

# AirAsia picks partner for supply chain digitization

[AirAsia Group](#) today announced a partnership with [AC2 Group](#) to install Blue Yonder's warehouse management solution (WMS) to digitally transform the airline's supply chain capabilities and operational agility.

The Blue Yonder WMS uses data and advanced analytics to deliver greater efficiencies for the airline, such as providing the right products on specific flights based on passenger preferences. The airline's goal is additional efficiencies gained that can be translated into more attractive deals onboard or for ordering home deliveries.

"As AirAsia's digital transformation continues to gather momentum, we want to make fintech services inclusive throughout our travel and lifestyle ecosystem," said AirAsia Group Head, Supply Chain, Siva Indran, in today's announcement. "We have always been a digital airline and this is one of many recent technological enhancements put in place over recent times to make booking and flying with AirAsia more seamless than ever. We are pleased that the digital transformation of our supply chain network project has gone live successfully across all of our operational hubs in Asia."

"AirAsia has a highly creative vision in their omni channel fulfilment strategies, which requires agility in their supply chain. We are delighted and honored to be part of this digitalization journey, and it is a privilege to be working closely with all the professionals in AirAsia," added Managing Partner of AC2 Group, Aw Yang Uei.