

**AirlineCert, LLC**

Torrance, California

<http://airlinecert.com>**Results**

- Reduced the time to create and edit custom manual systems for aviation operations from months to weeks
- Enabled multiscreen output across platforms
- Increased technical writers' productivity by enabling them to focus on content, not format
- Implemented cloud-based workflow to automatically push content to multiple teams and client sites
- Extended back-end functionality to web services to accelerate review and approval cycles with digital signatures

## AirlineCert, LLC

# Technical communications flight plan

Aviation specialist publishes regulatory manuals and technical documents across multiple screens and devices using Adobe Technical Communication Suite

In order to operate as an air carrier, all aspects of taking to the skies are highly regulated and must be certified by the Federal Aviation Administration (FAA). Obtaining and maintaining FAA certification is a complex, document-intensive process that can be time consuming and expensive for aviation companies, but the result is better air safety for all.

AirlineCert, LLC was founded by CEO Michael Origel in 2001 and provides regulatory compliant technical publications to the aviation industry. In 1993, Origel was managing aircraft and setting out to start a charter aircraft service. When he approached the FAA to find out what certification was required, he not only started up a charter business, he uncovered an opportunity to launch a specialized IT service company for airline operators. The purpose of AirlineCert is to help aviation companies maintain compliance with FAA certification requirements over time.

Today, using Adobe Technical Communication Suite software, AirlineCert supports flight operations of all sizes by continuously providing its clients with the most current FAA-approved manuals, including safety documents, training manuals, maintenance procedures, Standard Operating Procedures, and more. The company also offers a web-based record-keeping service to its clients. Since inception in 2001, AirlineCert has served a client roster of several hundred air operators, which include ACP Jets, Avant Air, Baker Aviation, Commander Airways, ExecuJet, and Global Air Charters, to name a few.

"Every aviation operator has unique documentation needs based on their equipment and scope of services," says Origel. "Using the integrated toolkit in Adobe Technical Communication Suite, we publish massive amounts of complex, industry-specific data in digital formats, giving our clients immediate access to precise information when and where they need it—on the ground and in the cockpit."

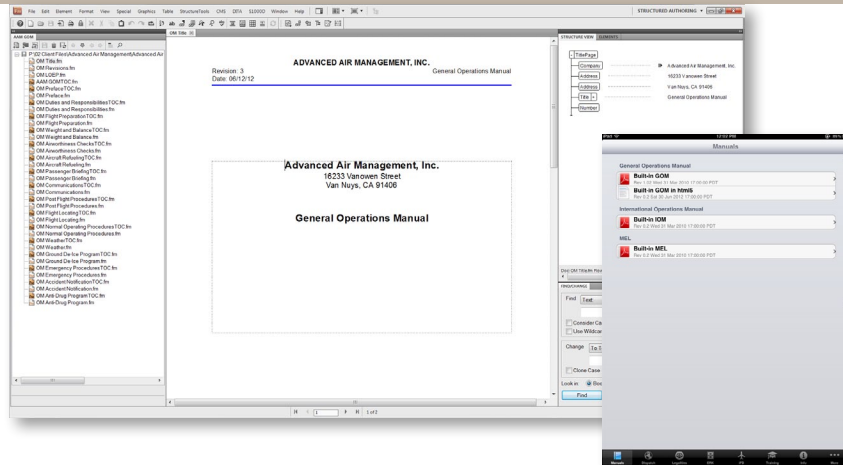
A turnkey, outsourced service provider that serves as the interface between its clients and the FAA, AirlineCert organizes and manages its clients' documentation processes and helps foster good relationships between the FAA and air operators. Additionally, the company tracks client activity and keeps historical records as they relate to FAA compliance requirements.

**Accelerated approval and publishing cycles**

When AirlineCert first started, Origel published manuals using word processing software, but he switched to Adobe FrameMaker® software to establish a unified, structured publishing environment that would enable him to focus on content, not format. As FAA materials are living documents in constant need of revision and interpretation, according to Origel, AirlineCert needed a way to keep content current, accelerate the approval cycle with the FAA, and then rapidly customize and push up-to-date content to clients across platforms and devices.

Today, five technical writers at AirlineCert collaborate in a unified XML editing environment using Adobe FrameMaker, Adobe RoboHelp®, and Adobe Acrobat® Pro—three key tools in Adobe Technical Communication Suite—to produce hundreds of documents and custom manuals for clients. This robust, single source publishing framework enables AirlineCert to output FAA-approved documents to multiple formats, including PDF, XML, HTML, and HTML5, and then deliver output to cloud repositories, client desktops, and iOS devices.

Using Adobe Technical Communication Suite, AirlineCert leverages a structured content development and publishing environment that enables its team to be three times more productive than before using standard word processing software.



*“Adobe Technical Communication Suite enables us to provide cost-effective, cutting edge technology to the aviation industry, a service that contributes to air safety through essential regulatory compliance.”*

Michael Origel, CEO, AirlineCert

### Challenge

- Establish integrated technical writing environment to provide operational support to the aviation industry
- Provide professional technical services for airline operators to increase productivity, streamline certification process, and maintain air safety operations

### Solution

- Adopt Adobe Technical Communication Suite as integrated XML editing environment and PDF and HTML5 electronic publishing solution
- Leverage Adobe RoboHelp to deliver value-added mobile client solutions across platforms and devices

### Systems at a glance

Adobe Technical Communication Suite. Components used include:

- Adobe FrameMaker
  - Adobe RoboHelp
  - Adobe Acrobat Pro
  - Adobe Captivate
- Adobe Flash Professional

### For more information

[www.adobe.com/products/technicalcommunicationsuite.html](http://www.adobe.com/products/technicalcommunicationsuite.html)

Most regulated documents AirlineCert provides to its clients must be accepted or approved by the FAA. Prior to adopting Technical Communication Suite, AirlineCert had to mail hard copy documents to the FAA for scanning, stamping, and approval—an arduous and time-consuming paper-based process.

Now, technology has increased efficiency for all participants, and more inspectors are using PDF to review documents. With the approval process taking place inside a smooth electronic workflow, AirlineCert writers upload PDF files from Adobe RoboHelp to a Microsoft SharePoint site, where FAA inspectors may log in, review, and approve content using electronic signature functionality in Adobe Acrobat. “Use of Adobe Technical Communication Suite has reduced the time it takes us to create and edit custom manual systems for aviation operations of all sizes from months to weeks. By leveraging the structured environment, we have created unique templates that enable our technical team to be three times more efficient and productive than before using standard word processing software.” says Origel.

### Mobile functionality adds value

Among the biggest challenges for cockpit personnel is communications, use of forms, and handling voluminous manuals in the cockpit. AirlineCert’s application called *iFlightBag*—an iPad data distribution and management application developed and deployed with Technical Communication Suite, helps eliminate the need for paper manuals and forms in the cockpit.

*iFlightBag* provides a dynamic conduit for information, enhances operational control systems, and automatically delivers content updates and revisions with the push of a button. Manuals written and edited in FrameMaker are migrated into RoboHelp for HTML5 output and uploaded to a SharePoint site. When documents are ready for distribution, AirlineCert pushes a notification to clients’ iPads via the *iFlightBag* app that new content is ready for download. “Adobe Technical Communication Suite is enabling us to provide our clients with the means to operate a paperless cockpit,” says Origel.

Approved for use in various U.S. regions, *iFlightBag* provides back-end integration with external weather services and has even greater underlying capabilities to integrate further with air operators’ internal systems. Inside a unified, integrated publishing environment, the AirlineCert team can specify output for screen size and layout, optimize content display, and preview content while authoring. “Having the ability to output HTML5 content from Adobe RoboHelp creates new ways for us to deliver content across screens, enabling our clients to rapidly access current information from anywhere,” says Origel.

In a continuing effort to improve client services, AirlineCert envisions inclusion of additional dynamic material such as how-to simulations and interactive demonstrations created in Adobe Captivate® and Adobe Flash® Professional to enhance technical material. “Adobe Technical Communication Suite enables us to provide cost-effective, cutting edge technology to the aviation industry, a service that contributes to air safety through essential regulatory compliance,” says Origel.

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