

Pix for representation only, courtesy Swissport.



# MANAGEENGINE BOOSTS IT RESPONSIVENESS AT BAHRAIN AIRPORT SERVICES

By implementing ManageEngine's ServiceDesk Plus and OpManager, help desk has been transformed from manual to self-service, boosting process efficiency.

**B**ahrain Airport Services, was established at a time when there was a need for an independent ground handling services agent for Bahrain International Airport. When his Royal Highness, Prince Khalifa bin Salman Al Khalifa, the Prime Minister gave his blessings to a proposal by the late Yousuf Al Shirawi, Minister of Development and Industry at that time.

Bahrain Airport Services emerged from Aircraft Services Gulf Limited, ASGUL owned by Gulf Aviation. It was built through an alliance between Gulf Air and six travel agencies namely, Kanoo Travel, World Travel, Jalal Travel, Dilmun Travel, Al Qusaibi Travel and Bahrain International Travel.

Today, Bahrain Airport Services has secured itself a well-established strategic role in the operations of Bahrain International Airport; the first airport in the GCC region. Bahrain Airport Services has established a reputable name as an accredited company, winning international recognitions for its success, which in turn puts Bahrain in a position to exhibit its capability of setting the standards for high performance and taking a leading place in the aviation services sector.

Bahrain Airport Services has also managed to become an active contributor to Bahrain's economy; it attracts international airlines with the high-quality services offered at competitive rates, in addition to the magnitude of its local commercial activities and the fact that it creates thousands of jobs to Bahraini nationals.

Bahrain Airport Services, has a 42-year long track record of continuous service and has been the sole operator of ground handling services at the Bahrain International Airport since its establishment in 1977. It is also a trusted name in the world of airport services and as a company is certified by the Air Transport Safety Audit Program of the International Air Transport Association.

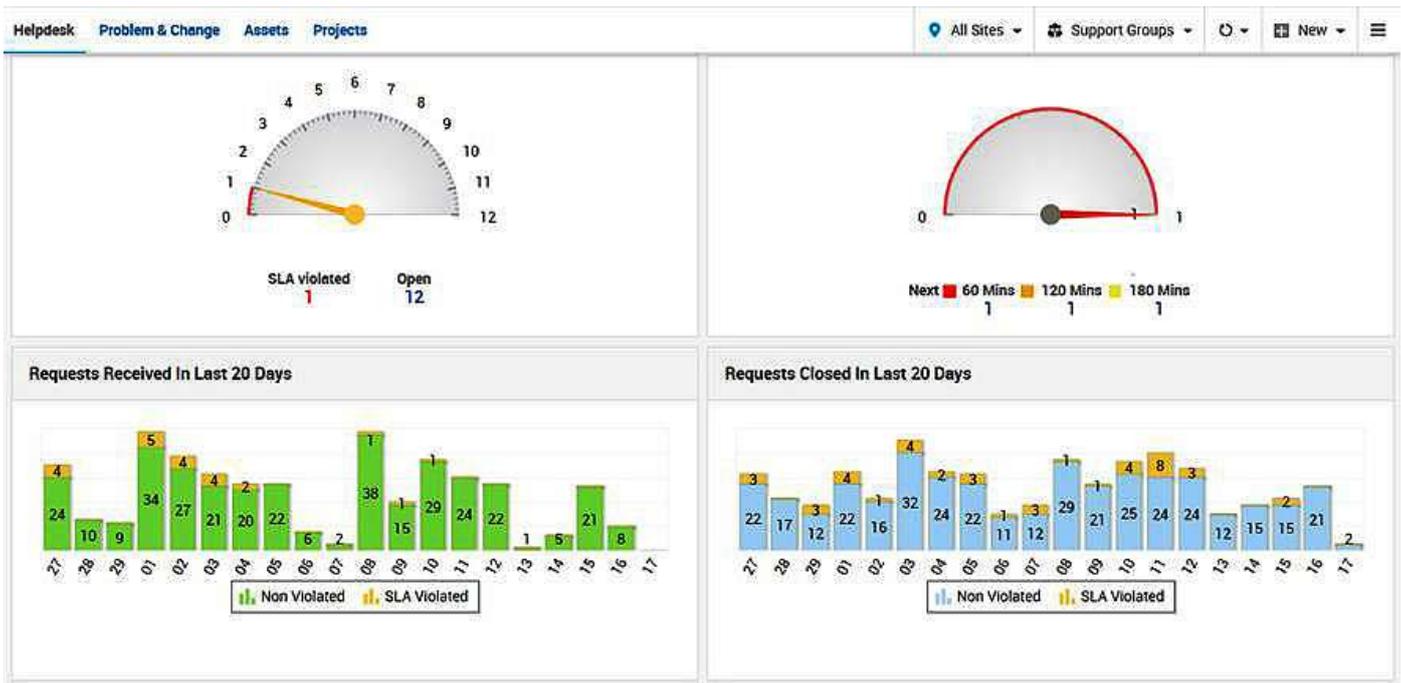
Bahrain Airport Services offers a number of activities including: aircraft and passenger handling services, cargo services; aircraft engineering and maintenance services; catering services; specialised ground handling services training; aircraft engineering training; airport lounge management

## IT ENVIRONMENT

The IT environment in Bahrain Airport Services is built upon in-house applications developed for the



**MOHAMED KHALIFA AL-BINJASSIM,**  
MANAGER TECHNICAL SUPPORT AT  
BAHRAIN AIRPORT SERVICES.



purpose of supporting major departments such as human resources, finance, procurement. The inhouse applications also support other aviation applications used for airport operations, such as provided by SITA, Airport Systems and Amadeus to comply with the airports needs and to communicate with other airports across the world.

Before implementing ManageEngine's products, Bahrain Airport Services faced pain points like managing and controlling the help desk tickets, measuring the technician performance, limited ability to rectify issues within time limits of the predefined SLA, and complying with ISO 20000 requirements.

### BENEFITS AND GAINS

Bahrain Airport Services has implemented ServiceDesk Plus and OpManager. Bahrain

Airport Services is currently implementing AD Manager Plus and ADSelfService Plus. Op Manager has changed the response of the IT organisation to problems from a reactive to proactive approach based on the readiness of its infrastructure. With this implementation and control of processes, Bahrain Airport Services has been certified with the international standard of service management, namely ISO20000,

Says Bahrain Airport Services' Mohamed Khalifa Al-binjassim, Manager Technical Support, "We always believe that what we cannot measure we cannot control. Manage Engine gave us the ability to measure and control several items such as time, performance, tickets, violation, assets and projects. It also provided new features for users like self-service to raise unique IT requests and issues, which

have reflected positively by saving helpdesk office time while getting the requests in paper or phone call.

Implementing ServiceDesk Plus in Bahrain Airport Services has enabled the self-service portal to raise tickets and issues, in addition to approval work flow and change management. Previously these were performed manually using the traditional way of book logging, paper forms, email to get an approval from each department head or system owner.

### DIGITAL TRANSFORMATION

Digital transformation is enabling new business opportunities for Bahrain Airport Services such as airport lounge booking and meals entitlement for transfer passengers. "Like any other big organisation, we look forward to minimising both cost, efforts, and time. We have made good progress in digital transformation at Bahrain Airport Services with multiple success stories," says Al-binjassim.

In addition to the administration process, Bahrain Airport Services has also launched iBAS service. This is an interactive service provided to employees to ensure access, without the need for manual intervention. This solution has also received the Bahrain eGovernment Excellence Award.

With these initiatives around ManageEngine and other application platforms, Bahrain Airport Services is boosting the capability of its IT organisation to support business services and drive efficiency and productivity of its in-country and global customers. ↗