



Business challenge

As a low-cost airline, Pegasus Hava Taşımacılığı Anonim Şirketi is constantly looking for ways to improve efficiency and reduce waste, particularly around tasks that don't add direct value.

Transformation

Hoping to improve the efficiency and accuracy of its back-office processes, Pegasus worked with IBM Business Partner 32Bit Bilgisayar Hizmetleri Ltd. Şti. to automate its more mundane operations using IBM® Robotic Process Automation with Automation Anywhere. Now, as repetitive tasks are identified, the business can offload these to the new solution.

Results

7 full-time equivalents' time

saved in just the first 14 months of the project

Boosts accuracy

of tasks and data by reducing the level of human intervention

~5 hours per day

recovered just from a single automated finance process

Pegasus Hava Taşımacılığı Anonim Şirketi

Get rid of the boring part of your business—automate

Founded in 1990, [Pegasus](#) (external link) is a short- and medium-range airline that offers reasonably priced flights. Operating primarily from the Sabiha Gokcen Airport in Istanbul, Turkey, the business is one of the largest airlines in the country, boasting a fleet of 83 aircrafts and flying to 112 destinations, 77 of which are international.

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— Filiz Koçhan, Head of Enterprise Solutions, Pegasus Hava Taşımacılığı Anonim Şirketi



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For most employees, the often-repeated, mundane tasks are the ones most dreaded. These actions can bore, demoralize and even drive away the best workers, but at the same time, these repetitive operations are often critical to day-to-day business and cannot easily be avoided. Emails need responses. Invoices need tracking. Payments need processing.

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Luckily, with the advent of automation, much of this work can be offloaded to machinery, software or even AI, often unlocking new efficiencies while saving valuable employees for more important work. And it is in this spirit that Pegasus, an airline based in Turkey, wanted to revolutionize how its internal processes were handled.

“We have a vision to become ‘the digital airline of Turkey,’” explains Filiz Koçhan, Head of Enterprise Solutions at Pegasus. “We’ve been growing our fleet and adding destinations, but we also need to be more innovative. If we are going to remain the premiere low-cost airline, we need to get rid of activities that take up too much time. That don’t add value to what we do.”

In particular, the airline was focused on simplifying and accelerating highly repetitive, mundane tasks, like its back-office paperwork.

“Too many of these processes required the manual intervention of our employees,” continues Koçhan. “And by relying so much on human processing, errors were more likely, which demanded even more time and effort to resolve.”

Robots make everything better

After considering a number of automation suites, Pegasus quickly chose Robotic Process Automation with Automation Anywhere to offload its workloads. And while the technical features of the IBM software satisfied its efficiency goals, the business also recognized that it faced a stiff integration challenge as the processes it wished to automate intersected various business-to-business platforms, legacy systems and regulatory portals—such as those associated with the International Air Transport Association (IATA).

To help launch this project, Pegasus reached out to IBM Business Partner 32Bit Bilgisayar, one of the first firms in Turkey to invest heavily in robotic process automation (RPA) solutions.

“Automation was going to be a big change for us, so we needed a quick win to demonstrate its value,” recounts Koçhan. “We started with our finance department, setting up robotic processing for statements that we received from five major banks. The system would transfer received files from our mail system directly to our accounting software, automatically carrying out any financial processes for these statements. From just that simple automation, we were saving five hours a day in our finance department.”

With this initial phase a success, the automation solution—now named PERO—was rolled out to the entire company. And now, as each business unit identifies potential use cases for PERO, they can coordinate with 32Bit Bilgisayar, which offers ongoing support, to develop, test and deploy these new automations.

Rescued from monotony

With more than 40 processes currently being managed by the Robotic Process Automation solution, Pegasus has dramatically improved the efficiency of its back-office processes.

“[A]ccording to internal surveys, our employees are much more satisfied with their job roles as we’ve removed many of the mundane tasks they previously had to perform.”

— Filiz Koçhan, Head of Enterprise Solutions, Pegasus Hava Taşımacılığı Anonim Şirketi

“Robotic Process Automation was definitely the right choice,” adds Koçhan. “In just 14 months, we’ve freed up seven full-time equivalents, which saves us money and lets us refocus our staff to more value-added operations. And according to internal surveys, our employees are much more satisfied with their job roles as we’ve removed many of the mundane tasks they previously had to perform.”

At the same time, by reducing the amount of human intervention for these tasks, the business has improved the accuracy and consistency of its core operations.

Solution component

- IBM® Robotic Process Automation with Automation Anywhere

Take the next step

To learn more about the IBM solution featured in this story, please contact your IBM representative or IBM Business Partner.

About 32Bit Bilgisayar Hizmetleri Ltd. Şti.

IBM Business Partner [32Bit Bilgisayar](#) (external link) offers software, solutions and consultancy services focused on digital transformation. The company was founded in 1988 and is headquartered in Istanbul, Turkey.

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