EUROPE AVIATION ICT FORUM 2013

TOGETHER WE ARE SUCCESSFUL

Let's collaborate to create the ideal journey

17-18 October, Vienna

SITA

Create success. Together

Sydney Airport Big Data

Tell me something I don’t know.

17th October

SITA Lab

SITA LAB

SITA

Create success. Together

Contents

- CPH History / Big Data Gartner
- Sydney Project Overview
- What did we learn
- Conclusion

SITA
Create success. Together

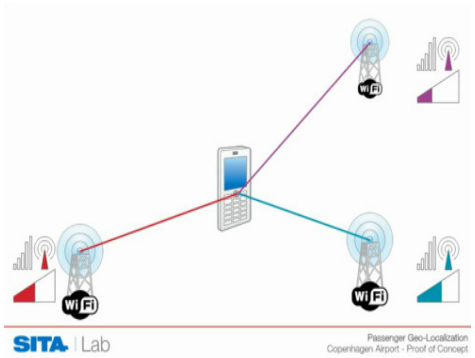
Copenhagen Airport Pilot (2011)

World premiere of passenger flow management via WIFI

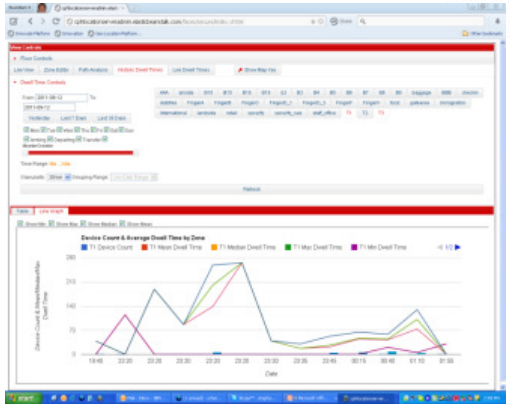
Copenhagen Airports CPH

SITA

Create success. Together

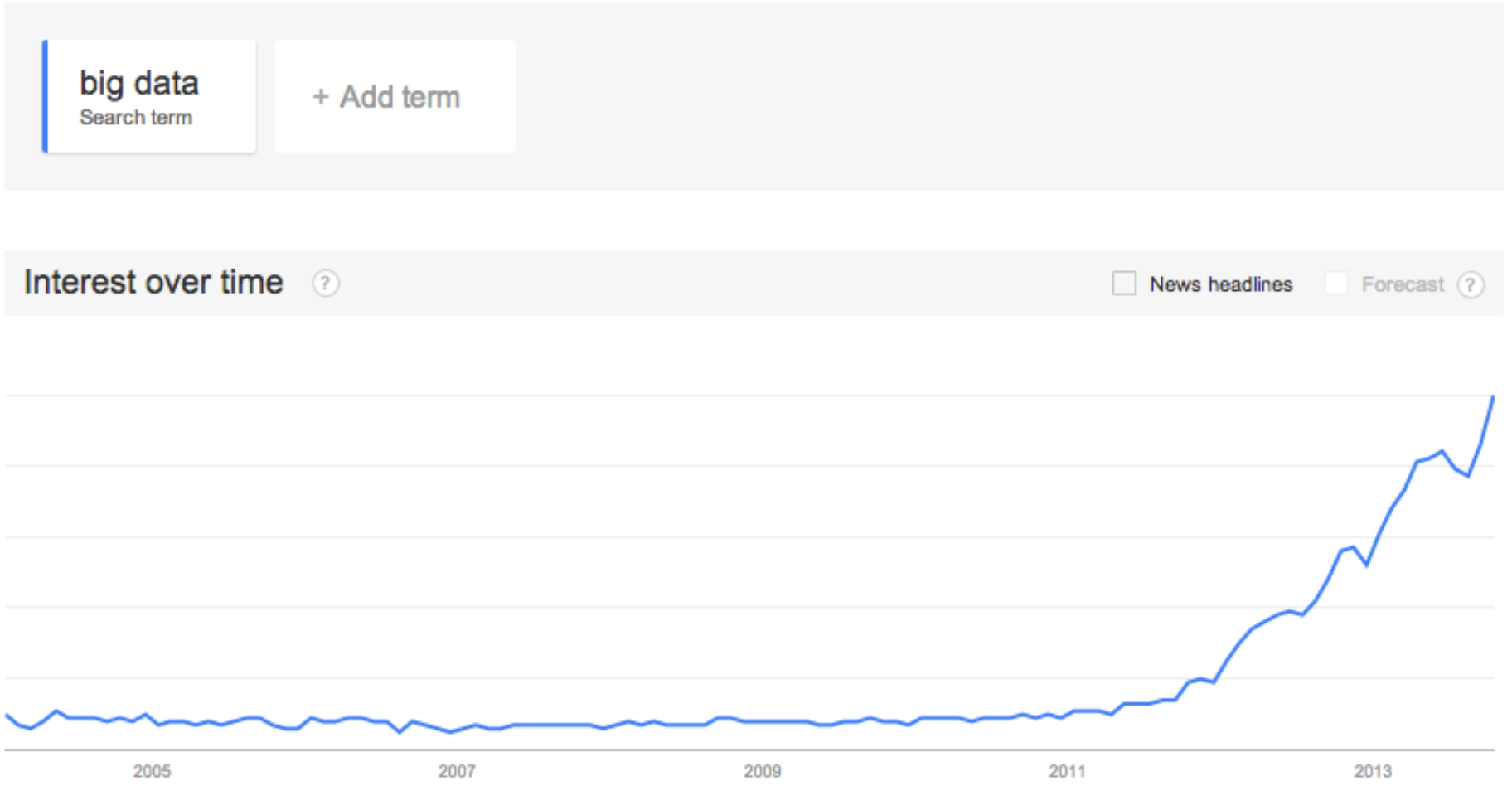


CISCO

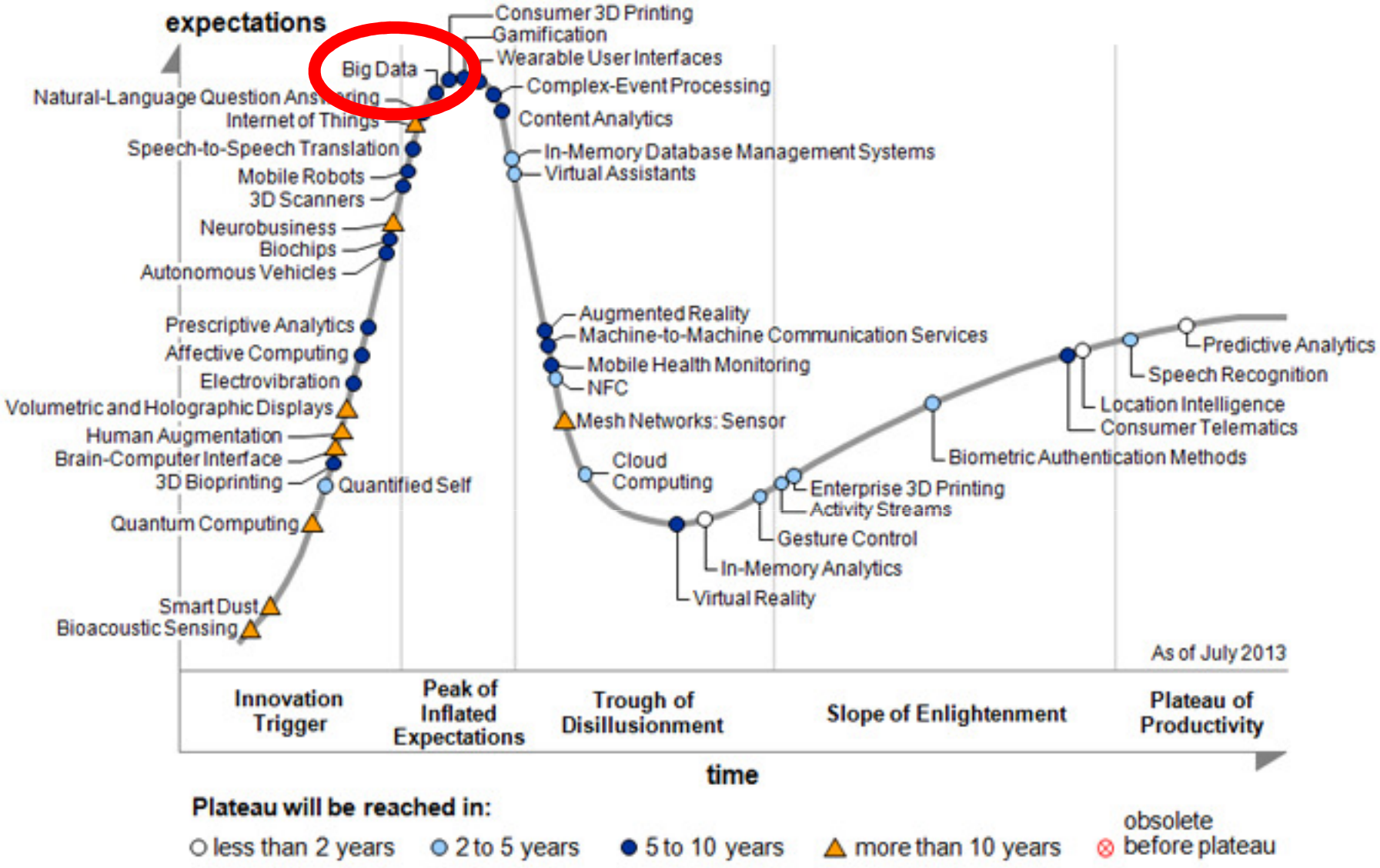


SITA

Create success. Together



Google Trends, search term “Big Data”

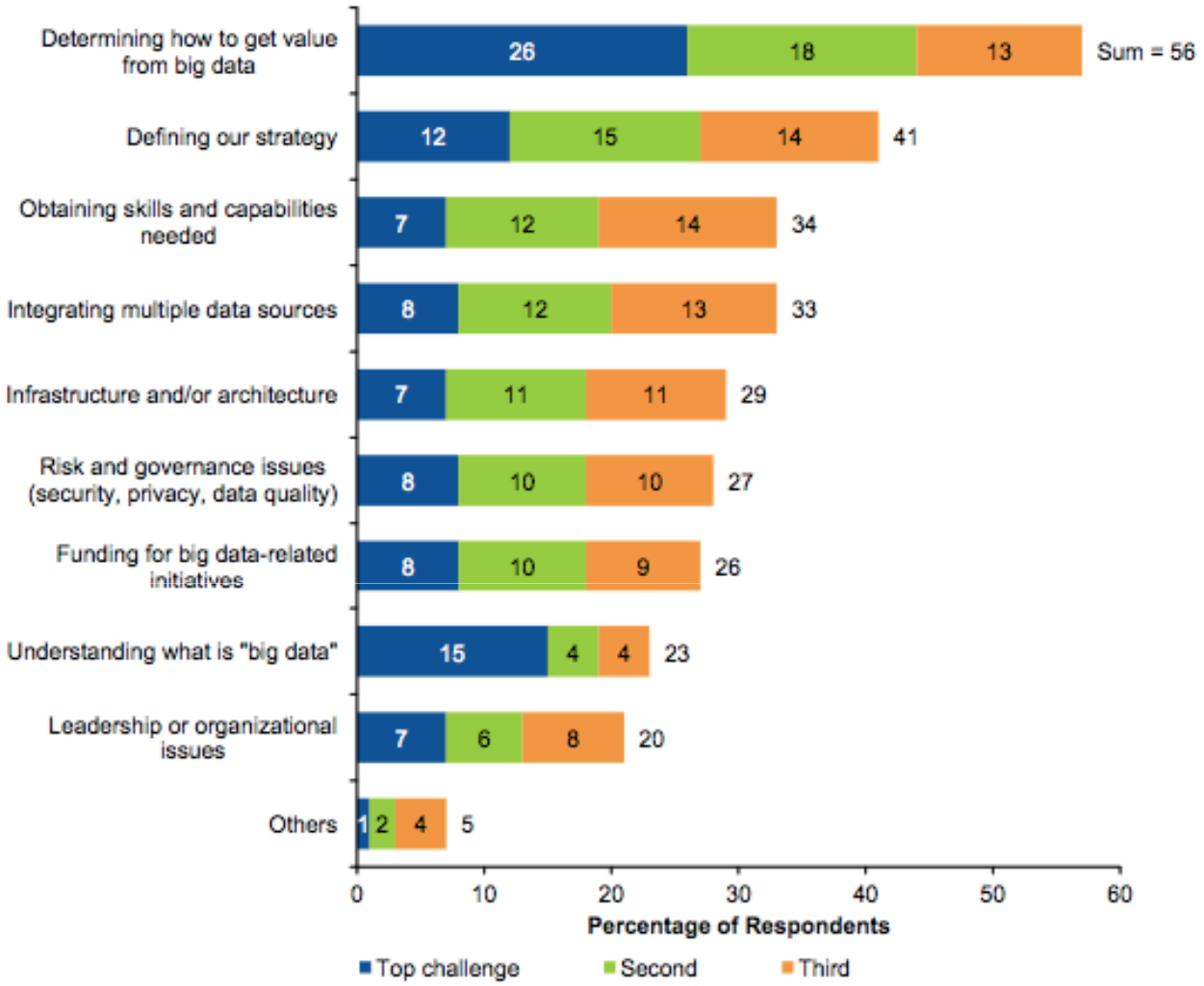


Hype Cycle for Emerging Technologies 2013 Source: Gartner

 © SITA 2012

SITA
Create success. Together

Figure 7. Top Big Data Challenges



N = 687 (excludes "don't know" responses)

Source: Gartner (September 2013)

© SITA 2012

SITA
Create success. Together

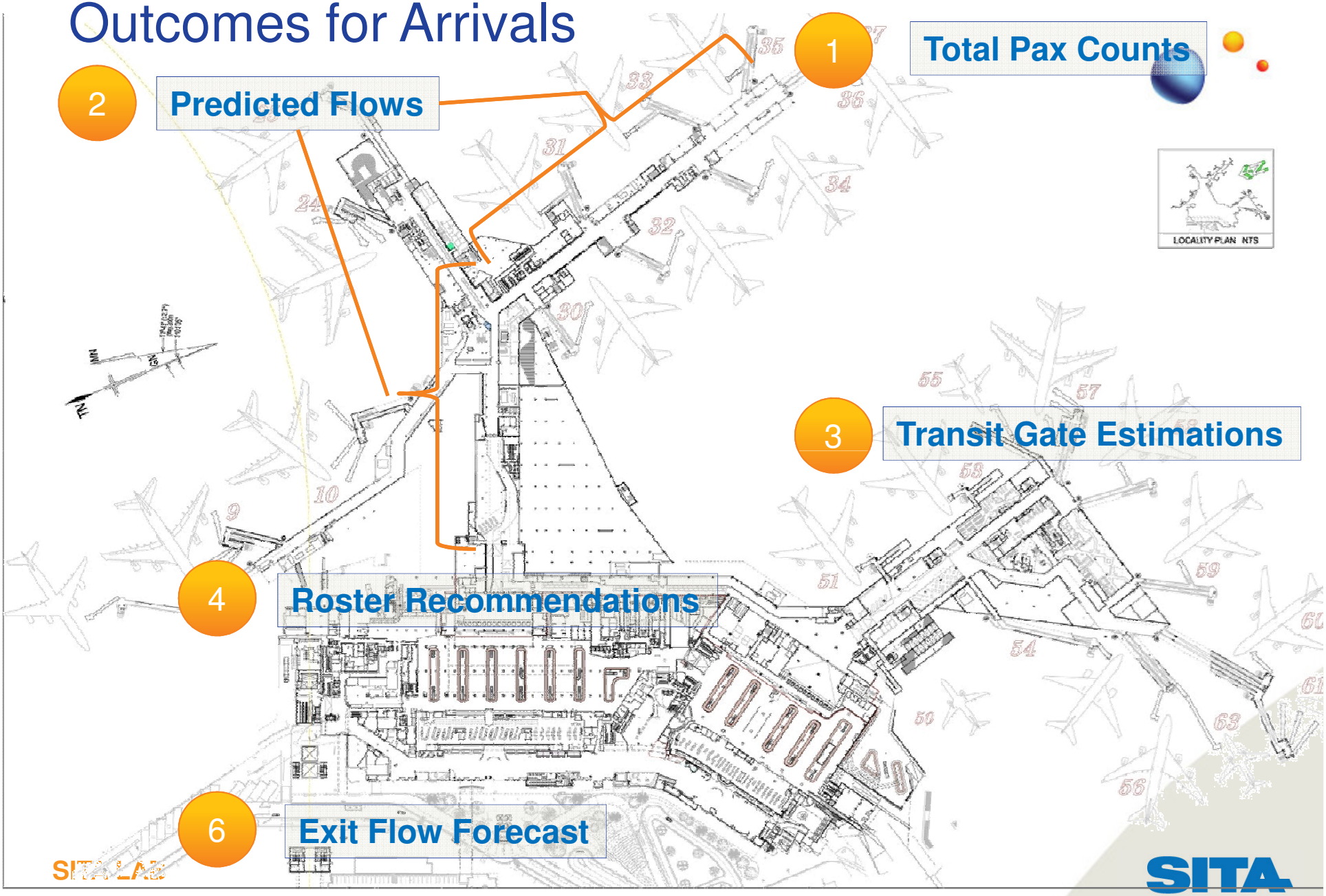
Sydney Airport Big Data Objectives

- Predict accurate passenger flows across airport key facilitation zones, *and in particular during an anomaly.*
  - *E.g. multiple large body aircraft unexpectedly arriving at same time.*

i.e. Tell me something I *don't* know

SITA
Create success. Together

Outcomes for Arrivals



SITA
Create success. Together

Data Sources Used

WiFi Analytics from iFlow

Used to measure time to walk from gates to immigration and verify predictions

Flight Schedules

Used to get scheduled flight data.

FIDS data

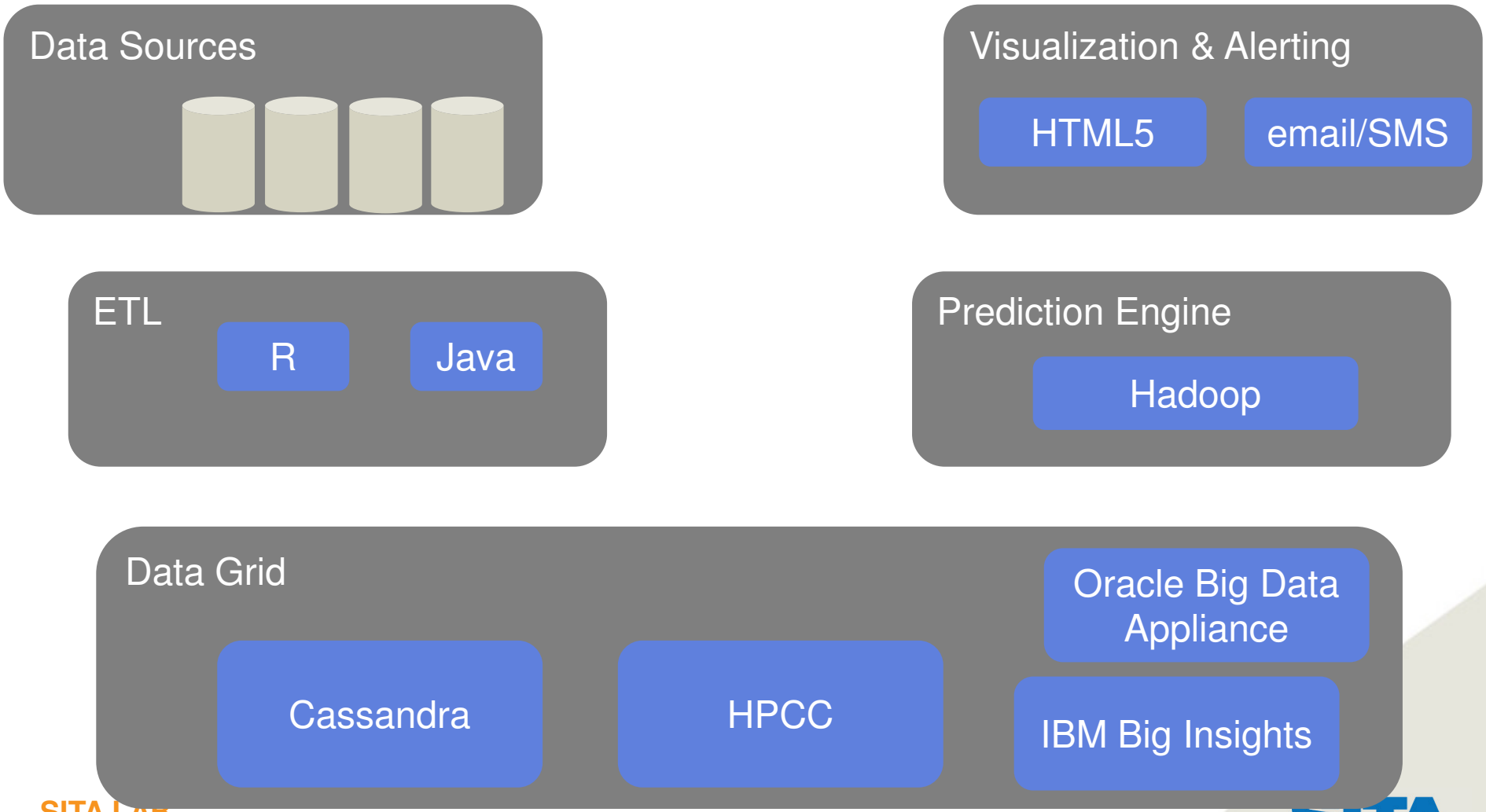
Used get estimated arrival times and passenger counts

Immigration Data

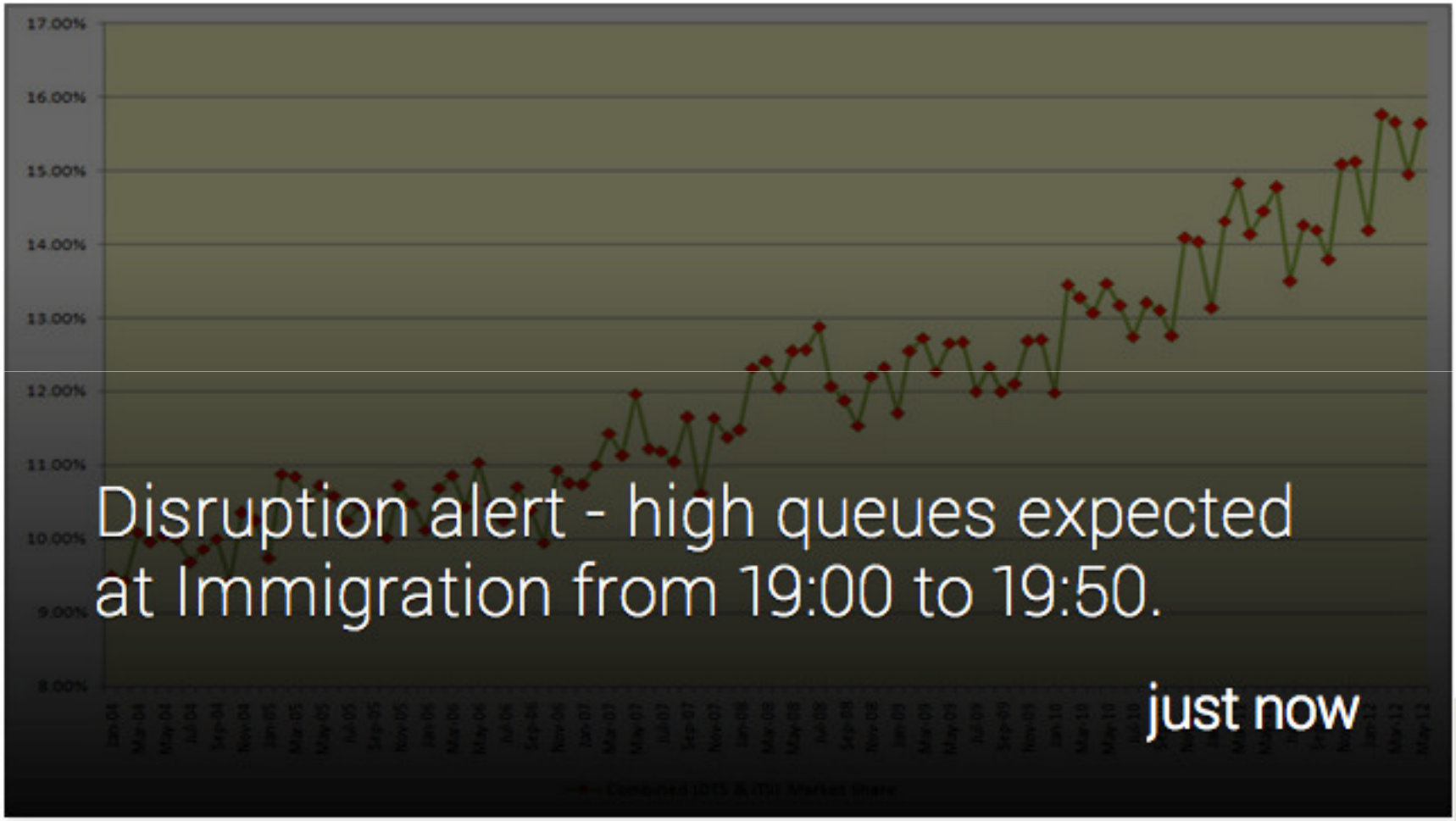
Used to measure processing time at immigration

SITA
Create success. Together

What does Big Data architecture look like?



Google Glass Alert



What did we learn?

- Big Data projects are *not* about the data.
- Big Data projects are about Business Intelligence.
- Don’t be lured into conducting a fishing exercise on your data.
- Set the BI objects at start of project, and stay lazer focused on these objectives.

SITA
Create success. Together

What did we learn?

- You don’t need to commit big dollars for dedicated hardware and specalist software.
  - Run a starter project on commodity cloud servers and open source software.

- Learn by doing.
  - It maybe cheaper for existing staff to learn big data, than a big data expert to learn your business

SITA
Create success. Together

Conclusion

- Start small with Big Data
- Focus on the Business Intelligence
- Tell me something I don’t know.

SITA
Create success. Together