

All systems go: Tech firm lands contract from festive new airline

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Houston - based DYONYX LP has landed a contract to handle information technology operations for Festival Airlines Inc., a new carrier out of Chicago. The deal marks the second commercial airline contract for DYONYX. British Airways Plc was the first customer for the 10-year-old company.

DYONYX will design, develop, implement and provide ongoing IT support for Festival. The deal covers functions ranging from aircraft operations and scheduling to reservations systems and customer service. Financial terms of the multiyear contract were not disclosed.

Trent Henson, executive vice president of DYONYX, says Festival represents a unique model in the airline industry with a "very progressive" approach to incorporating technology into operations. He says the deal is significant both in sheer size of the project and the level of technology provided. Says Henson: "The airline wants to focus on every amenity possible for the traveler. From a technology design standpoint, it's a fairly significant undertaking."

Festival markets itself as a vacation only airline with different combinations of packages covering airfare, hotel, food, and beverage, ground transportation and entertainment.

The airline's inaugural flights are scheduled to take off in 2006 from Chicago/Rockford International Airport, the site of Festival's operations base, as well as Midway Airport in Chicago. Festival CEO Carl George, in a prepared statement, says the airline chose to work with DYONYX because of the company's "broad platform capabilities, leading edge technology deployment ability and the strength and depth of their team."

Festival flights will be high on entertainment. DYONYX will equip each aircraft with custom-delivery video systems on every seat back as well as Gameboys and Play Stations consoles. "Passengers will be able to pick the entertainment they want during flights based on their interest," Henson says.

Comfort is another consideration. A system being installed by DYONYX will allow the airline to adjust a plane's interior design based on customer feedback. If passengers say they'd like an extra two inches of seat space, during the next maintenance cycle one row of seats can be eliminated to provide for a more spacious seating arrangement.

In addition, DYONYX will serve as Festival's telecommunications provider through an adaptable Voice Over Internet Protocol system.

Other DYONYX clients include the Department of Homeland Security, the City of Houston and Millennium Challenge Corp. DYONYX ranked No.9 on the Houston Business Journal Fast Tech 50 list in 2005.

Company revenue has jumped from \$4.5 million in 2003 to \$8.7 million in 2004 and \$20 million in 2005.



BUSINESS: Information technology and management consulting
HEADQUARTERS: Houston, with offices in Dallas, Washington, D.C., and London
YEAR FOUNDED: 1996
CUSTOMERS: Festival Airlines, British Airways, Department of Homeland Security, City of Houston
2003 REVENUE: \$4.5 million
2005 REVENUE: \$20 million
NO. OF EMPLOYEES: 75 full-time

