



Smart Airport of The Future

Planning for Innovation at
Airports

SITA

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Topics to be covered



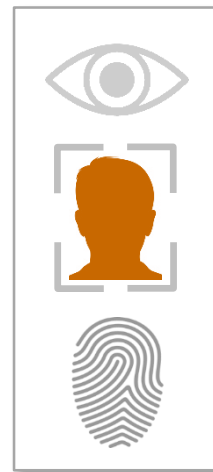
- Single Token – SITA Smart Path
- Day of Travel Airport App
- Day of Operations – Airport Pulse



SITA Smart Path

SINGLE TOKEN TRAVEL

Travel data, identity details and biometric linked at earliest opportunity to create a single token.



SINGLE TOKEN

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VARIOUS STEPS



Check-in kiosks
5,500 at 160 airports
Biometric kiosks
45 at 4 airports



Check-in desks
45,000 at 400+ airports



Self-service bag drops
225 at 31 airports



Security access gates
40 at 8 airports



Border control gates
50 at 5 airports



Self-boarding gates
1,040 at 18 airports

Check-In



SITA Kiosk application captures check-in data, travel document data and biometric. Single travel token is created.



Single Token



Bag Drop



Single travel token used to verify passenger and facilitate baggage reconciliation later during the journey.



Landside to Airside



Single travel token used to verify passenger and control access to the Restricted Zone.



Immigration



Single travel token used to verify the passenger and control immigration status.



Boarding



Single travel token used to verify passenger and control access to aircraft.



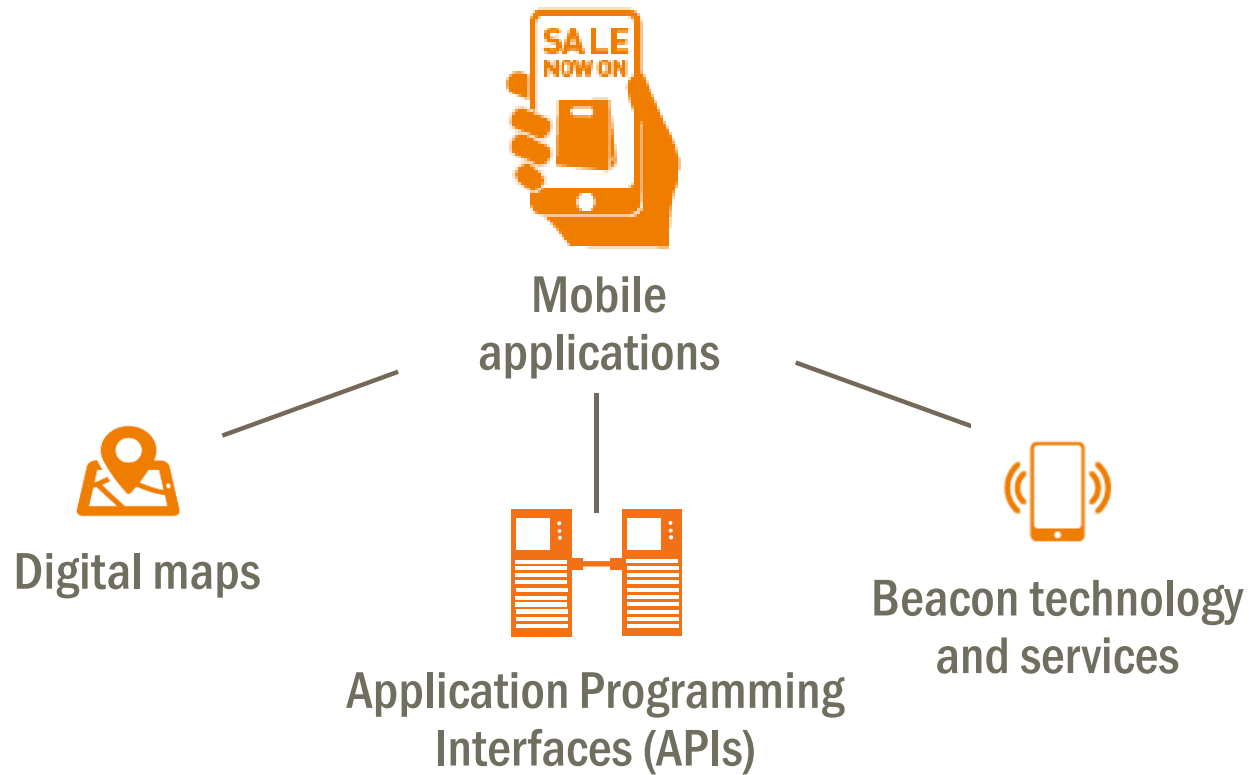
A woman with curly hair, wearing a grey blazer over a yellow top and a large necklace, is smiling while looking at her smartphone. She is walking through a busy airport terminal with other people in the background. The scene is brightly lit, and there are colorful bokeh effects in the top right corner.

DAY OF TRAVEL AIRPORT APP

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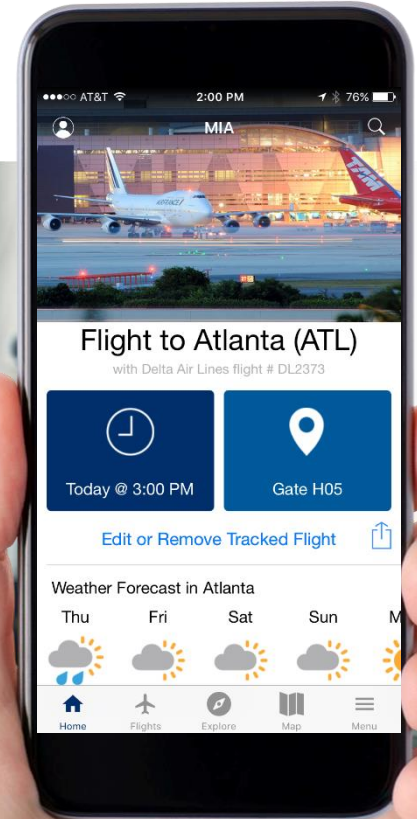
DAY OF TRAVEL SERVICES



WHEREVER YOU ARE



- Real-time flight status
- Security wait times
- Weather forecast
- Departing terminal INFO
- Driving route to airport & drive time
- Live traffic updates

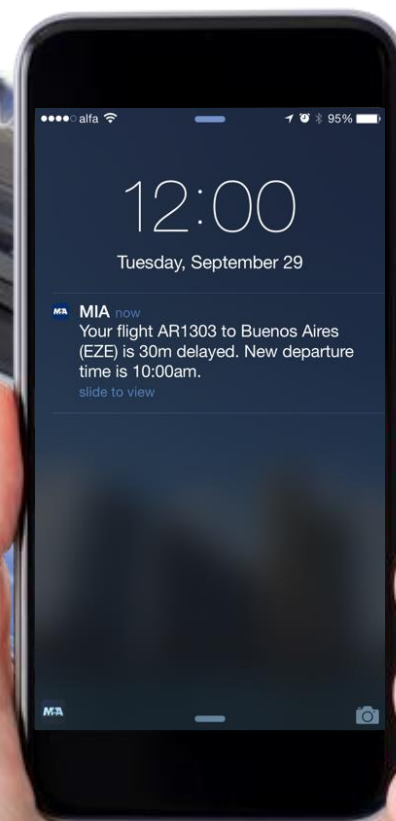


ARRIVING AT THE AIRPORT



► Informed and taken to where they need to go

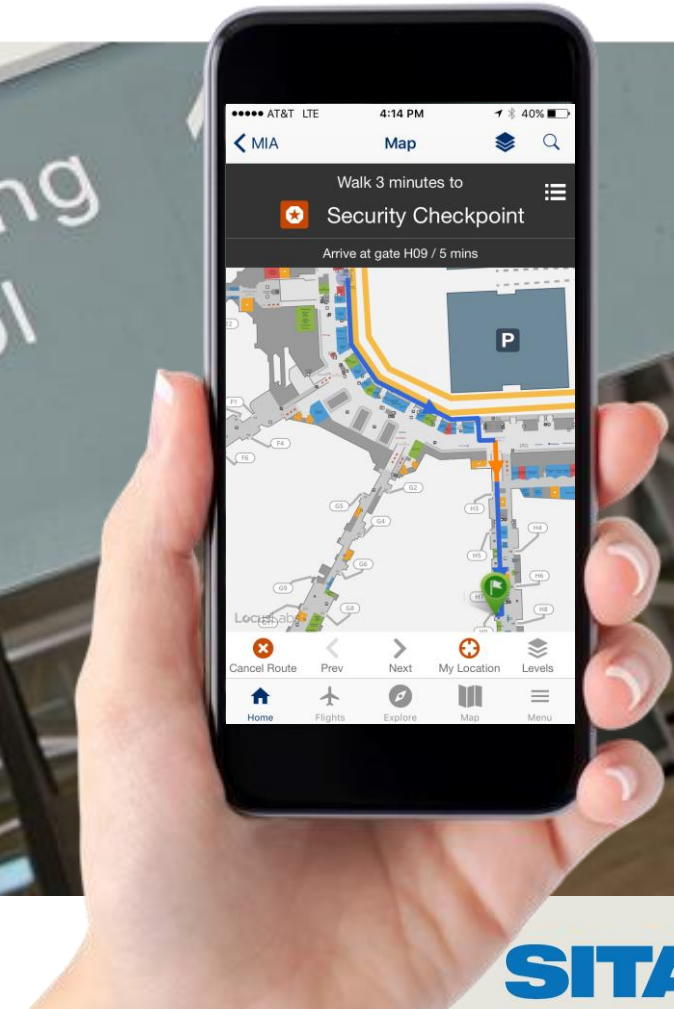
- Personalized welcome message
- Check-in and bag-drop desk location
- Latest flight updates



NAVIGATING THE AIRPORT



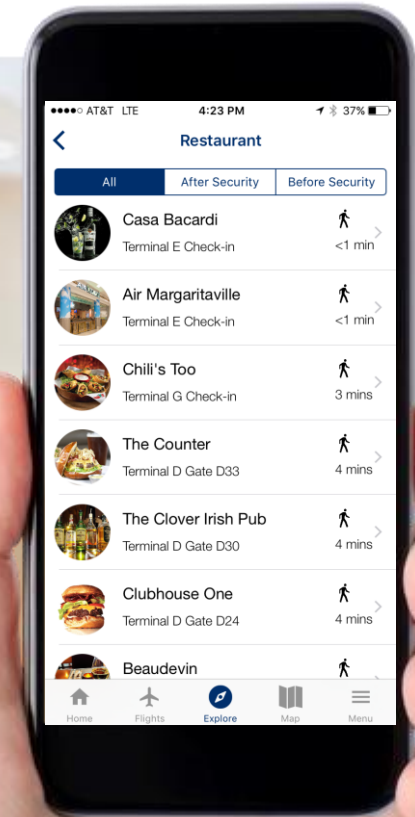
- Gate number
- Directory of airport amenities
- Wait time
- Graphical map with routes
- Time remaining before flight
- Gate information updates
- Turn by turn directions to gates



SHOPPING, EATING & RELAXING



- Near me: places to eat and shop, sorted in order of walk times
- Nearest in-store promotions and offers



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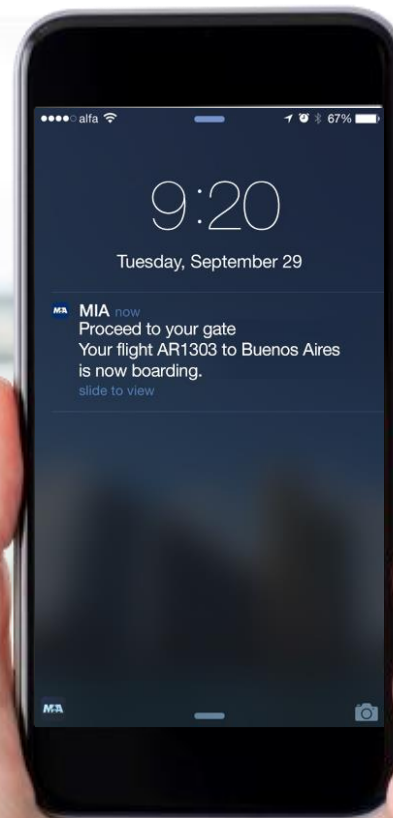
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AT THE GATE



Optimize gate time

- Latest information about your flight
- Updated weather forecast at destination

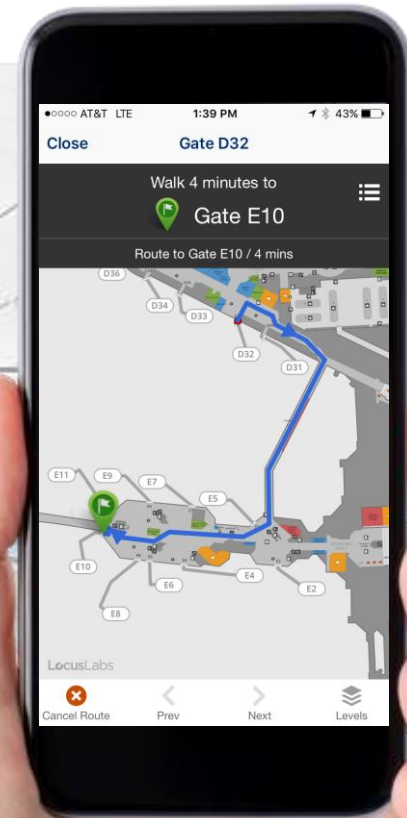


HELP WITH TRANSFERS



Smooth connection

- Personalized message
- Latest flight updates
- Directions, including maps and walking times
- More time to relax, eat & shop



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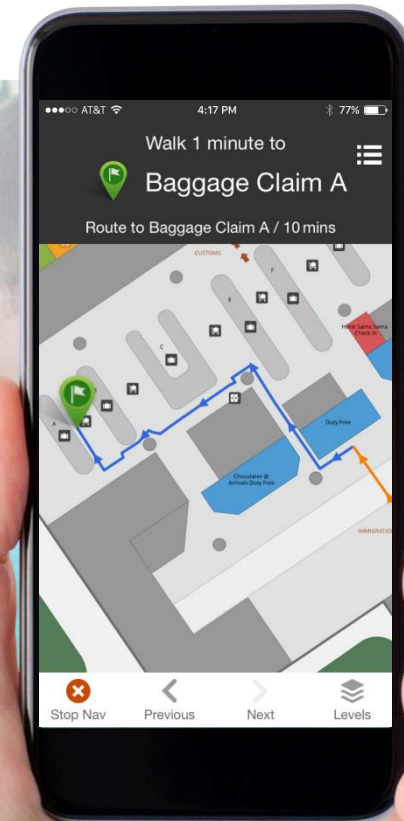
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ON ARRIVAL



Easy and fast exit

- Where to claim your bags – including maps and walk times
- Taxi stand and public transport INFO with directions



ABOVE. BEYOND.

WHY DOES AN AIRPORT NEED A SMARTPHONE APP?



- ☐ Reduce stress and anxiety on day of travel
- ☐ Increase Non-Aeronautical Revenue (\$\$\$)
- ☐ Branding and Engagement
- ☐ Business Intelligence - Analytics



Day of Operations Airport Pulse

INDUSTRY TRENDS

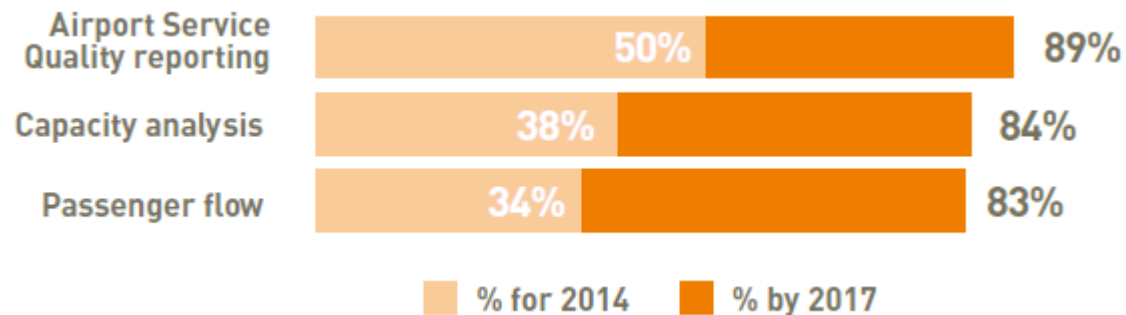


Airports remain focused on cost control and productivity improvements across their operational processes:

Growing interest in applying business intelligence (BI) to improve both the customer experience and airport operations

89% of airports will use BI to conduct airport service quality data analysis by 2017

Top 3 priorities for BI analysis:



Source: SITA's 2014 Airport IT Trends Survey

DAY OF OPERATIONS BI SNAPSHOT



The Day of Operations BI solution is made accessible to users via **AirportPulse**, an intuitive, airport-wide, business intelligence portal which delivers a dynamic central view of the airport ecosystem.

KEY BENEFITS

- Enhanced collaboration between the different stakeholders involved in airport operations
- Enablement of pre-emptive, corrective actions
- Improved airport experience for all stakeholders
- Commercial and operational benefits from improved understanding of passenger flows
- Reduction in waiting times through improved queue management
- Improved asset utilization and management of chokepoints

FEATURE / FUNCTION

- Intuitive, digital business intelligence platform
- Monitoring, analysis, prediction and reporting of the daily patterns of the airport
- Real-time queue information to airport customers and stakeholders
- Automated daily SLA and performance reporting
- Open connection to existing airport applications

End-to-end view of live airport operations



QueueAnalyzer



FlowAnalyzer



FlowPredictor



OperationsAnalyzer



DataExplorer



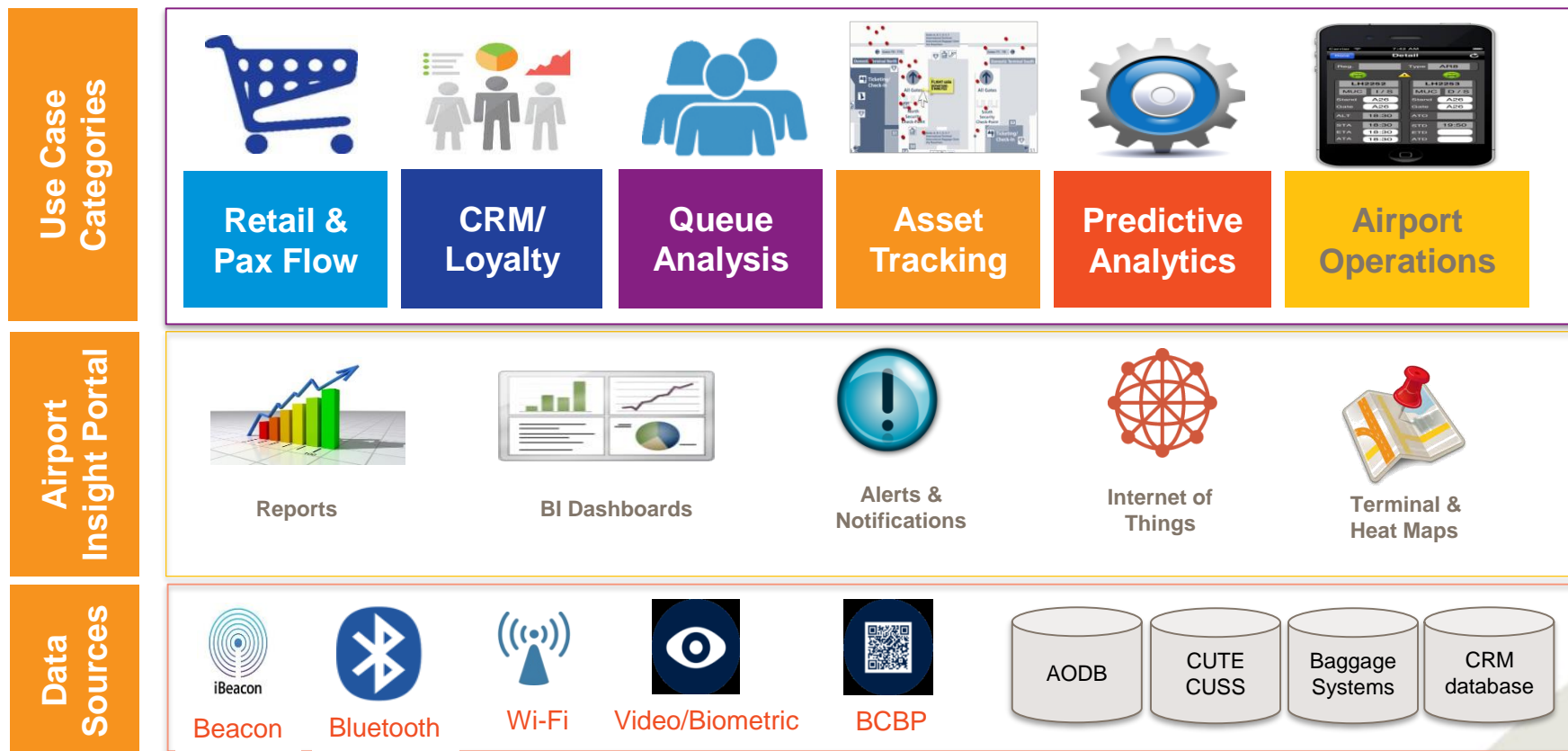
CommonUseAnalyzer

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HOW DOES IT WORK?



SOLUTION COMPONENTS



The Day of Operations BI solution provides access to the following 6 components via the **AirportPulse** portal:

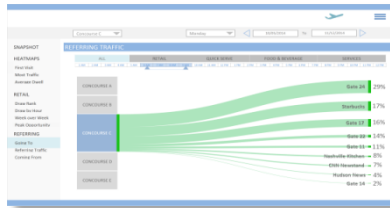
QueueAnalyzer

- Management of customer queuing and flow
- Automated SLA and queue reporting



FlowAnalyzer

- Visibility on customers flow and dwell **time**
- Insights into customer behaviour



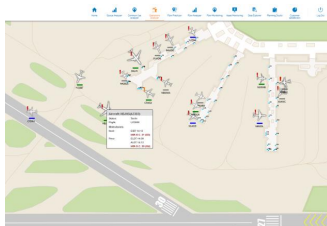
FlowPredictor

- Real-time predictor of operational flows
- Efficient resource planning and management



OperationsAnalyzer

- Operational performance and statistics
- Visualizations of detailed airside activity



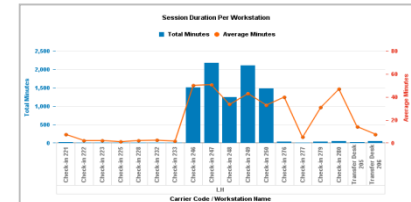
DataExplorer

- Source and shape airport data
- Industry leading information presentation



CommonUseAnalyzer

- Common use terminal data and analysis
- Automated SLA and KPI reporting



COMMONUSEANALYZER SNAPSHOT



Event-based intelligence product that generates insights, understanding and right time statistics from Common Use Terminal Equipment (CUTE).

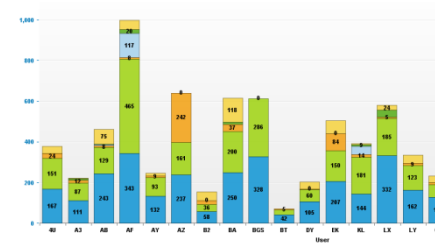
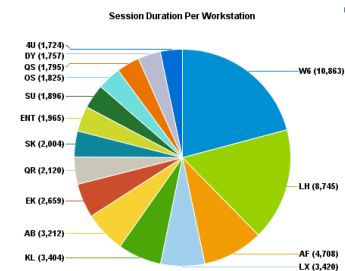
KEY BENEFITS

- Improved KPI and SLA performance
- Improved asset utilization and management of common-use resources
- Improved planning with insight into utilization trends
- Insight into passenger behavior

FEATURE / FUNCTION

- Access, review and report on KPI and SLA performance
- Comprehensive views including
 - Transfer desk utilization
 - Check-in pax and desks
 - CUTE user sessions
- Active dashboards and reporting specially designed to the unique pulse of the airport
- Customizable design with comprehensive set of visualization

Insights into Common User Terminal Equipment



OPERATIONSANALYZER SNAPSHOT



Powerful, agile and customizable tool that enables timely presentation of key statistical and management information.

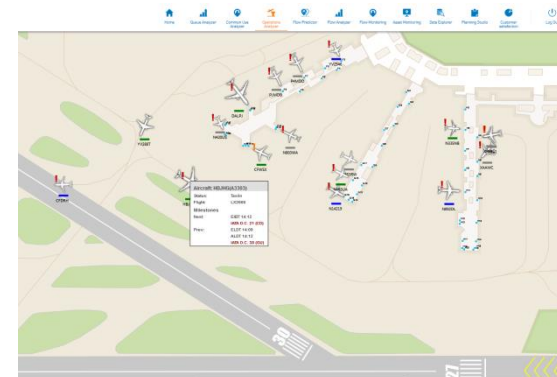
KEY BENEFITS

- A single portal for operational teams to access, find, review and report on the performance of the day of operations
- Improved airfield utilization
- Enhanced information sharing across airport partners
- Actionable decision-support
- Improved on time performance

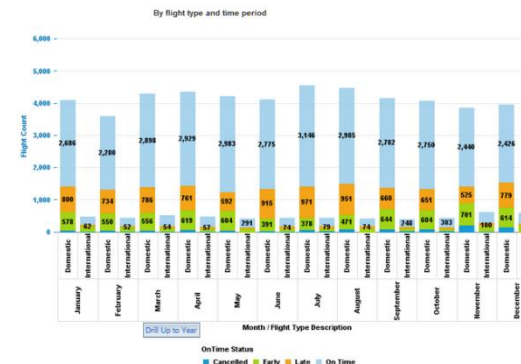
FEATURE / FUNCTION

- Timely presentation of key statistical and management information
- Customizable dashboards to suit user needs and preferences
- Visualization of real-time and historical runway and taxiway movements
- Insights into airfield utilization and flight information
- CDM notifications
- Pre-defined and customizable on time performance analysis

Live airside information and visualization



Presentation of performance data



QUEUEANALYZER SNAPSHOT



Real-time analytics tool specialized in monitoring the end-to-end customer flow and queuing.

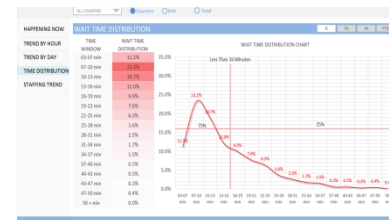
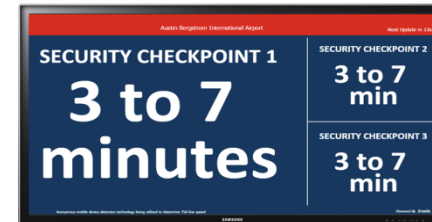
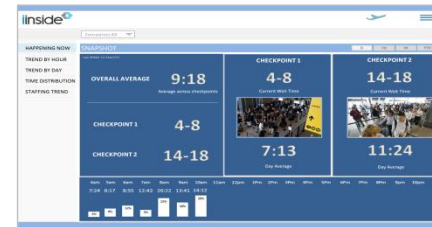
KEY BENEFITS

- Reduction in waiting times through improved queue management
- Enhanced understanding of passenger flows
- Improved asset utilization and checkpoints management
- Informed decision-making and improved on-time flight movements

FEATURE / FUNCTION

- Real-time queue information
- Automated daily SLA and performance reporting
- Possible integration of real-time data into websites or mobile applications - Provision of information to customers and stakeholders at their 'fingertips'
- Intuitive charts, including trends by hour and day

Real-time queue management and presentation



- HAPPENING NOW
- TREND BY HOUR
- TREND BY DAY
- TIME DISTRIBUTION
- STAFFING TREND

FLOWANALYZER SNAPSHOT



Analytics tool specialized in monitoring the end-to-end customer flow and dwell.

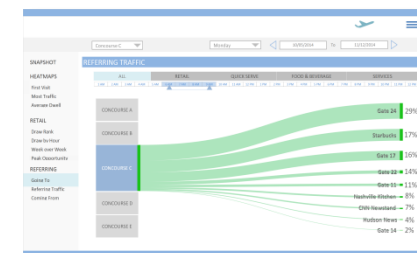
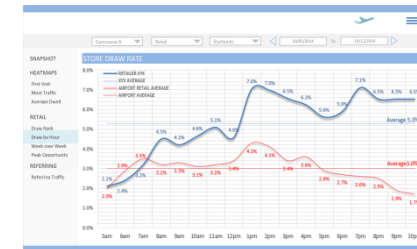
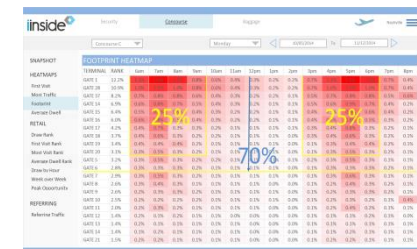
KEY BENEFITS

- Easy to understand end-to-end passenger flow and dwell reporting
- Provides key insights on operational passenger flows and chokepoints
- Supports non-aeronautical business units such as retail and advertising
- Improves day of operations through real-time insights

FEATURE / FUNCTION

- Comprehensive heat map functionality, including areas first visited, areas with most traffic
- Footprint distributions and dwell reporting
- Retail reporting, by time of day, weekly trends and opportunities
- Pre-defined reports available
- People flows analysis
 - Distribution from an initial zone
 - Entry and exit from a 'central' zone
 - Originating flows from an 'end' zone

Understanding people flows



FLOWPREDICTOR SNAPSHOT



Advanced predictive tool that analyses and simulates real-time situations.

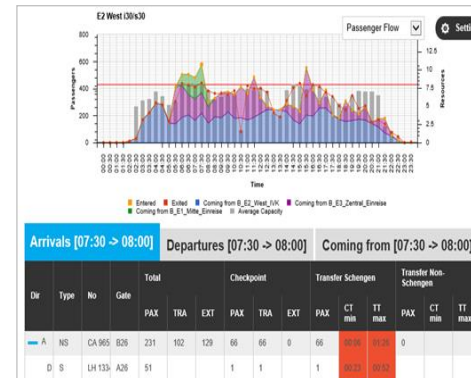
KEY BENEFITS

- Enablement of operational interventions of imminent impacts
- Actionable insights of passenger volumes per checkpoints
- Improved operational efficiency and asset utilization
- Increased on time performance
- Improved airport experience for all stakeholders
- Better planning and management of connecting flights

FEATURE / FUNCTION

- Heat maps visualize predictive queue times across the terminal
- Provision of a whole-of-airport view
- Benchmarking of SLA performance
- Prediction and simulation of passenger flows for key zones
- Detailed predictions of connecting passenger flows
- Classification of criticality allows filtering for selected impacts only

Better understanding of chokepoints and flows



DATAEXPLORER SNAPSHOT



Simplicity and speed of Internet search with the analytical power of business intelligence – for faster, more informed decision making.

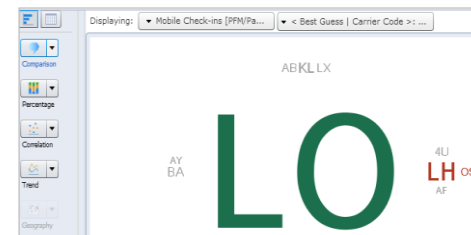
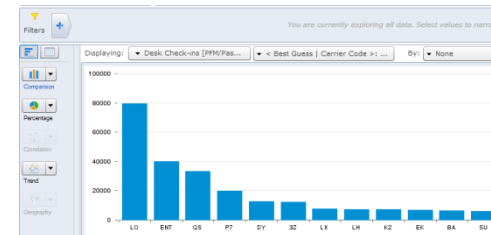
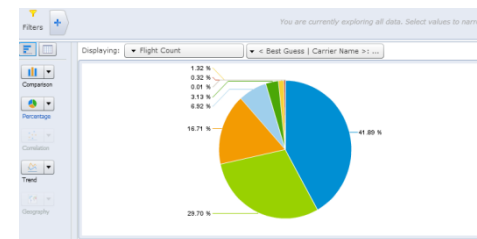
KEY BENEFITS

- Immediate answers to pressing business questions
- Business users can leverage intuitive, self-service airport operations data exploration with stunning visualizations, and easily share insights with other stakeholders
- Give all users autonomy to search and discover the information they need
- Get the big picture and drill down to the details to make the right decisions
- Uncover connections and trends – anytime, anywhere
- Improve business decisions with richer information context

FEATURE / FUNCTION

- Data exploration tool specifically designed for end-users
- Interface to operations data that enables business users to explore data that might otherwise only be accessible through operational systems and with technical assistance
- Users can search for specific data using 'Google-type' searches, create filters, sort and present the data to gain insight into specific events, or areas of interest

Leading business intelligence



A woman with curly hair, wearing a brown blazer, a yellow and white patterned scarf, and dark pants, is standing on the stairs of a white airplane. She is smiling and waving her right hand. The airplane has a red stripe along the bottom and an American flag decal. In the background, there are colorful, translucent bubbles in shades of orange, yellow, and purple. The text "THANK YOU" is overlaid in large white letters on the left side of the image.

THANK YOU

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