



Pioneering digital transformation in airline catering

Client

A world-leading airline catering company

Featured Partners



A global airline catering company needed to transform its operations to keep pace with the rapid digitization of the travel industry. Manual processes, siloed systems, and legacy infrastructure impacted service speed, visibility, and customer satisfaction. To address this, the client partnered with Marlabs to drive a comprehensive digital transformation strategy focused on scalability, efficiency, and real-time visibility.

Marlabs developed and implemented a future-ready digital platform including specialized ERP systems, cloud migration, IoT-based smart carts, and AI-powered data analytics. This platform connected business functions, streamlined catering operations, and enabled data-driven decision-making. The initiative resulted in increased operational efficiency, faster service turnaround, and a stronger digital foundation for global expansion.



Digital Transformation Strategy



Enterprise Application Modernization



AI-Powered Predictive Analytics



Data Analytics

The Challenge: Reimagining operations for a global airline caterer



Objective: Digitally transform core catering operations to improve efficiency and service quality.



Existing Issues: Disconnected systems and manual processes hindered visibility, speed, and consistency.



Solution Needed: A unified digital platform that integrates operations, data, and automation.



Outcome: A modernized catering ecosystem with improved coordination, scalability, and decision-making.



The airline caterer faced operational fragmentation and limited visibility due to outdated systems and manual workflows. They required a digital-first approach to scale operations to meet demand while also improving service consistency.

The Solution: Driving transformation through digital integration

Marlabs executed a multi-phased transformation program to connect systems, automate workflows, and deliver an integrated digital platform tailored to the airline catering industry. This digital transformation addressed complex operational challenges, enhanced customer satisfaction, and drove AI-powered innovation.

Phase 1: Assessment & Digital Roadmap Design

Our team evaluated existing systems and defined a future-ready digital vision with phased priorities.

Workstreams:

- Operational review
- Gap analysis
- Strategic roadmap

Phase 2: Platform Modernization & Architecture

We reengineered core systems and built a modular, scalable digital infrastructure.

Workstreams:

- System redesign
- Cloud enablement
- Scalable architecture

Phase 3: Workflow Automation & System Integration

The team automated key business functions and integrated data streams for seamless operations.

Workstreams:

- Workflow orchestration
- API development
- Real-time data integration

Phase 4: Data-Driven Enablement & Optimization

We enabled advanced reporting and real-time, AI-powered predictive insights to guide decisions and continuous improvement.

Workstreams:

- Dashboard configuration
- KPI alignment
- Feedback loop setup

Services and Technologies Used:

Services:

- ERP & CRM
- Cloud
- IoT
- Advanced Analytics
- Migration & Re-Platforming
- Intelligent Automation (IA)
- AI-Powered Analytics
- Cognitive AI

Technologies:

- Microsoft Data Fabric
- Amazon AWS

The Results: Impact on the client organization

Marlabs' digital transformation initiative enabled the global airline catering company to streamline their operations, improve turnaround times, and adapt to the growing demands of the aviation industry. The solution supported future growth with a scalable and integrated digital core.



Operational Efficiency: Streamlined, AI-powered workflows reduced time and resource overhead.



Improved Collaboration: Connected teams and processes enhanced coordination and agility.



Faster Service Turnaround: Digitized processes accelerated catering delivery timelines.



Scalability for Growth: The modular platform design supported global expansion efforts.



Real-Time Visibility: Integrated systems provided actionable insights across operations.



Better Customer Experience: Enhanced service reliability contributed to airline partner satisfaction.