

MORE ACCURATE FUEL COST DATA.

Read how MarketView by Drillinginfo helps Virgin Atlantic Airways achieve more reliable and accurate fuel system data, providing hedging strategy insights.



MarketView by Drillinginfo helps Virgin Atlantic execute more timely hedging strategies.



The Challenge

When analyzing the markets and deciding on the best time to implement different hedging strategies, it's important for Virgin to not only view the current spot market for certain commodities in real-time, but also have access to historical trends and analytic tools. Additionally, to be able to ensure that all the physical fuel costs have been calculated correctly, it's essential to have access to Jet price data in all the global locations where Virgin buys fuel.



The Solution

MarketView gives Virgin Atlantic optimal control over their strategy in regards to hedging because they can watch market moves as they happen, while also looking at historical moving averages. Plus, MarketView tools help Virgin assess resistance and support levels for the commodity.



Why MarketView:

In the past, Virgin had to manually input prices into spreadsheets for physical fuel contracts. Now, they receive a daily feed from MarketView straight into their fuel management system. Virgin can compare commodities in a live environment and see if any arbitrage opens up or if refining cracks look attractive to hedge. This advantage puts Virgin in a position to call the banks and push them for quotes when they feel it's an opportune moment, gaining a critical time advantage over waiting for the banks to call them.

Best of all, Drillinginfo not only set up a feed for Virgin with just the data they wanted, but also provided additional safeguards to double-check that the data was correct and complete before being sent.

About Virgin Atlantic Airways



Since it was founded in 1984, Virgin Atlantic Airways has become Britain's second largest carrier serving 30 of the world's major cities, including New York, Boston, Washington D.C., Chicago, Miami, San Francisco, Los Angeles, Dubai,

Hong Kong, Johannesburg, Sydney, and Tokyo from its base at London's Heathrow and Gatwick Airports.

Virgin Atlantic has enjoyed huge popularity, winning top business, consumer, and trade awards from around the world. The airline has pioneered a range of innovations setting new standards of service.

Despite Virgin Atlantic's growth, the service still remains customer driven with an emphasis on value for money, quality, fun, and innovation.



In Their Words

"The ability to have live data on all the exchange traded commodities visible at all times with MarketView has resulted in financially better decisions."

Jonathan Pardoe, Head of Fuel Management



PROACTIVE



EFFICIENT



COMPETITIVE

By monitoring the market, Drillinginfo continuously delivers innovative oil & gas solutions that enable our customers to sustain a competitive advantage in any environment.

Drillinginfo customers constantly perform above their competitors because they are more efficient and more proactive than the competition.

Award Winning



[Learn more at drillinginfo.com](http://drillinginfo.com)

Rev Info



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