concepts — augmented reality, machine learning, predictive analytics, voice recognition, remote witnessing, and

Blockchain parts records — can now be brought to fruition in practical solutions for aviation maintenance today. TRAX is excited to put these concepts into action and has added them to our near-term road map.

Aircraft IT: What do you want your customers to say about TRAX

JA: We work better with TRAX!

Aircraft IT: Jose Almeida, thank you for your time.

KEEP UP WITH MRO IT DEVELOPMENTS



**SUBSCRIBE HERE FOR FREE...
IT TAKES A FEW MOMENTS**