

CERTIFIED NEWS

Intelligence for Independent Aircraft Modifiers



IAMA CERTIFIED NEWS – MARCH 2022

What's in it?

- ⇒ How IAMA Supports Airlines and Lessors Following an Approved Modification?
- ⇒ Chairman's Message: IAMA Kicks-Off 2022 With Enthusiasm
- ⇒ RFP Transparency
- ⇒ Etihad Engineering: Diversity Generates Business, Innovation and Opportunity



HOW IAMA SUPPORTS AIRLINES AND LESSORS FOLLOWING AN APPROVED MODIFICATION?

Your aircraft was modified with a certified Supplemental Type Certificate (STC) project, and you've discovered a problem. What's next? If an IAMA member did your upgrade, you can rely on them for high-quality after-sales support and a host of other STC services. If you didn't, you're going to want to read this.

IAMA, the Independent Aircraft Modifier Alliance, offers an array of resources to address some of the most pressing upgrade challenges airlines and lessors face. The [IAMA Rulebook](#) is the alliance's definitive document. It encapsulates the IAMA Standard and alliance members are committed to

following its guidance. Developed by experts, the Rulebook is an essential guide in how to avoid common modification pitfalls. Whether it's After-Sales Support, Right to Use / IP, De-modifications, Validation, Modification maintainability or Orphan STCs, IAMA has solid advice. Let's take a look at these scenarios and how IAMA helps you.

You've been here before. You discover an issue with your approved in-service modification, but no one is available to support you. IAMA members guarantee a technical point of contact to ensure you receive quality after-sales support. Not only that, but the Rulebook guides alliance design organization members to ensure modifications are compatible with future upgrades. The IAMA white paper "[STC After-Sales Considerations for Airlines](#)" is a helpful resource to learn more. And here's a hint: addressing the need for support beforehand in the RFP leads to better outcomes.

Aircraft transfer can be challenging. Say for example, you want to transfer your aircraft, but the Right to Use STC data is commercially limited to the current aircraft operator. At IAMA, we believe STC data belongs with the modified aircraft. Following the Rulebook, alliance members commit to providing a Right-to-Use letter to not only

the operator, but also the aircraft owner with the modification. It's easy to see that working with an IAMA member for your modification helps bypass this hurdle.

De-modification of an upgrade presents complications too. Maybe you need to return your aircraft to a pre-modified state. Owners may prefer the aircraft be returned with modifications removed for many reasons, but the key thing to remember is that alliance members can help support, even if you didn't originally plan ahead for the de-modification. Once again, planning mitigates many pitfalls. More detail is available in the IAMA white paper called "[De-modification: Removal of STC modifications.](#)"

The next challenge, validation is a particularly demanding issue, but one that can be managed. Say your aircraft registration needs to transfer to Latin America, but it has not been validated. If you've chosen an IAMA member to design and support the upgrade, they can also support validation efforts. It is well to remember that validation processes are partially outside of the control of any modifier. However, alliance members follow the Rulebook to ensure all stakeholders understand the validation path and time required. More information on this challenge is covered in: "Supplemental Type Certificate Interaction with Aviation Authorities."

A longer-term issue is aircraft maintenance, which is already an enormous undertaking. Especially for aging aircraft, the ability to streamline maintenance is an important goal. IAMA members adhere to rules that consider maintainability at the outset. Once more, it is the RFP and maintenance planning that will help you reduce the burden on your maintenance team. A good first move to start the process is to read the alliance's white paper, "[Maintainability Considerations Throughout the STC Life Cycle.](#)"

Orphan STCs are a frustrating issue where you discover a modification has been orphaned because the design organization who did the upgrade is no longer in business. In contrast to other STCs, members of the alliance commit to surrender IAMA-endorsed STCs and not abandon them. Plus, IAMA members will commit to supporting the operators and owners affected by a surrender with reasonable efforts. IAMA's white paper "[Orphan STCs – STCs that are no Longer Supported](#)" is a good primer on this topic, or you can ask an [IAMA member](#) for more information.

There are many challenges facing aircraft owners and operators when it comes to modifications. IAMA is a strong force for good in the aviation ecosystem. To learn more about the alliance, join us and get access to these resources, visit iamalliance.aero. And to get a taste of how we help our stakeholders, join the alliance for its IAMA Virtual Think Tank on 16 March 2022.

CHAIRMAN'S MESSAGE: IAMA KICKS-OFF 2022 WITH ENTHUSIASM

Two months into 2022 and IAMA, the Independent Aircraft Modification Alliance is starting the year with great enthusiasm and ambition. We have big plans for the year, so I'd like to give you an idea of some recent events and how we're moving forward.

First off, we welcomed [Nina Schulz](#) as our new managing director this past January. Nina comes to us as an accomplished modification sales and customer service professional and is a perfect fit with our philosophy on inclusivity. Her experience will bring a new dimension to our approach as an organization, and we are looking forward to an exciting and rewarding year ahead. I want to acknowledge the dedication and hard work of the alliance's first managing director, Nicole Noack, who left us for new opportunities late last year. When we started the organization, she took on the enormous task of getting things up and running. Here we are today, continuing to build our profile in the aviation ecosystem.

We continue to build our membership, and we recently welcomed [Air4All](#) as a basic member. The group, comprised of PriestmanGoode., Flying Disables, and SWS Certification services, collaborates to develop a modification to revolutionize air travel for passengers with reduced mobility. Their objectives are to empower wheelchair users to stay in their wheelchair throughout their journey without reducing the seat count for the airlines. We are pleased to welcome them aboard and look forward to the creation of a high-quality STC to support this meaningful and impactful initiative.

We hit a significant milestone early this year with the completion of our first member audit, which resulted in the first [IAMA-endorsed Supplemental Type Certificate](#). This is very encouraging in a couple of ways. It is a critical achievement of a primary goal to ensure that aircraft retrofit members modifying aircraft through an STC



maintain the highest standards. And it is tremendously satisfying for my team and I at Eclipse Technics, the design and production division of Eclipse Global Connectivity. We were the first organization to receive the IAMA endorsement. The good news just keeps coming. Just last month, Fokker Services completed their audit, so the number of endorsed STCs is already growing. IAMA and I anticipate many more endorsed STCs as our members complete their audits over the next

In the short term, we will hold our General Assembly in April. This meeting allows us to review the past year and close the accounts for 2021. It is essential for a not-for-profit because it will also set the tone for the year ahead.

Planned activities for the year include recruiting new members through trade shows and hosting IVTTs—our IAMA Virtual Think Tanks. Born of the pandemic, we have received enthusiastic support for these virtual sessions, focusing on various industry hurdles, and anticipate they will be a hit again this year.

Our dedicated working groups will also continue their essential pursuits. Their objectives include educating the market, working to raise the profile of the STC, finding ways of overcoming risk, building and perfecting the IAMA Rulebook and fostering relationships with aviation authorities.

Additionally, we will continue to research and publish materials on topics identified by our stakeholders, including sustainability, an increasingly consequential matter for the aviation industry. At this point, we are developing our approach to the topic and will provide more information as we have it to share.

I am confident that we will continue to move our cause forward by advocating for our membership, building the reputation of IAMA-endorsed STCs, and pursuing transparency in the aviation market.

That's all for now. Let's all hope this year will see the pandemic finally resolved, clear skies ahead and continuing progress!

As always, be well and stay safe.

—Marc Pinault

Chairman



RFP TRANSPARENCY

When you're modifying your aircraft with a Supplemental Type Certificate (STC), the most critical part of the process is the Request for Proposal (RFP). How can you be sure that the supplier you select will provide the best service and support? IAMA, the Independent Aircraft Modifier Alliance, recommends including elements traditionally not considered upfront to reduce risk and increase transparency. An effective RFP will help you obtain a successful upgrade and manage the STC throughout its life cycle.

In a white paper called "The RFP Phase: Early Considerations to Enhance Transparency and Reduce Risk," IAMA technical alliance manager, Lindsey Sander, focuses on ways of avoiding the major pitfalls of a long-drawn-out

RFP process. "IAMA understands the challenges associated with RFPs because we've all been in those situations filled with endless questions, mismatched comparisons, scope creep and communication challenges," Sander said. "A well thought out request for proposal that emphasizes strong communication channels and seeks transparency helps to streamline the whole process and reduce risk."

As you can expect, IAMA describes essential preventative measures that effectively smooth the whole process. The white paper delves into many empowering tips, from instituting a single point of contact for each organization, modifier and airline, to including primary organization functions, to simple compliance matrices. Common sense advice is also available. Taking a holistic view of the STC project and its complete life cycle before even putting fingers to the keyboard is vital in developing the RFP.

It's common for traditional RFPs to omit elements that arise during the STC lifecycle. "The IAMA team wants to educate the market on the value of STCs, but also to empower aircraft owners and aircraft modifiers to achieve more satisfying outcomes with their RFPs," Sander elaborated. "A few aspects that can have a significant effect on the success of the project include after-sales support, intellectual property and right to use, how to remove

the modification at a later date, validation in other jurisdictions and maintainability. Not considering these in the request for proposal can lengthen the process, resulting in scope creep and possibly more work for the airline.”

The white paper details what suppliers and customers need to do, along with some prudent advice about the actual proposal itself. All the familiar elements are discussed from parts expectations to the existing aircraft configuration to data access. It’s all defined and also available from IAMA as a template. “Indeed, an RFP will always come with some unknowns,” Sander says. “However, recognizing this from the outset and having a plan for who will address these unknowns and how they will be dealt with is important.”

The IAMA [Rulebook](#) is, of course, the backbone of the organization’s response to stakeholder questions about what can be a rather challenging activity. The alliance has taken a multifaceted approach to help create a more transparent RFP process, and dedicated a specific section in the Rulebook that at its core seeks to enhance communication between modifiers and airlines. All alliance members must adhere to the rules that result in IAMA Endorsed STCs—an emerging gold standard. Along with templates and advice, IAMA also offers an [RFP Portal](#). Those wanting to upgrade their aircraft can submit RFPs through it to access capable, high-quality suppliers.

You can learn more about how to improve the outcomes of your STC projects by becoming an IAMA [member](#). Membership gives you access to the IAMA Rulebook and [many other white papers](#). Visit iamalliance.aero for more.

ETIHAD ENGINEERING: DIVERSITY GENERATES BUSINESS, INNOVATION AND OPPORTUNITY

“We believe the aviation market needs quality Supplemental Type Certificate solutions. This is why it was such a simple decision for us to join the other founding members of IAMA,” said [Frederic Dupont](#), vice president technical sales & customer service at Etihad Engineering. “Etihad was involved right from the very beginning, and we have seen IAMA’s ability to adapt and thrive in difficult market conditions.”

Established in 2003, Etihad Engineering has some surprises for those who don’t know the organization or its origins. While the maintenance-services solutions provider’s business initially focused on Etihad Airways, they have since expanded their reach to include operators from Europe, Asia Pacific and South America. “We have a global reach now, which is very gratifying,” Dupont elaborated. “Staying out in front of the market regarding STCs is an essential activity for Etihad, and so supporting and participating with the Independent Aircraft Modifier Alliance is a long-term commitment for us.”

Etihad Engineering’s business and growth are built upon its diversity. As the largest commercial MRO provider in the Middle East, they offer a “one-stop-shop” for aircraft maintenance and engineering solutions on all major Airbus and Boeing aircraft types. Offerings include advanced composite repair, cabin refurbishment and component services. The award-winning company is also the first organization in the Middle East to be granted an extended Part 21J Design Organisation Approval by the European Aviation Safety Agency (EASA) to undertake major cabin design and modification. Etihad is also the MRO in the Middle East approved by the European Aviation Safety Agency for Production Organisation Approval under EASA Part 21G.

With a 2,000-strong team from more than 60 nations, Etihad harnesses the skills and varied outlooks of the team to develop enduring solutions. Dupont believes this entrepreneurial spirit and recognition of different mindsets creates increasing opportunities for the company.

Like the alliance’s other founding members, Etihad Engineering’s support of IAMA includes the generous contributions of time and expertise of two of their senior management. Dupont is a member of the alliance’s board of directors. At the same time, [Dilek Senay Yazici](#), Etihad’s head of airworthiness, chairs the Certification & Authority Affairs working group—the focal point for contact with civil aviation authorities.

“I am continuously amazed at the quality of the discussions we have at every working group meeting,” Yazici observed. “We learn from each other and grow together, which helps amplify the alliance’s effect on the industry. Being a member of the working groups is a privilege and an opportunity. Each member brings vast experience, knowledge and perspective and shares with the team; mindful of course of IAMA’s code of conduct and competition compliance guidelines.”



Associations and alliances are unusual because their members are often competitors. For Dupont, this is an opportunity to embrace the fact that although they compete, companies often provide services to each other. “Competition provides customers with options. It keeps us on our toes and helps us evolve,” he explains.

“It’s no secret that there is a wide spectrum of STC providers, which is why IAMA’s goals of advocating for and elevating STC quality along with counteracting negative perceptions is so critical,” Dupont says. “I would go so far as to say it’s a noble cause. The alliance is in this to make the aviation market a better place. Those currently participating recognize that this will improve the overall aviation industry for the benefit of all; suppliers, lessors, regulatory agencies, modifiers and of course, airlines.”

“We are very fortunate to count Etihad as a founding and contributing member of IAMA,” said [Nina Schulz](#), IAMA’s recently appointed managing director. “Their expertise and enthusiastic support of our goals and mission are valuable to the team and the aviation ecosystem as a whole.”

You can learn more about Etihad Engineering at their [website](#). To find out more about becoming a member of IAMA, you can visit our [website](#).

ENGAGE WITH US

Want to learn more about IAMA or meet us? We look forward to connecting with you during the following events:

- IAMA Virtual Think Tank (IVTT) 2022 - N1 Online | 16 March 2022 - 3PM CET| Post-installation support optimization of aircraft modifications
 - MRO Americas I 26 - 28 April 2022 |
 - ALTA CCMA & MRO Conference I 15 - 17 May 2022 |
- for questions, if you would like to meet us, or an invitation to our virtual think tank, get in touch with us via info@iamalliance.aero.

BECOME AN IAMA MEMBER

IAMA is open to all aviation market participants including aircraft manufacturers, airlines, suppliers and lessors. The alliance offers three types of paid memberships: Full, Advisory and Basic.

Members have access to specific benefits depending upon their role in the aviation ecosystem, and their membership level. Full and Basic memberships are for organisations with STC capabilities, while Advisory memberships are for airframe and system OEMs (Original Equipment Manufacturers). Airlines, banks and lessors may join for free.

Find out more about our membership possibilities [here!](#)