

ROI SHOWCASE

America West Airlines

AT&T WIRELESS CASE STUDY

America West Airlines

Headquarters: Phoenix, Ariz.

Line of Business: National Airline

Application: Wireless system used to track packages at every stage of transport, to meet stringent new U.S. Postal Service requirements

Results: • Developed a wireless track and trace solution with AT&T Wireless • Retained valuable business with U.S. Postal Service • Met Postal Service requirements with high compliance level

fied that all the carriers would have to automate their tracking systems and report the mail's status back to them at very specific intervals," said Joe Beery, Senior Vice President and Chief Information Officer of America West. "In order to maintain the business and continue to carry mail, you had to meet these specifications."

Adjusting to a new process

The strict stipulations set by the Postal Service required ramp workers to scan the mail at every check-

instructed to scan an item each time it was picked up, loaded, transferred and delivered to its destination.

AT&T Wireless: A trusted partner

America West knew that the only way to make an automated tracking system work was to equip ramp workers with a wireless mobile device they could use at the plane site.

AT&T Wireless was already the provider of America West's wireless phones and was a natural choice for this solution. "AT&T Wireless



Implementing a wireless mail-tracking system

America West Airlines, the second largest low-fare airline in the United States, has been operating for over 20 years. Every year, the airline transports 33 million pounds of mail for the United States Postal Service. The airline had been using a legacy system to track that mail until last year, when the industry took an unexpected turn.

"The Postal Service speci-

point—and with America West planes making nearly 900 daily departures, there were a lot of checkpoints. Carriers were

really did work with us as a partner, and their infrastructure was sound," said Beery.

Success that sends a positive message

With the help of AT&T Wireless, America West was able to step up and meet the challenge. In the end, Beery summarized the solution's value very simply: "If we wouldn't have done this, we wouldn't have the business. It was well worth the effort."



AT&T Wireless

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