

AIRCRAFT IT MRO

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TEXEL AIR

Bringing data together

VENDOR: AIXI

Transforming existing corporate data into actionable intelligence simplifies information access and operational use



John Bowell is AIXI's Chief Revenue Officer, driving commercial strategy across airlines, MROs, lessors, and OEMs. He joined AIXI after a decade as Chief Commercial Officer at flydocs, where he helped build and scale the company's commercial and client success model and establish it as a leading provider to the global aviation market. After nearly two decades in the aviation industry, John has a clear view of the state of digital across the sector. His view is straightforward: much of aviation is still running on legacy technology and data that was never designed for the intelligence the industry now needs. Dirty, fragmented data remains at the heart of many of the industry's biggest challenges. John joined AIXI because he believes the next step is not another system to replace what airlines already have, but intelligence built from the data they already own.

Aircraft IT: What was the origin of AIXI and what was its founding vision and mission?

John Bowell: AIXI started with a simple observation: aviation has generated enormous amounts of data for decades, and the industry is struggling to turn that data into useful intelligence. Airlines, MROs, lessors, and OEMs sit on massive volumes of technical information across disparate systems, but much of it still interpreted manually rather than by technology. Our founding vision is to make that data

genuinely useful, not to build another place to store it. Rather than another system of record that stores the information, we're building a system of intelligence that sits on top of what airlines already use. AIXI turns data Airlines already have into something more valuable, while the engineer stays accountable for airworthiness.

Aircraft IT: What is the guiding business principle that drives AIXI today?

JB: Our guiding principle is simple: intelligence from the data you already

have. The industry has spent decades investing in required systems that hold valuable data, but has rarely stored that data in a clean, structured format. Countless failed initiatives left many assuming that historical operational information is effectively lost to time.

AIXI unlocks this data, providing the necessary foundation for nearly every intelligence project. AI isn't the starting point. Understanding the data is.

Aircraft IT: What makes you proud of AIXI?

JB: We're seeing the limits of simply bolting general-purpose AI, like ChatGPT, Claude, or Copilot, onto existing systems. When the underlying data is fragmented or lacks context, changing the AI model doesn't change the quality of the intelligence you get out of it.

At AIXI we built that foundation ourselves: structuring and contextualizing aviation information, reconciling it across formats, and identifying the relationships and history that a generic AI model can't infer. That's what lets us work with aviation data as it actually exists, not as we wish it were. AIXI's

products help people access and use their information faster. We're not building a black box that makes airworthiness calls; we're building tools that let trusted teams stay accountable while making decisions that directly impact efficiency, airworthiness, and safety.

Aircraft IT: How do you think aircraft MRO/M&E has changed since AIXI started, and how has the business dealt with changes in the sector?

JB: MRO has become increasingly digital, though we're only partway through that journey. The first phase was digitization with systems of record like TRAX, AMOS, and Ramco. The next was connectivity and analytics, with tools like AVIATAR and Skywise. We believe aviation is now entering a third phase: systems of intelligence. This is a sizable difference. A dashboard tells you what happened. Analytics helps explain why. Intelligence explains what that information means and what deserves your attention right now. AIXI is built for that third phase. We've deliberately avoided replacing the systems airlines already rely on. We make the data

from those investments more valuable. We're also pragmatic about the methods we use to do this: data engineering, machine learning, or generative AI, whichever fits the problem.

Aircraft IT: How do you see aircraft MRO/M&E changing in the next ten years, and what will that mean for AIXI?

JB: MRO/M&E will move from reactive and information-heavy to predictive, prescriptive, and intelligence-led. Today, an engineer has to find, validate, and compare records. We don't believe that's the best use of their time. The future offers systems that continuously understand available information and surface what matters: technical information coded automatically, patterns across fleets, repeat defects. Airlines won't want to rip out systems that took decades to implement. They want to make them smarter. We also don't think the future includes fully autonomous maintenance where AI simply decides. It will still be human expertise, but amplified by machine intelligence.

Aircraft IT: What do you see as the next opportunities in aircraft MRO/M&E, and what might be the next risks or threats?

JB: The biggest opportunity is the value still trapped inside existing aviation data: decades of records, defects, reliability information, and engineering knowledge sitting silent. It's not about collecting more data. It's making better use of what exists, especially in predictive maintenance, repeat-defect identification, and fleet-level decision support. There's also big potential in connecting the partial views an airline, lessor, MRO, and OEM each hold into one complete picture. On risk: the obvious one is AI becoming a marketing term rather than a

genuine shift. Just as important, aviation hasn't answered how an AI-derived insight gets documented, audited, and defended if a regulator asks, "How did you know that?" Vendors need a concrete answer, not just a claim of "explainability." AIXI is baking in that logic.

Aircraft IT: In a sentence, how would you summarise what AIXI does for aircraft MRO/M&E customers today?

JB: For years the industry accepted 'junk in, junk out' as an unavoidable fact of aviation data. AIXI turns the data that organizations already have into actionable intelligence, using AI to reduce the manual effort required to find, understand, and then act on technical and operational data, junk and all; with AIXI it's no longer junk in junk out; it's junk in, intelligence out!

Aircraft IT: What do you want your customers to say about AIXI?

JB: Three things:

- **First**, "AIXI understands aviation." We're not asking aviation to adapt to generic AI models and tools. Our technology is grounded in aviation's own language, data, and regulatory reality.
- **Second**, "AIXI has saved us significant time." If we're not removing manual effort, we're not doing our job.
- **Third**, "AIXI has changed what we can do with our data."

We want customers to embrace their technical data as an asset, not just something to store. That's the contribution we're aiming for: moving aviation from systems of record to systems of intelligence.

Aircraft IT: John Bowell thank you for your time.



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