

'Ab Ovo works from a business perspective'

Martinair: significant cost reduction

As from the year 2001, Ab Ovo has supported Martinair Holland NV in various ways. It started with an experienced Ab Ovo partner to fill the role of our CIO with the assignment to reorganize the ICT and Information Management departments.

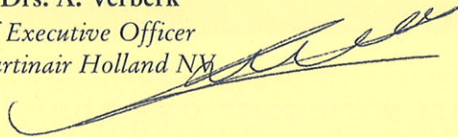
After streamlining these functions and combining them in one Information Services department, they have selected one of our own employees to take over the job, after which they have supported that person for a certain period of time in a flexible way.

As a result of this, we decided to enter into a management sourcing agreement with Ab Ovo to manage the larger, technical part of the IS department for 2 years. Granting Ab Ovo full responsibility for this mission critical part of our organization, has resulted in a significant cost reduction of our operational ICT-budget in just two years, while also renewing most of our ICT-infrastructure and improving the service quality of the department.

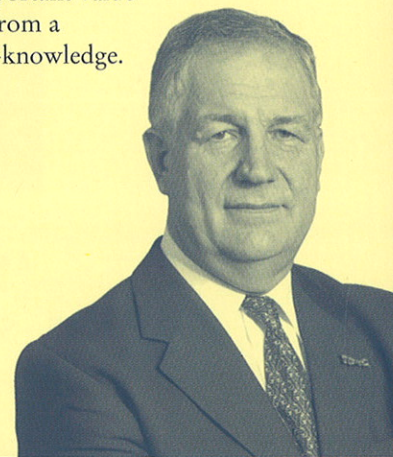
At the end of the management sourcing contract, cost awareness in the department has become a widely shared value, which ensures that the reduced cost levels will be maintained for a long period of time. Besides these line management activities, Ab Ovo also supplies us with expert project management for some of our crucial projects.

Ab Ovo has shown that they have experience and expertise that are of practical value in normal day-to-day businesses. The most important value of Ab Ovo for Martinair is that they think and act primarily from a business perspective and combine that with their in-depth ICT-knowledge.

Prof. Drs. A. Verberk
Chief Executive Officer
of Martinair Holland NV



*"It was refreshing to have experienced
ICT-management with real cost awareness."*



Martinair is the second largest aircraft company in the Netherlands with offices around the world, enabling them to provide air transport for passengers and cargo on a worldwide scale.

Our name, Ab Ovo, means 'From the beginning' and finds its roots in the ancient Latin phrase 'Ab ovo usque ad mala', 'from beginning to end'.

The name reflects our philosophy that Ab Ovo wants to be involved from start to finish in the realization of total solutions, together with our customers. Where our focus is in the deployment of ICT solutions that allow our customers to achieve their goals, our objective is also to work on a partnership with our customers, based on respect, mutual advantage and professionalism, from the very start.

Ab Ovo offers her customers a broad range of ICT-related products and services, such as consultancy, project management, interim management, sourcing and best-of-breed software solutions.

The key success factor of Ab Ovo is the combination of in-depth business knowledge and profound management experience in ICT-related issues.

WHAT AB OVO STANDS FOR:

- Keep it simple and controllable
- Change complexity into clarity
- Success with and through your & our people
- Independent advice
- Expert knowledge

AND ALL THIS WITH ONLY ONE GOAL:

"WE SUPPORT YOUR OPERATIONS"

Ab Ovo

Barbizonlaan 75
2908 ME Capelle aan den IJssel
Tel: +31 (0)10 286 15 33
Fax: +31 (0)10 286 15 44
E-mail: info@ab-ovo.nl
www.ab-ovo.nl