



Bell 505 Testimonial PT. Whitesky Aviation





Interview with Denon Prawiraatmadia
Chief Executive Officer of PT. Whitesky Aviation

TELL US ABOUT PT. WHITESKY AVIATION'S BACKGROUND?

“...WE WANTED TO SEE HOW, BEING THE CAPITAL CITY OF INDONESIA, WE COULD CREATE INTER-CITY TRANSPORTATION USING HELICOPTERS IN JAKARTA”

“We established PT. Whitesky Aviation 10 years ago, in 2010. At that time, we were exploring tourism support using several fixed wing aircraft, but in 2012, we managed to expand into helicopters to provide more service to other areas of Indonesia. Indonesia’s mining business was still growing, and several areas were needing helicopter support, especially in Papua. We were working on building the business and doing well, but we knew that we couldn’t just rely on the contract business. To see where we could improve, we studied many advanced countries that provide a helicopter service, like Brazil and the US. Looking into that opportunity, we wanted to see how, being the capital city of Indonesia, we could create inter-city transportation using helicopters in Jakarta. We learned about how we could structure the cost and introduce this service to the city and country.”

WHY ARE HELICOPTERS THE RIGHT TOOL FOR THE JOB?

“TO THE CENTER OF JAKARTA ITS ABOUT 1-2 HOURS BY GROUND, BUT BY HELICOPTER ITS ONLY 10 MINUTES”

“We did studies in many other countries where they offer a variety of supporting business activity, from VIP transportation to medical transportation. The goal is getting everyone from one place to another faster than a car. Jakarta is known as the most congested area in southeast Asia and so it was a good opportunity for us to explore the helicopter market. In Indonesia, we see Jakarta and Bandung like Sao Paulo and Rio de Janeiro. Looking at the helicopter activity in Brazil, we know a large number of helicopters are flown over those cities and so providing helicopter service in Jakarta was a great idea to explore. We benchmarked Uber and GoJek, applications that are famous here, knowing we need to utilize a digital platform to support this activity.





In 2016, there were 10 to 20 high rise building heli-pads, but collectively we now have over 200 heli-pads. We're building our own heli-port at the international airport that will connect the airlines to downtown Jakarta. For international travelers, we're collaborating with hotels and airlines as a package to streamline the travel experience. Many buildings are considering building their own helipads. There are 35 airlines coming in and out of the airport so having the heliport there is a fantastic connection to downtown. It's a huge potential business for us. To the center of Jakarta its about 1 to 2 hours by ground, but by helicopter its only 10 minutes. When you're travelling from other cities, like Bandung, it's no less than 3 hours by car, but only 40 minutes by helicopter."

WHAT FEATURES AND BENEFITS ATTRACTED YOU TO THE BELL 505?

“THE 505 IS EASY FOR PILOTS TO LEARN, WITH ITS ADVANCED AVIONICS AND FADEC COMPUTER SYSTEMS”

“I have to be honest with you, the first time I saw the 505 in Dallas, I knew it was the perfect helicopter for Jakarta and our project, HeliCity. From experience working in these types of operations, it can be difficult to learn to operate several different machines at once. The 505 is easy for pilots to learn, with its advanced avionics and FADEC computer systems. The FADEC is a safety feature that's nice for us.

Nowadays, people are trying to get some pictures and send it to Instagram or Facebook; get themselves a selfie. When you take a selfie in other helicopters, in the back, they don't have enough light. When you're taking a picture in the back of 505 you have good lighting, so our customers call it the photogenic helicopter. Also, because we have no border between the cockpit and cabin, it's easy for new passengers to communicate with the pilot so they can explain the trip or the weather.

Our second 505 we put in an area called Balikpapan. We have a medical evacuation service contract with a large company there. They love to have it because the helicopter has a very capable quick-change capability. We're able to put the stretcher in with a medical assistant sitting behind the pilot to tend to the patient. It's very good as a standby helicopter in case they need medical support because the company is 6 hours from the hospital if by car or ambulance. When they did not have the capacity to pay the extra cost for a larger helicopter, we were able to offer the 505 at a lower cost and meet the mission.





Recently we've all been affected by COVID-19. We have one updated regulation locally, from the DGCA, that allows us to carry cargo onboard to help support the distribution of logistics to many areas in Indonesia. We have been taking out the seats to tie down cargo to support these logistics services."

WHAT'S IT LIKE TO WORK WITH BELL?

“THE THING I APPRECIATE ABOUT BELL IS THEY’RE ALWAYS COOPERATIVE. THEY’RE NOT JUST HELPING BETWEEN THE CUSTOMER AND THE SELLER, BUT THEY CARE ABOUT MAKING IMPROVEMENTS ON SERVICE TO JAKARTA THROUGH HELICITY INDONESIA.”

“Bell products are state of the art, reliable, and have great lifting capacity and capability. I've been working with Bell since 2011 and the team is always open to discuss concerns and improvements. We're providing the service mainly to retail customers, so keeping the helicopter in service is very important. Everyone knows in Indonesia, especially in Jakarta, HeliCity is the Bell 505. When anyone wants to fly HeliCity, or on the 505, they're sure to get an experience. When we cancel the flight because of technical problems that hurts our image. Having a reliable platform helps us mitigate this risk. The thing I appreciate about Bell is they're always cooperative. They're not just helping between the customer and the seller, but they care about making improvements on service to Jakarta through HeliCity Indonesia. Everyone in Indonesia is very happy with HeliCity and the Bell 505, it's affordable to them, it's a photogenic helicopter, and its easy to operate.

We wanted to provide a great service to the society of Jakarta and so we wanted to make sure we chose the right company in developing this transportation solution. The city of Jakarta is not familiar with using a helicopter for transport, so I didn't want to develop something that would become some big business, but without a good company. Without an OEM that understands how we can expand in the market, we won't be able to see the future of helicopters here. Unlike many other countries in Europe, the US, or Brazil where helicopters as a transport solution have been common for more than 20 years, here in Jakarta people are trying to get to know this activity better. Maybe a customer is trying to rent in the beginning, but later in the future, they might purchase one for themselves. There are a lot of high-end car dealers scattered in the city, but I want to show them that, having a 505 is more appropriate in Jakarta and looks nicer than having an expensive car.

This isn't something we're just thinking about, its already happening. We've already built a heliport next to the airport which is the center point of aviation activity, connecting international flights to downtown. We have many opportunities ahead, but we've made a good start. We have a sizable population and a variety of activity from medical to VIP transport. The president of Indonesia is quite aggressive in developing transportation and infrastructure, so I think it's about time for us to show our solutions to Indonesia."