



ATR OPTIMIZES INVENTORY MANAGEMENT WITH SYNCRON

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ATR has selected Synchron's Parts Planning software to improve the reliability, accuracy, and consistency of its inventory management. ATR is known for its innovative, efficient, and low-emission aircraft, which are flown by 200 airlines in over 100 countries. Maintaining resiliency in a challenging global context, with supply chain instability across the industry, required a modern solution able to support the company's commitment to quality service. The company has returned to growth over the past year, and required a solution able to scale with its operations. ATR chose Synchron's cloud-based platform to optimize its inventory operations and further its commitment of accelerating sustainable connections to the 1,300 airports ATR aircraft serve.

Synchron's [Parts Planning](#) platform will help ATR better forecast the complex demand patterns for its aircraft parts and inventory. Using AI, machine learning, and advanced analytics, Parts Planning accurately tracks demand trends and configures advanced simulations to plan and predict parts service needs, maximizing availability, minimizing waste, and reducing carbon emissions by reducing unnecessary or rushed orders.

Costantino Chiancarella, Head of Spares BU and Material Operations at ATR commented: "Our top priority is delivering innovative, efficient, and responsible aircraft technology to our airline customers, while providing exceptional aftermarket support. By moving our operations to Synchron's Parts Planning solution, we'll enhance service speed and efficiency, maintain our high standards of customer satisfaction, and strengthen partnerships as we continue to grow."

Roman Peisson, Head of Inventory Planning at ATR said: "At ATR, we know we've found a dedicated partner in Synchron, and are confident this collaboration will lead to a long and mutually beneficial relationship. When we began our search for a new advanced planning system, our goal was to find a partner that was as invested in our growth as we are. We are excited to have found that with Synchron."

The evolution of Synchron's platform is shaped by the strong partnerships built with customers. Working closely with ATR, Synchron has begun to identify valuable enhancements to implement that meet the unique demands and complexities of the aviation industry. This collaborative approach ensures not only immediate needs are addressed but also continues the drive for innovation, positioning both Synchron and ATR for long-term success in an industry that is constantly transforming.

Claudine Bianchi, Chief Marketing Officer at Synchron added: "Precise parts planning is essential in dynamic, complex aftermarket supply chains such as aircraft manufacturing. Our software gives ATR clarity and control over their inventory data to optimize their service organization, better serve their customers, and accelerate growth. ATR's adoption of Synchron Parts Planning will help them steer their growth in line with their mission for sustainable, continuous innovation, and have a lasting impact on the industry."

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