



## Corporate Snapshot: Aviation Logistics Network

Aviation Logistics Network (ALN) is an independent association of international logistics service providers, who specialise in the transportation of time critical freight for the Aerospace Industry, 24/7 365 days of the year.

The transportation of aircraft spare parts is one of the biggest challenges for logistics service providers. Aircraft on the ground cost money.

With Aviation Logistics Network, you will be supported worldwide by professional network partners who speak your language and who are experienced in dealing with the demands for fast and secure logistics concepts.

With currently over 300 stations around the world, ALN's network structure provides a high degree of localised decision-making skills, when attending to and monitoring individual freight solutions, for your time-critical deliveries.

Aviation Logistics Network's mission is to continue to be recognised as the leading independent logistics provider specialising in the aviation industry and simply to keep air craft flying globally.

What sets ALN apart is that they are 100% aviation only, purely focused logistics network, who have been recognised as the Best Logistics Provider by the ATE & M Awards.

## Challenges faced by ALN

Aviation Logistics Network's faced the challenge of not having all of its members promoting that they are members of the network – some members did not have the ALN members badge visible on their site. As a result, they are missing out on opportunities that could enhance their business operations. This finding was determined by ALN after an internal assessment was carried out, which showed that whilst 60% of ALN's members advertised on their websites that they are part of ALN with the official members badge, there was a remaining 40% that didn't. ALN knew that to fully engage all of their members, and for all of the networks members to have the best opportunities, they had to speak each of their members languages. ALN were then left with the challenge of finding a way to speak each of their 62 partners languages, in over 380 territories worldwide, and not only speaking them but speaking them well, in an industry that showcases very technical, niche and industry specific terminology, to fully enhance their communication and engagement of and within the network - the question was how were they going to do this and do this well?

## Solution

After several conversations, Aviation Logistics Network chose My Language Connection (MLC) as their trusted translation partner to help them begin to work on solving the challenge of enhancing communication and promotion amongst their 62 exiting partners in over 380 locations worldwide.

ALN and MLC have worked collaboratively to build up a company specific glossary which will allow MLC to provide ALN with ongoing translation services support. MLC has now dedicated a team of native expert translators to help ALN achieve their goals, helping them to further promote, grow and enhance their powerful network to make certain that aircrafts will always be flying!