

# Most Innovative Energy Sector Data Analytics Company 2022

Founded by Steve Roberston in 2019, Air & Sea Analytics is a research and consulting firm which provides data-driven analytics to support business decision making. Combining millions of flight data points from proprietary and third-party sources to build a unique view of market activity, Air & Sea Analytics tracks and benchmarks key metrics such as fleet growth, utilisation, and hotspots of activity. It has secured clients in all top offshore rotorcraft operators including Bristow, CHC, and PHI, as well as the top lessors such as Milestone, Macquarie, LCI, and Lobo.

Air & Sea Analytics began by providing timely and reliable measurement of activity in heavy, super-medium, and medium rotorcraft categories in oil and gas crew transfer. Within the energy sector, this has since expanded to include the emerging offshore wind market. The company has subsequently proven its methodology and approach to demand-side analytics in other rotorcraft markets including the utility sector.

In addition to regular subscription research products, the business also supports the financial and advisory community with bespoke analysis, used for business planning and transaction purposes. Its projects are staffed from its professional network of advisors and consultants, leveraging two decades of commercial experience.

Making the company's work possible are several key information technologies. The automated processing of large volumes of data using science tools such as R has been critical to delivering a

competitive advantage in addition to what is now possible using low-cost SBCs. The business operates its own networks of ADS-B receivers in a number of areas both domestically and abroad. Like many recent start-ups, Air & Sea Analytics benefits from the availability of cloud computing technology in all areas of the business from accounting to data storage.

Alongside an extraordinary product offering, Air & Sea Analytics brings outstanding communication, with its team striving to listen to what clients say and being sure to communicate with them regularly throughout a project, as well as afterwards so it is there when they need it again.

Company director, Shabana Robertson says, "It's generally not about having the most sophisticated offering. You have to understand the client's needs and make sure you deliver an end product that is fit for purpose. If you don't communicate properly while scoping out the work with the client, the project will likely

go wrong. We generally prefer to have face-to-face meetings at critical stages of a project because the quality of communication is often so much higher. This has been a challenge during covid, but with most clients now we are back to meeting face-to-face again."

Efficient communication contributes massively to Air & Sea Analytics' ability to build its networks, raise awareness of its brand, sell the benefits of what it can deliver, and continually build trust with the end user. This is crucial since it tends to find itself coming up against much larger generalist management consultancies or energy sector consultancies such as Boston Consulting Group, IHS and several others – and what it does is very niche. But its team are specialists and not generalists, meaning when a particular mandate is in their sweet spot, they can deliver a higher quality end result in a shorter period of time, and usually at a lower cost.

Ultimately, Air & Sea Analytics has got a lot to be proud of. Some of its most noteworthy accomplishments so far in addition to its product are being a speaker at OEM industry events at the invitation of market leading manufacturers such as Airbus, Leonardo, and Sikorsky, as well as last year publishing the first commercial study of the offshore wind aviation business, which was very well received by the industry.

Indeed, there is no denying that Air & Sea Analytics' awards success is highly deserving and that it has a very bright future ahead of it. Shabana comments, "Although what we do is very niche, it's a big world out there and being recognised by other organisations is very important and helps build our brand and our networks."

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