



How to Successfully Implement a Small-Operator SMS



The Importance of SMS

- NTSB Top 10
 - Require and Verify the Effectiveness of Safety Management Systems in all Revenue Passenger-Carrying Aviation Operations
 - “SMSs can improve safety and, if required by the FAA, provide an effective means of ensuring a culture of safety.”
 - NTSB also encourages operators to not wait for regulations but get started now
 - SMS VP
 - Implement to foster a positive safety culture



The Importance of SMS

- Industry
 - IS-BAO – Chapter 3 SMS
 - HAI APS
 - CAMTS – Section 2
 - USFS requirement for contracting
- Overall, SMS requirements are becoming more prolific outside of regulatory requirements



The Importance of SMS

- In the United States today, only 14 CFR 121 operations are regulated
- HOWEVER, ICAO Annex 19 specifies all commercial fixed and rotary wing operations
- Beyond external impetus to implement an SMS

It makes sense for the organization!



The Importance of SMS

- SMS is only a way...a way to identify and control risk in the organization
- As written by ICAO, SMS requirements are performance-based
 - meaning they are scalable to match organizational complexity



The Importance of SMS

- Small, non-complex organizations can develop and implement non-complex tools to address the requirements of SMS
- The SMS Model (Annex 19, Appendix 2) is a guide to help the organizations develop and implement the appropriate tools to effectively manage risk in the organization - whether you are a 1 ship or 100 ship company



Why Software?

- Does an organization need software to implement and maintain an SMS?
 - HAI eloquently conveyed in their Q&A document regarding the HAI SMS program that a software program is not a requirement to a robust SMS
 - If you have implemented an SMS and can effectively manage it with conventional tools and methods, then there is no reason to change it



Why Software?

- What software can (and should) do:
 - Increase the efficiency of the system through automation, centralized collaboration, centralized data storage and analysis, and enhance information dissemination
 - In other words, SMS software (like any other purpose-built software) can help the company do a lot effectively, accurately, and expediently



Why Software?

- A good software platform will have functionality that helps the organization address the four components and twelve elements of the SMS framework
 - A FRAT alone is not an SMS, neither is simply reporting
 - By addressing the framework, the software can also serve as a learning tool in helping the company understand what needs to be done to effectively manage safety
 - Is configurable to help organizations scale their SMS processes to what works for the company rather than fitting their company to the software



Why Software?

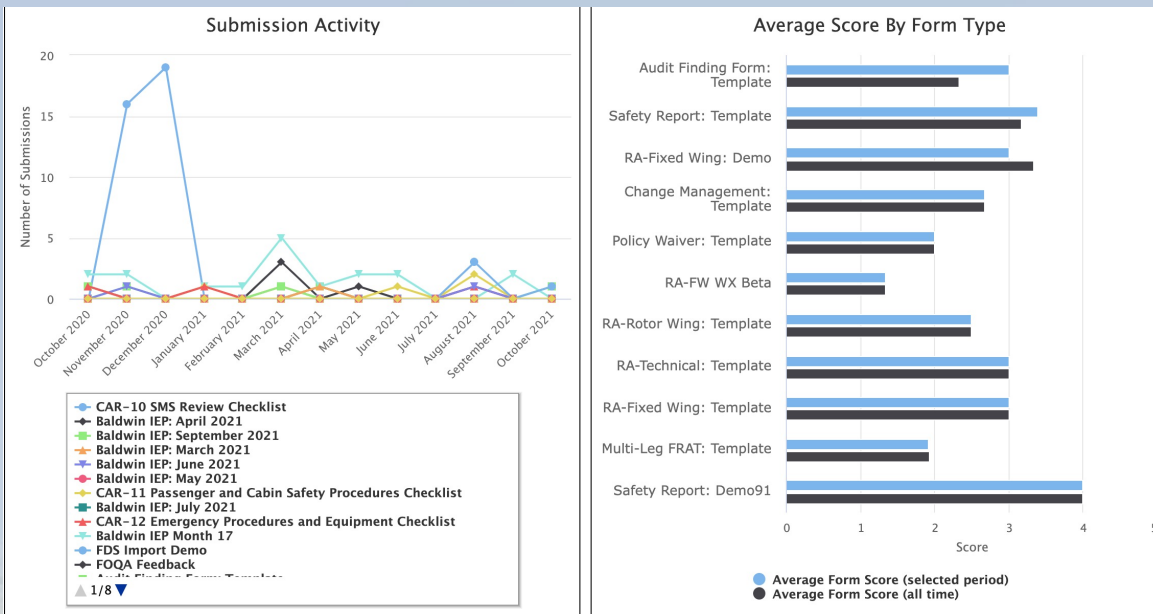


- Allows for intuitive interface across all modes: desktop, phone and tablet



Why Software?

- Allows for meaningful output to show and measure SMS efforts





Why Baldwin?

- We are honored to be partnering with HAI to bring a scalable, intuitive SMS solutions to rotary wing operators globally
- We feel this outreach is of the utmost importance
- We have been providing SMS software since 2004 and have clients in all aviation segments including rotary wing air ambulance, tour, utility, and executive transportation operations



Why Baldwin?

- All the selected providers offer a solution that has been proven to be effective for HAI members in implementing and maintaining an effective SMS
- Baldwin prides itself on offering a software solution that is highly customizable to address scalability of complexity in operations
- Baldwin offers an intuitive interface to help sustain frontline engagement in the SMS



Why Baldwin?

- Most importantly, Baldwin prides itself on being a **peopleware** company
 - We have a highly experienced, dedicated team that is available 24/7/365
 - We are here to answer questions not only about the software, but how the software is best applied in that organization's SMS environment



Summary

- Implementing an SMS can seem like a daunting task
- A good software platform will support this effort in providing the framework upon which to structure the necessary safety management processes and procedures
- A good provider will also provide the peopleware to walk this journey with you

Consider letting Baldwin be your partner to success!

WIN!

Baldwin
safety and
compliance



WE'LL KNOCK YOUR SOCKS OFF! (and then give you a pair!)

Enter to WIN one of the following!

- \$1000 credit toward SMS program or Virtual Safety Training
- Helicopter Belt
- Baldwin Socks



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