



Modernizing Business-Critical Systems Without Negatively Impacting Customers

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Hawaiian Airlines

Connecting people with aloha

95

Years in business

210+

Flights per day

7K+

HA employees

10M+

Guests carried per year

30

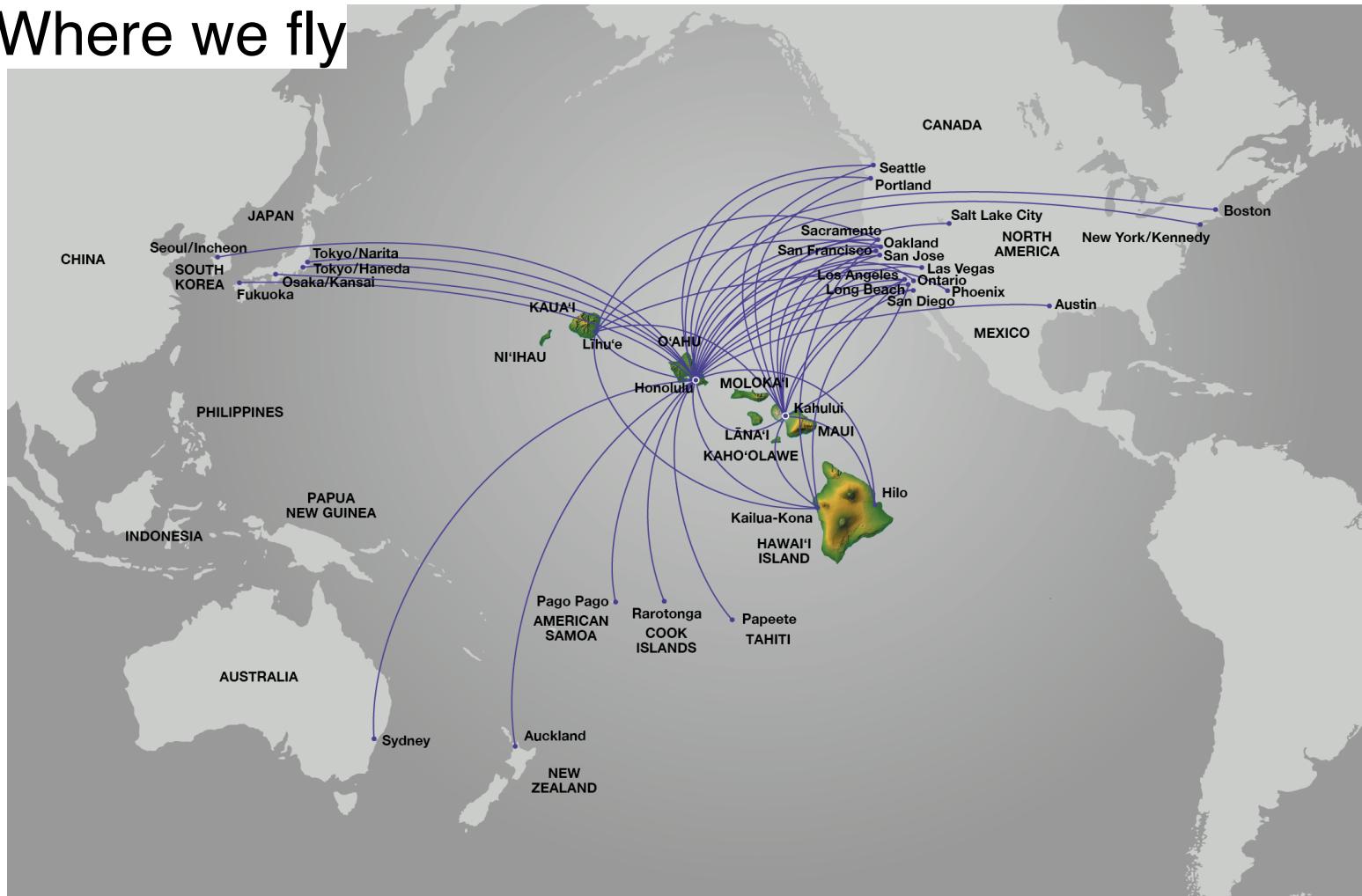
Places we fly to

50

Routes flown



Where we fly

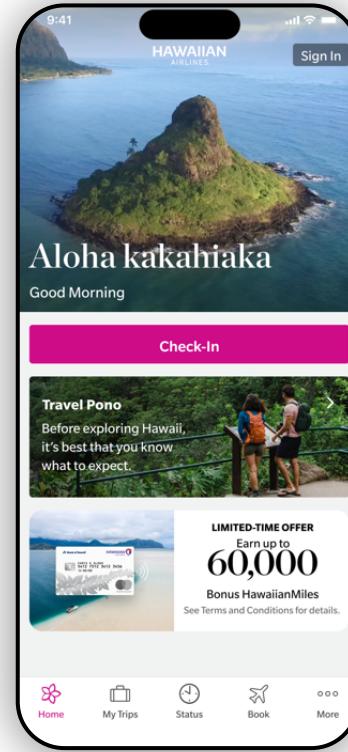


Our direct channels are responsible for a majority of sales

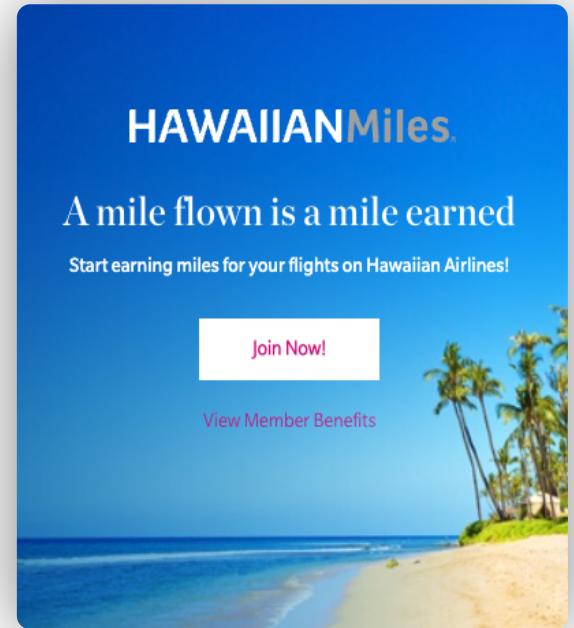
Hawaiianairlines.com

The screenshot shows the Hawaiianairlines.com homepage. At the top, there's a navigation bar with links for Help Center, Optional Fees, Contact Us, Search, and USD. Below the navigation is a large banner with a sunset over the ocean and a surfer, with the text "Sharing aloha and the spirit of our islands". The main menu below the banner includes Flights, Vacation Deals, Hotels, Cars, Check-in, and Flight Status. A search bar allows users to search from Oahu - Honolulu, HI (HNL) to Los Angeles, California (LAX). Below the search bar are three promotional cards: one for one-way fares between the U.S. Mainland and Hawaii, another for a special offer to earn 60,000 or 70,000 Bonus HawaiianMiles, and a third for exploring the Cook Islands.

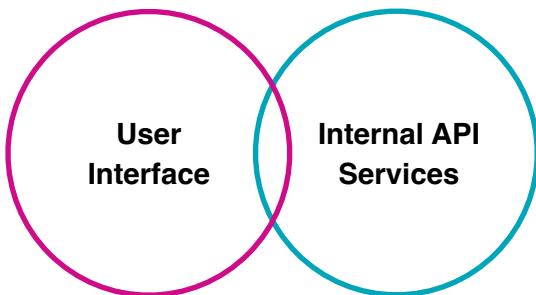
Mobile App



HawaiianMiles
Loyalty Program

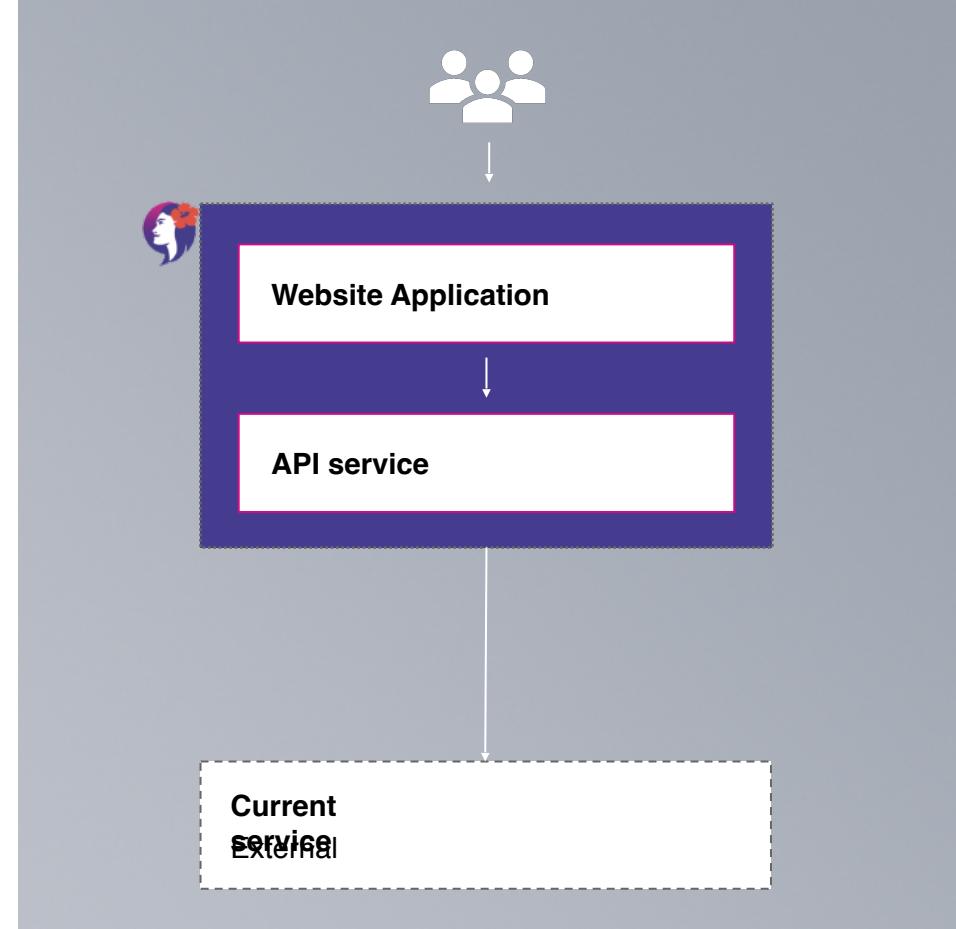


Our journey started with significant feature rollouts

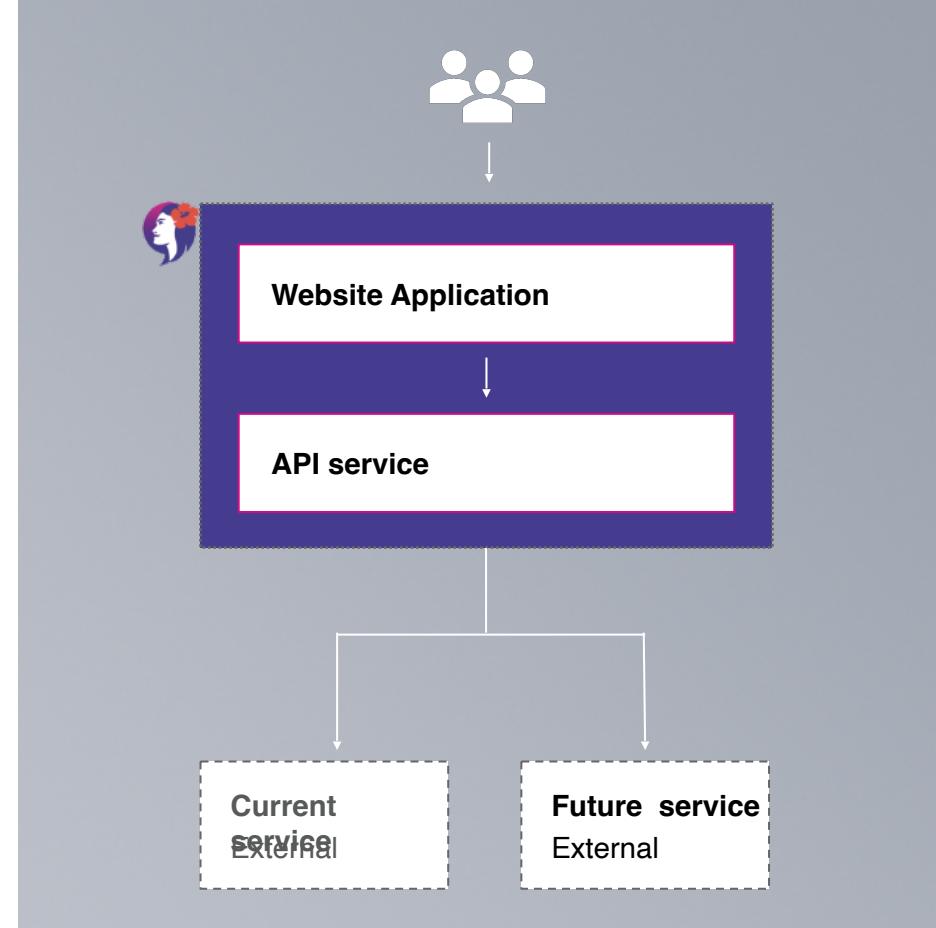


- ✖ In-depth analysis was necessary
- ✖ Progress not visible until all capabilities of “project” complete
- ✖ Architecture constrained our potential
- ✖ Releases took *months*

Initial point-to-point integrations



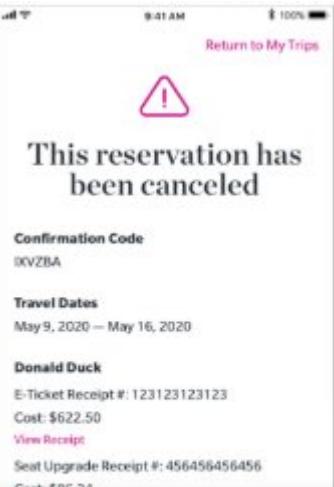
Initial point-to-point integrations



COVID Pandemic

A photograph showing a row of commercial airplanes parked on a wet tarmac under a bright blue sky with scattered white clouds. The aircraft are viewed from the rear, showing their tails and engines. The livery of the planes is purple and white, with a red and white logo on the tail fins. The perspective is looking down the line of planes, creating a sense of repetition and scale.

New service delivery patterns required for critical capabilities



Travel updates

No change fees. Book without worry.

[Learn more](#)

How to get a COVID-19 test before your flight to Hawaii

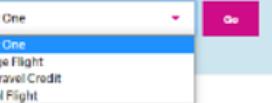
[See test options](#)

All travelers must fill out the [Safe Travels](#) digital form prior to landing in Hawaii

[Visit Travel.Hawaii.gov](#)

Get the latest COVID-19 travel information and updates

[Our COVID-19 info hub](#)

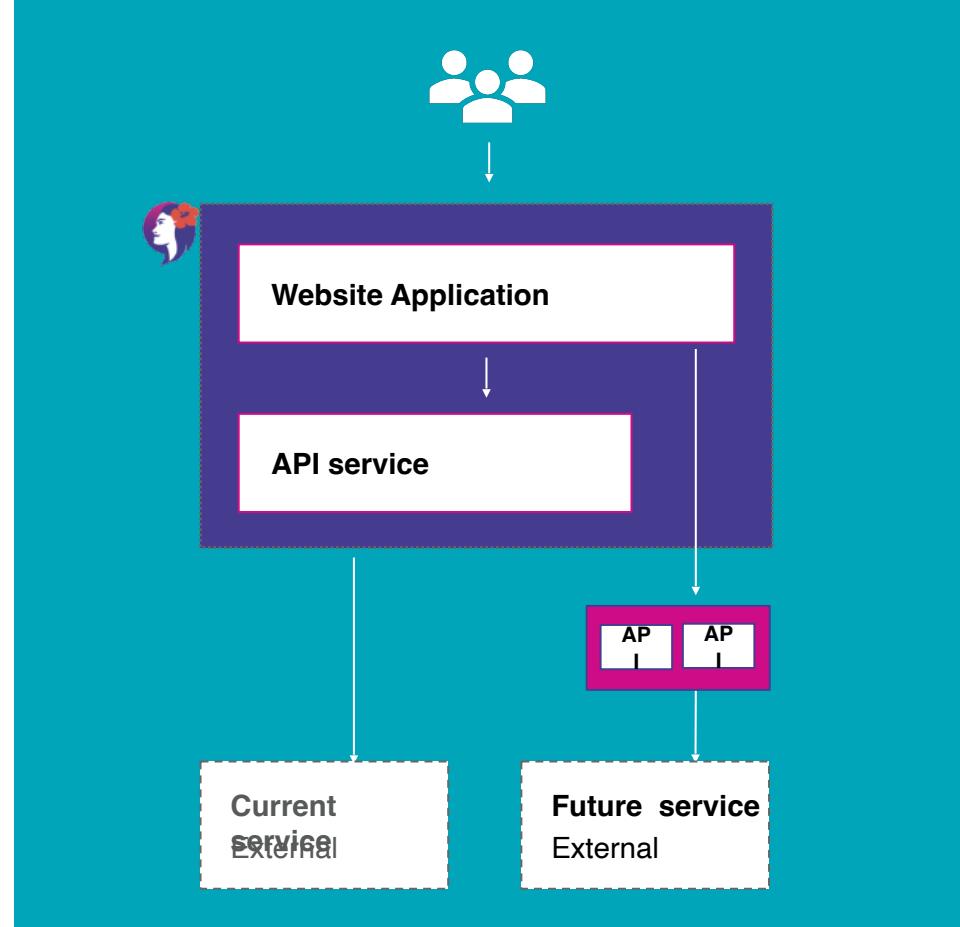


A screenshot of the Hawaiian Airlines website. The header features the airline's logo and navigation links like 'Book', 'Manage Flights', 'Destinations', 'Safety Guide', 'HawaiianMiles', and 'Sign In'. The main content area has a tropical background with palm leaves and the title 'Pre-travel COVID-19 test options'. Below this, a sub-section titled 'We're excited to welcome you back to Hawaii!' provides information about testing requirements. At the bottom, there's a button to 'Select your departure city to view options'.

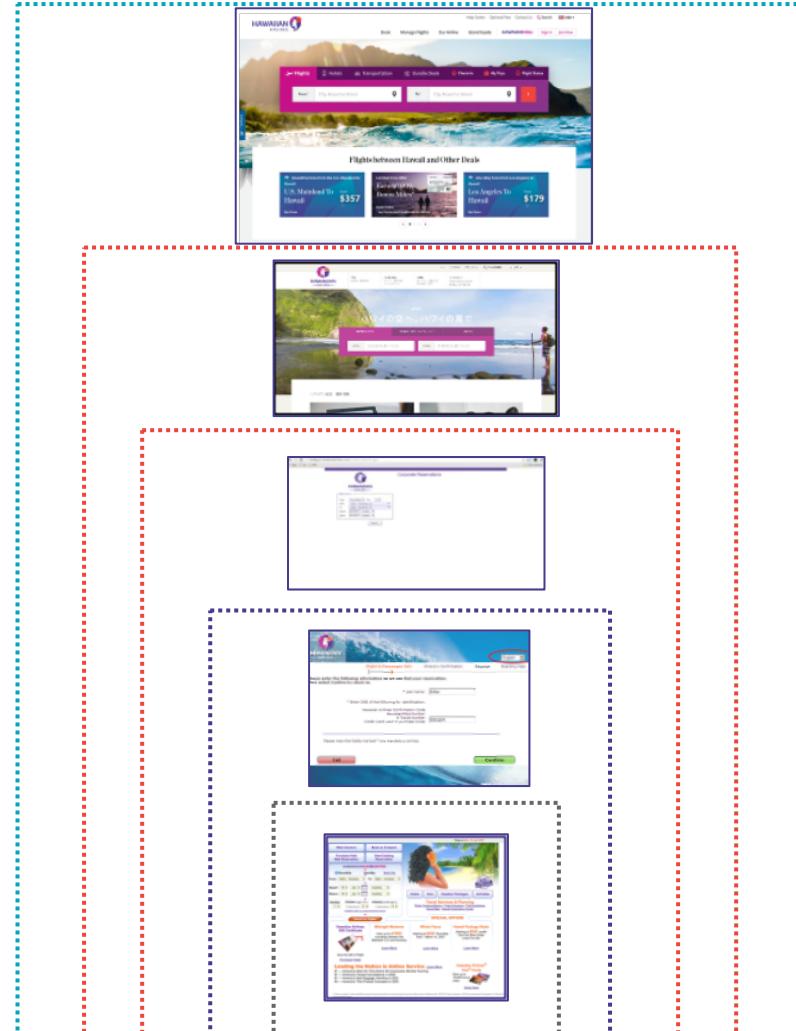
A screenshot of the Hawaiian Airlines COVID-19 Updates page. The header includes the airline's logo and links for 'Book', 'Manage Flights', 'Our Airline', 'Island Guide', 'HawaiianMiles', 'Sign In', and 'Logout'. The main content is titled 'COVID-19 Updates' and contains several cards with information: 'What to expect when you travel' (with a video player icon), 'Hawaii's Pre-Travel Testing Program' (with a woman at a counter icon), 'Where to Get a COVID-19 Test' (with a test tube icon), 'Keeping You Safe' (with a person cleaning a car icon), 'Online Ticket Changes' (with a laptop icon), and 'Updated Flight Schedule' (with an airplane icon).

Deploying critical capabilities using micro-services

- ✓ Well defined APIs for new capabilities
- ✓ Support for dynamic conditions
 - Itinerary
 - Travel date
 - Member type
 - State in customer journey



Systems contained multiple layers of previous initiatives



Modernization as an ongoing product evolution

2021



2022

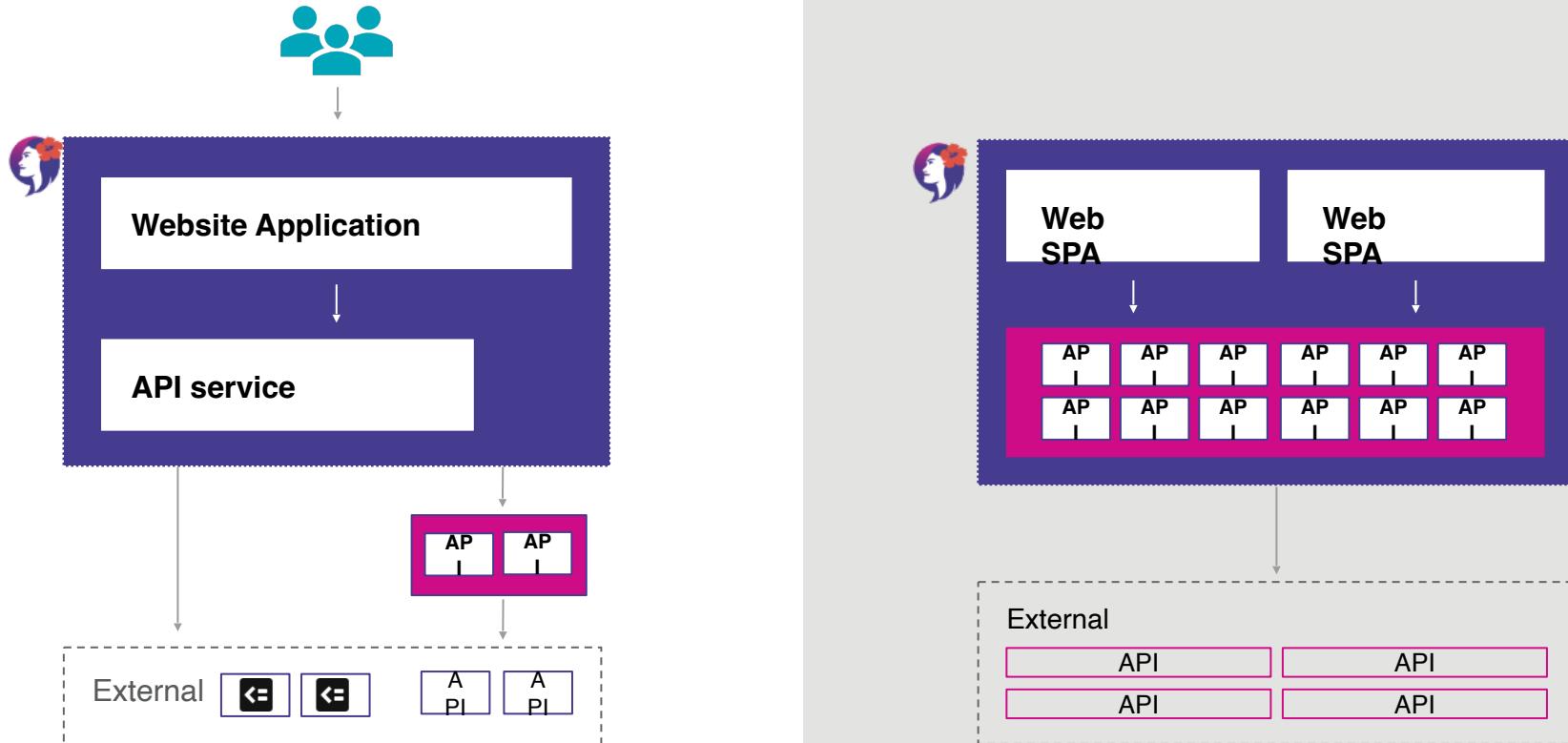


2023+

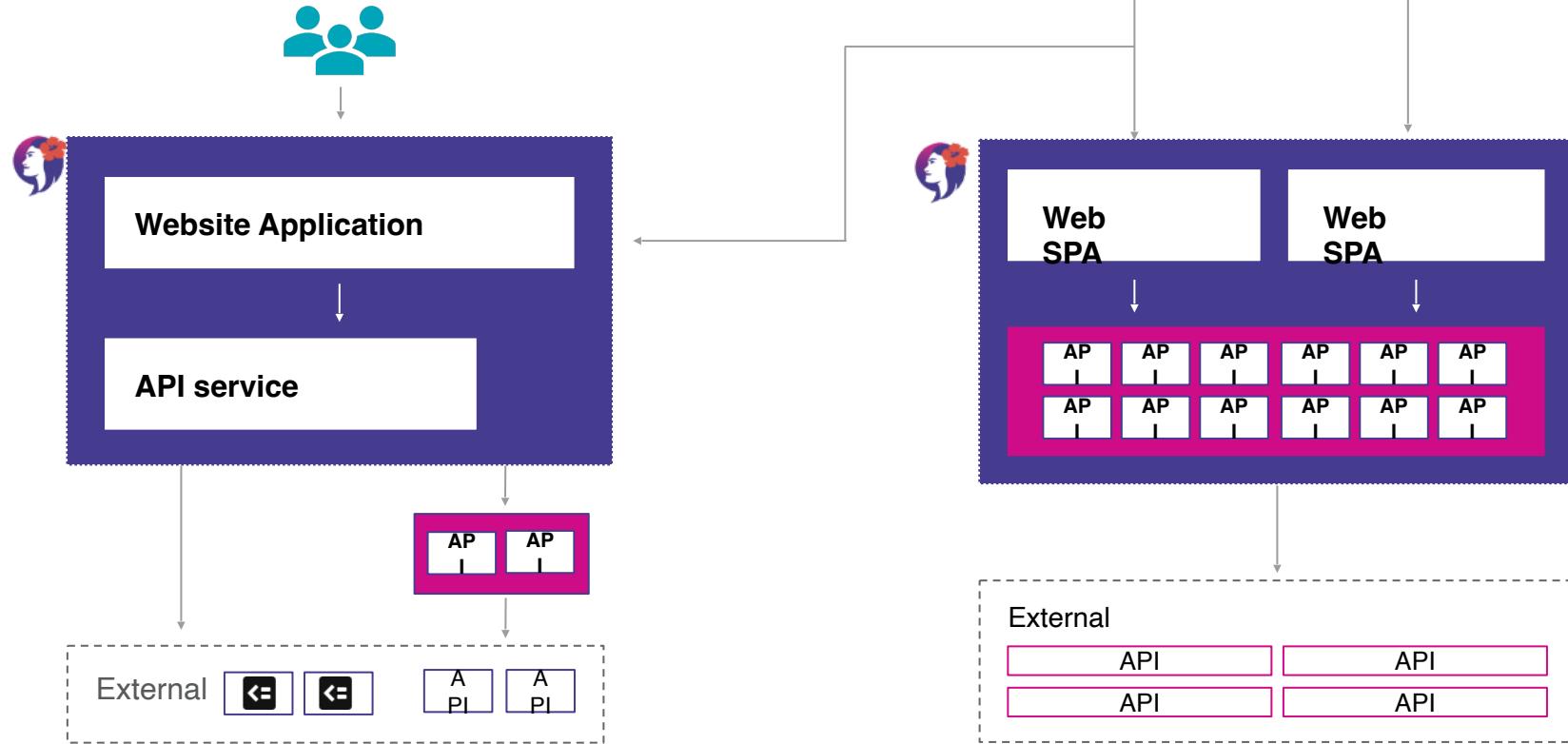


- Web Single Page Applications
- Shopping APIs
- Reservation APIs
- Day of Travel APIs
- Account APIs
- Analytics
- Monitoring

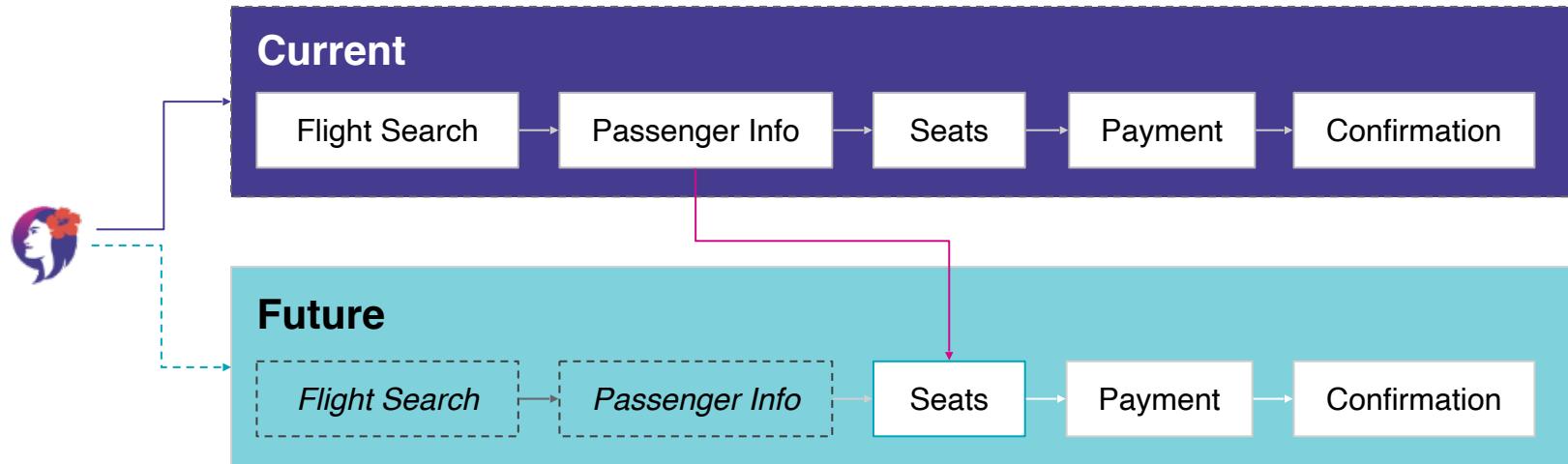
Web Modernization while supporting guests



Web Modernization while supporting guests



Rolled out new architecture incrementally using targeting rules

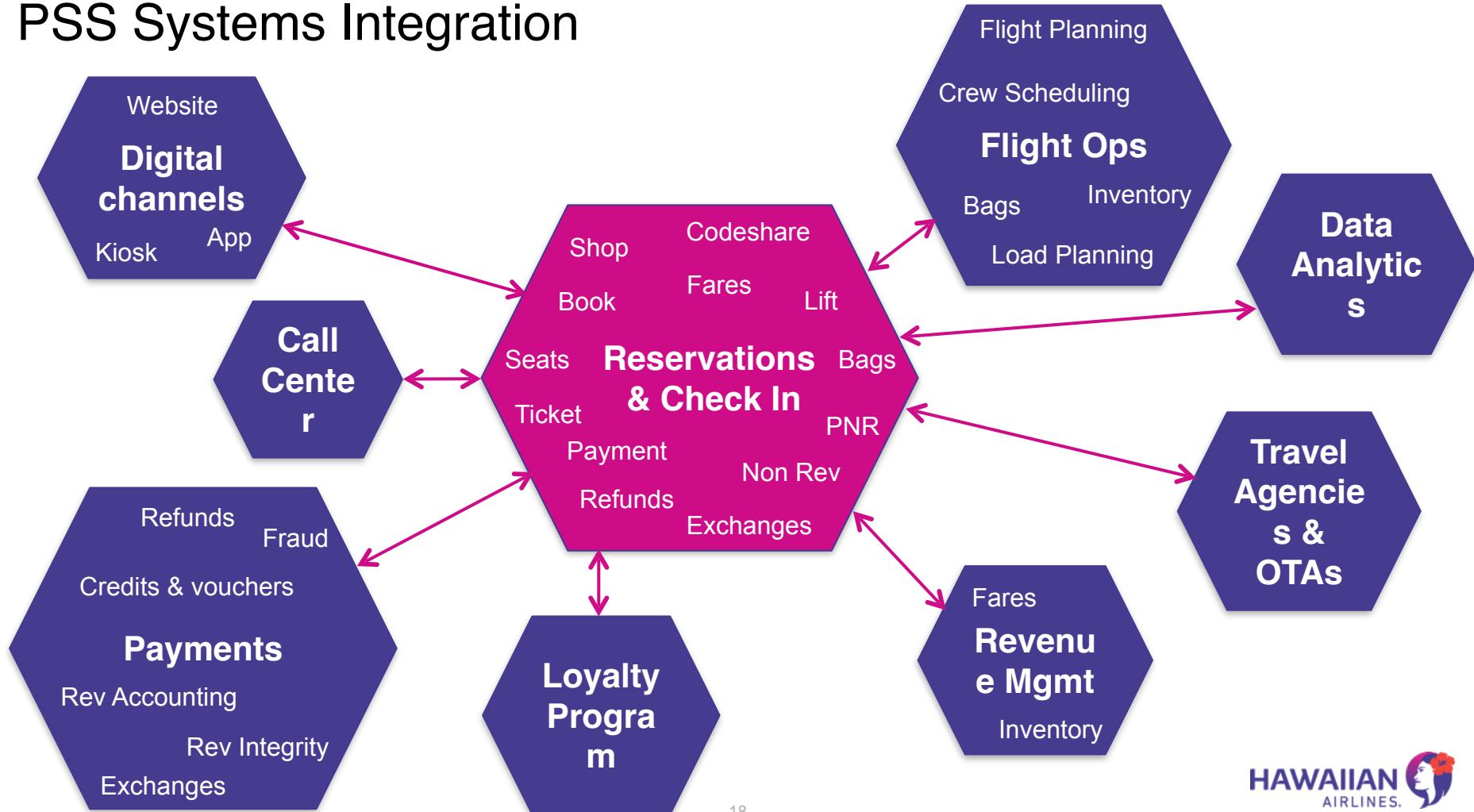


In 2022 decision
was made to
change to a new
Passenger
Service System
(PSS)

Amadeus and Hawaiian Airlines begin new technology journey with Altéa Passenger Service System agreement

Hawaiian Airlines signs long-term contract that includes reservations, departure control, data intelligence, and payment solutions

PSS Systems Integration



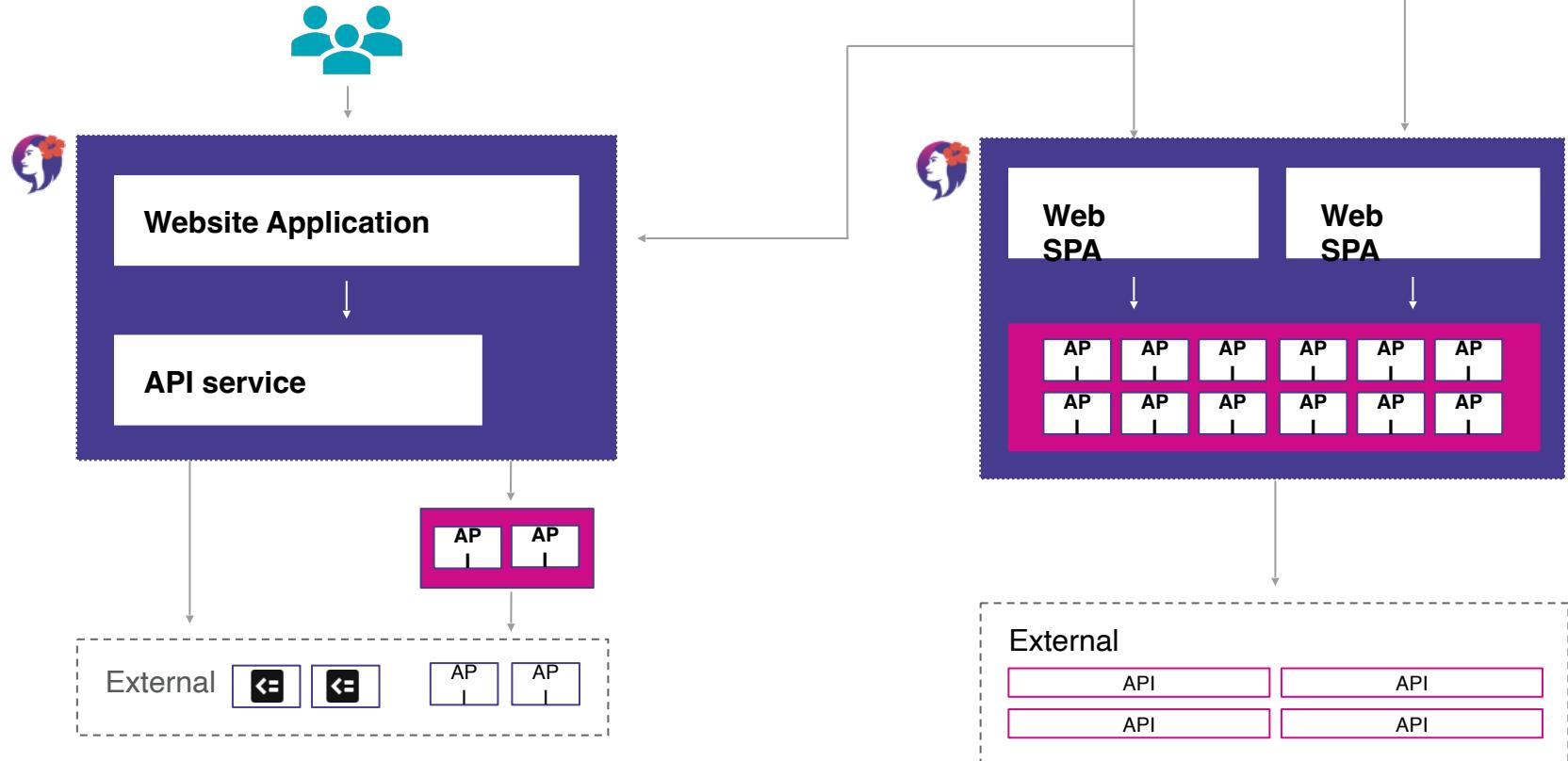
eCommerce PSS Day 1 Capabilities

| Trip Types | Shopping | Post Purchase & Trip Management | Hawaiian Miles + Corporates | Analytics & Reporting |
|---|--|---|--|--|
| <ul style="list-style-type: none">• One-way trip• Round trip• Multi-city trip• Domestic• International• HA operated• Other airline code share... | <ul style="list-style-type: none">• Search flights• Flight results• Passenger info• Select seats• Payment• Saved traveler• Saved payment• Fulfillment• Email Confirm... | <ul style="list-style-type: none">• Locate trip• Select/change seats• Upgrade seats• Add/update FF#s... | <ul style="list-style-type: none">• Login in• Miles bookings• Corporate bookings... | <ul style="list-style-type: none">• Alerting & monitoring• Dynamic content• US/Int'l sites... |

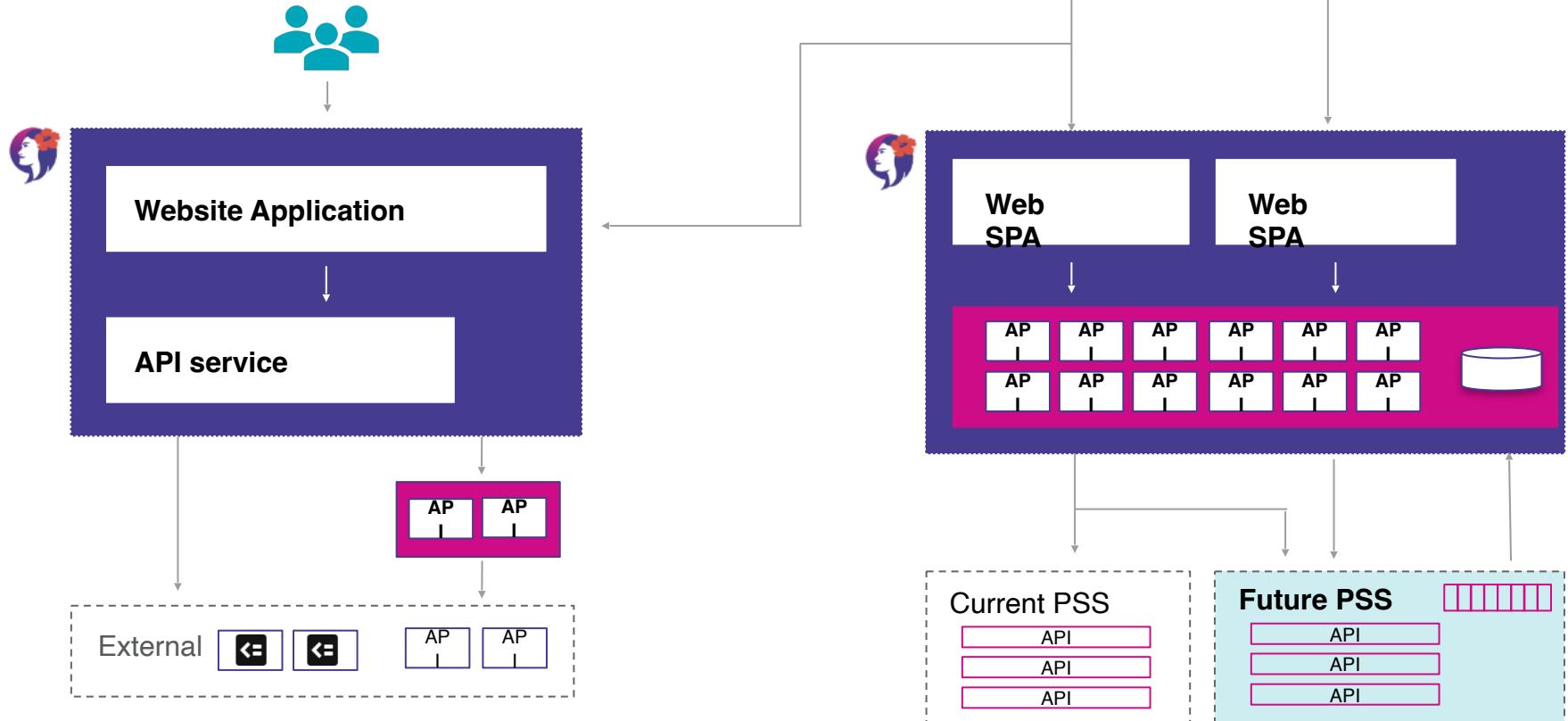
Continuous Delivery was required to meet our deadlines

- Run current & future systems in parallel
- Roll out new components as they are available
- Dry Runs and performance tests of infrastructure

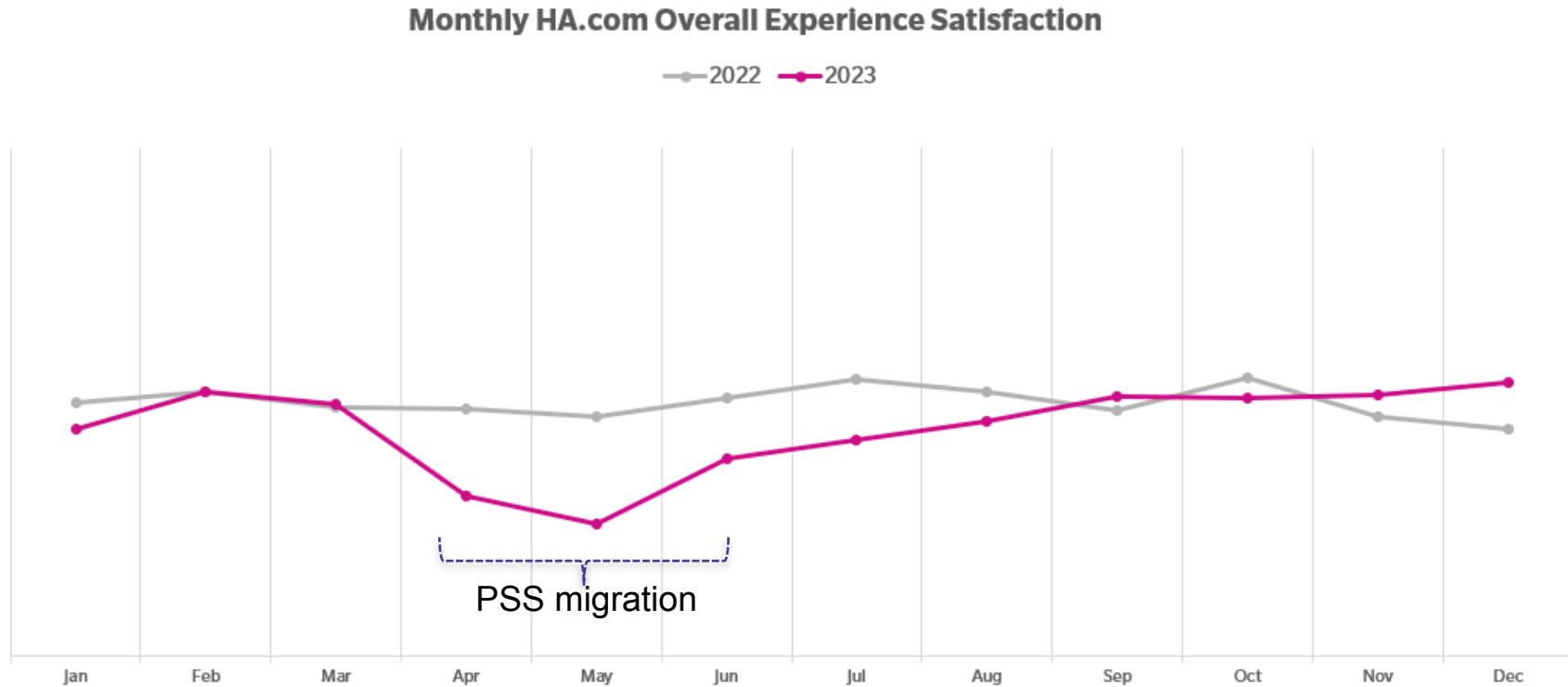
Web Modernization while supporting guests



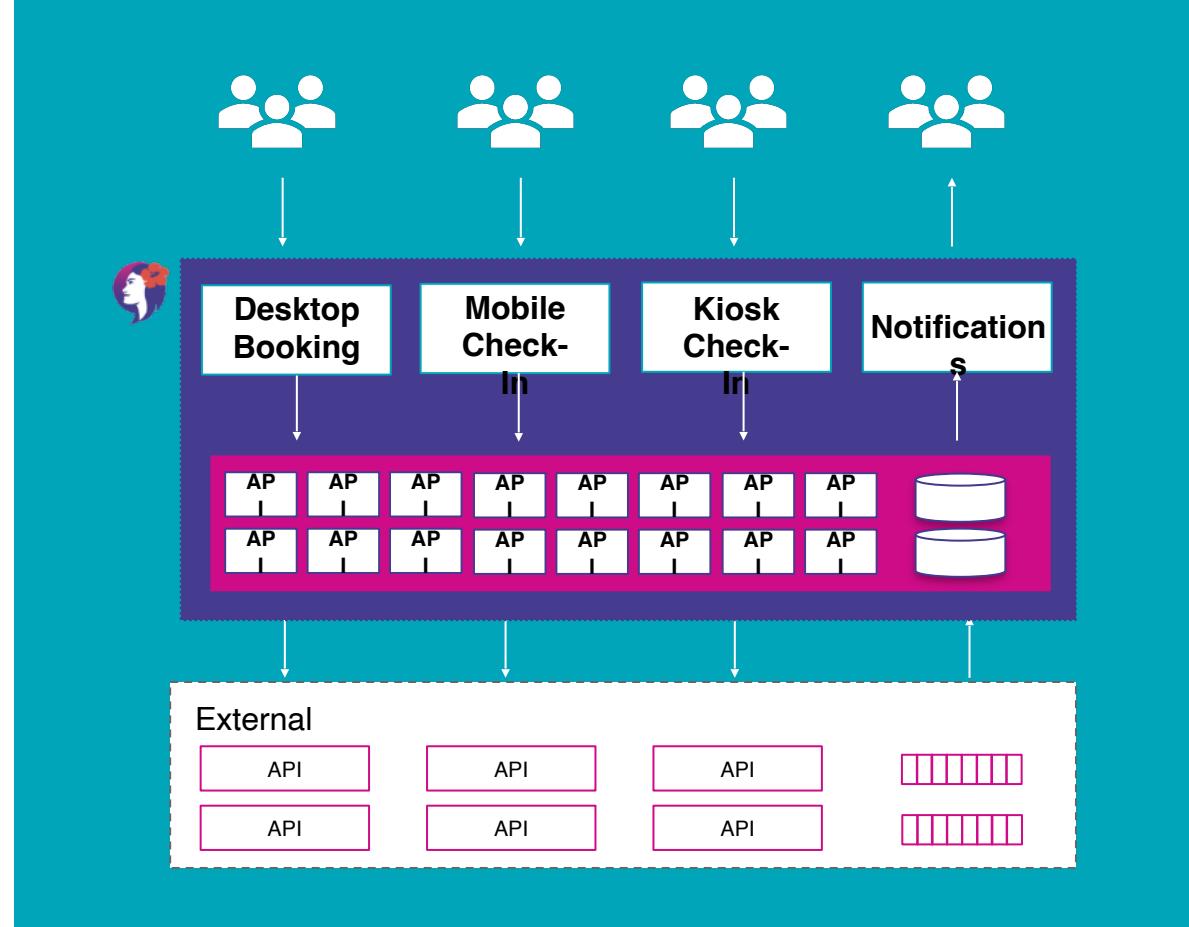
Web Modernization while supporting guests



Guest satisfaction slowly recovered as feature set was restored



Capability reuse across the enterprise using common services



Lessons learned from modernization initiatives

- Focus on the Minimum Viable Product (MVP)
- Cross-functional team communication across the Enterprise
- Significance of reusable patterns



Here's the help I'm looking for

- Bringing technology teams together through an acquisition

Mahalo!

