



MANAGE OPERATIONS ROUTE PLANNING TOOLS WARNINGS LOCATION BASED IMPROVE SCHEDULING ADVISORIES REDUCE RISK WEATHER BRIEFINGS
HELICOPTER CUSTOM ALERTS SNOW REAL-TIME LIGHTNING PIREPS RAMTAPS NOTAMS MAP LAYERING AIRMETS LOCAL WEATHER METARS RADAR
ONLINE CONSULTING FOG SIGMETS LOW-LEVEL WINDS MAXIMIZE EFFICIENCY
WIND SPEED CUT COSTS RUNWAY TEMPERATURE FORECASTS

MXVISION AVIATIONSENTRY®

CASE STUDY

QUIKTRIP CORPORATION

TULSA, OKLAHOMA

QuikTrip is a \$4 billion retailer that operates 450 convenience stores and travel centers in 11 states. QuikTrip stores can be found from Phoenix to Atlanta, with a strong concentration in Oklahoma, Kansas, Missouri, and Iowa. All stores are corporate owned, and QuikTrip executives and managers are constantly in the field to ensure consistent, high-quality operations across the entire store network.

THE CHALLENGE

To manage the travel needs of its executives and managers, QuikTrip operates a fleet of three Cessna Citations flown by a staff of seven corporate pilots. Between its headquarters in Tulsa and its eight regional division offices, QuikTrip's corporate aviation group carries 3,200 passengers annually.

"We just need to be prepared for any flight," said Ed Ptak, director of flight operations for QuikTrip. "When we fly out of Tulsa or from any of those other divisions, we need to get from point to point efficiently. Safety is first and foremost."

Because much of QuikTrip's market area lies within the heart of tornado country, twisters are often a concern for the company pilots and flight planners. Otherwise, routine thunderstorm activity is the primary weather threat.

THE DTN/METEORLOGIX SOLUTION

Given the heavy travel needs of QuikTrip's top executives, safe flight operations are vital for the company's management. It was clear that the company needed a state-of-the-art aviation weather tool. Ptak and his colleagues compared the available systems and were unanimous in choosing the MxVision AviationSentry® system from DTN/Meteorlogix.

Ptak sums up the team's conclusions very simply: "In comparison it was quite evident that the DTN/Meteorlogix system was more user friendly and offered much better information. WSI didn't provide what we were looking for."

QuikTrip has now been a DTN/Meteorlogix customer for more than eight years, with nine flight staff members using the system on a daily basis. What does the group like most about the system? "We really like the user-friendly presentation. There's a wealth of information available there for us. The real-time radar is probably the most important to us," answered Ptak.



meteorlogix

RESULTS

MxVision AviaitonSentry has become a standard part of day-to-day operations for QuikTrip's flight operations group.

"It's running all day long in our flight planning room. We usually start looking at the weather a day before a flight and stay up to date all the way prior to launch. If it indicates that it's not a safe time to depart, we delay the flight until it is safe. And we do that day in and day out," said Ptak.

For Quiktrip, the system has also been very useful in areas other than flight planning. Managers have seen the system in the flight hangar and apply the information to other aspects of the chain's business.

"Everybody's aware of the system and it's available to anyone throughout our corporate structure to check any kind of conditions anywhere in the country. It's all there and available to us at just a click of a button," said Ptak. For example, a manager might tap into the information to monitor a construction project at a particular store location, or the company's truck operations can use the data determine travel routes from store to store.

THE CLIENT'S VIEW

"This system is invaluable for the travel needs for the company. I would recommend it to other flight operations in a heartbeat."

Ed Ptak, director of flight operations, QuikTrip Corporation

DTN/Meteorlogix, DTN's brand of commercial weather services, delivers industry-specific weather management capabilities for its customers to manage business risks, maximize personal safety and minimize financial loss.

DTN/Meteorlogix is the official forecaster of the PGA TOUR and Champions Tour.

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