SITA Whole Journey Identity Management

Stephen Challis

17 October 2017

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Whole Journey Identity Management

Smart Path™ Single Token Travel

- Passenger touchpoint development
- Brisbane proof of concept

SITA Labs Community Innovation Programme

- Mobile Passport Control
- US Biometric Exit
- Smart Path Mobile

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A WHOLE JOURNEY APPROACH

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INDUSTRY TRENDS - BIOMETRICS

Airline Trends

% of airlines planning to implement single-travel token solutions by 2020

Airport Trends

% of airports planning to implement single-travel token solutions by 2020

Passenger Trends

% of passengers who would consider using biometrics instead of a passport or a boarding pass

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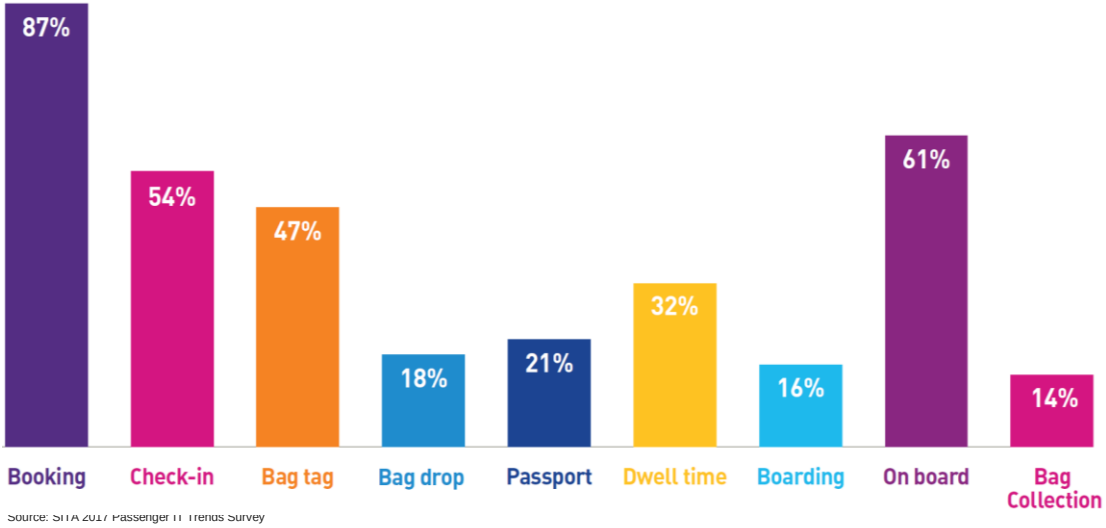
INDUSTRY TRENDS - INVESTMENT

Passenger Use of Technology in Air Travel



Source: SITA 2017 Passenger IT Trends Survey

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SINGLE TRAVEL TOKEN

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

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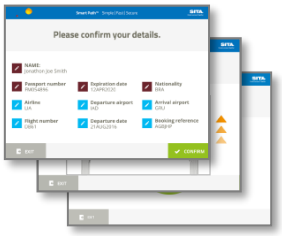
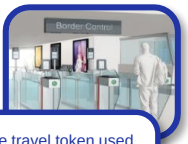
PASSENGER TOUCHPOINTS



Single token updated with bag tag information for reconciliation later during the journey.

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



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

Final verification touch point with biometric exit record shared with Government as required.

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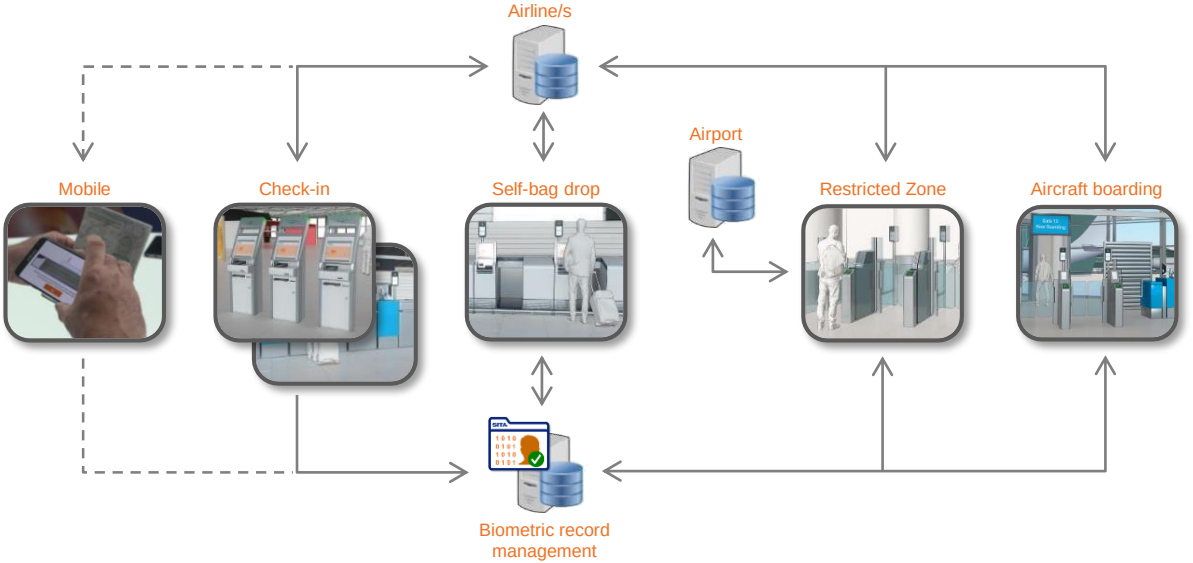
PASSENGER TOUCHPOINTS



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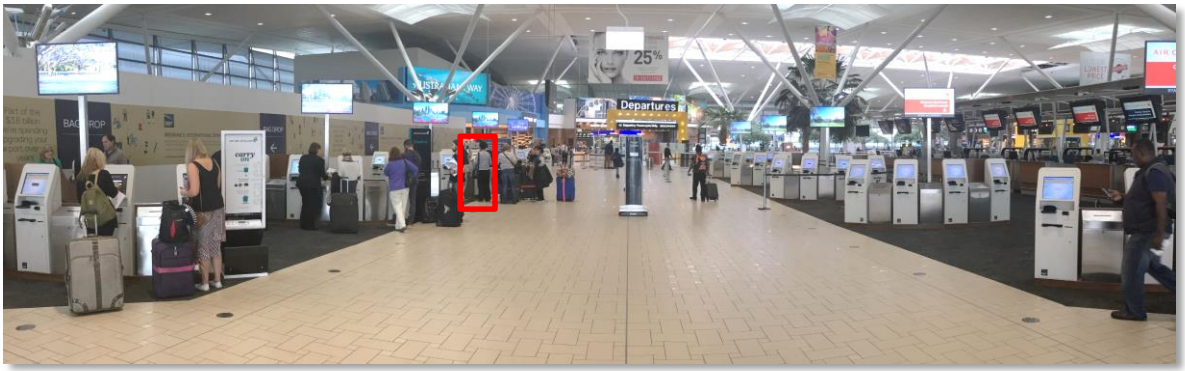
BRISBANE PROOF OF CONCEPT

Overnight plug & play



Our CUSS Smart Path™ enrolment application makes things easy and means CUSS ready airlines don't need to change anything.

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EARLY OBSERVATIONS

On the day support

SINGLE TOKEN

Collection of personal data

Leverage existing standards and conventions

Consistency & quality of documentation

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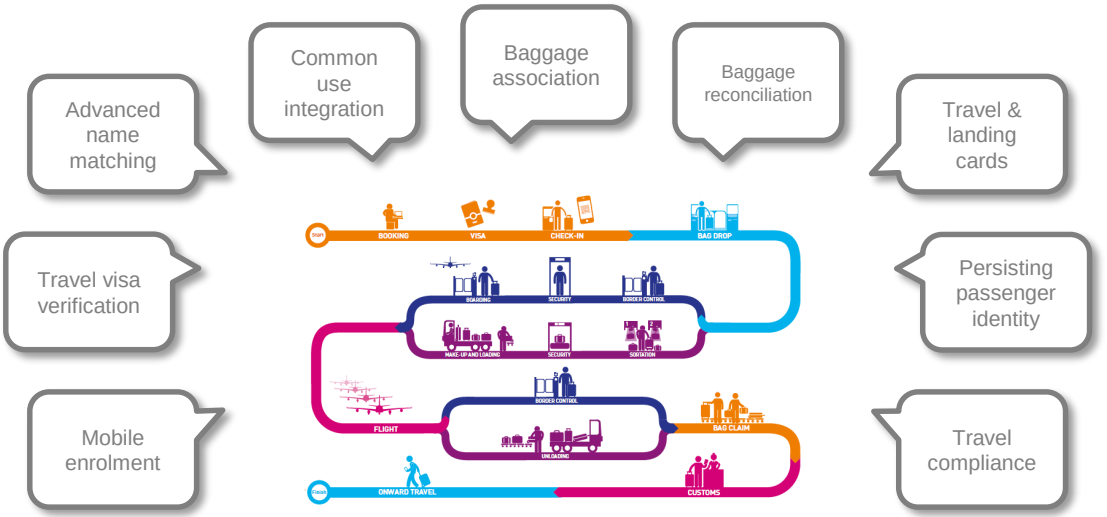
ECO-SYSTEM IMPERATIVES



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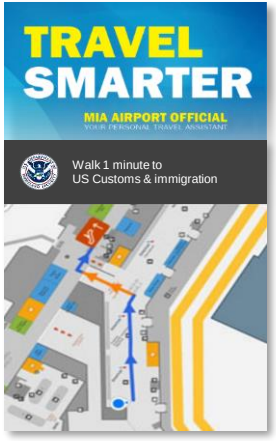
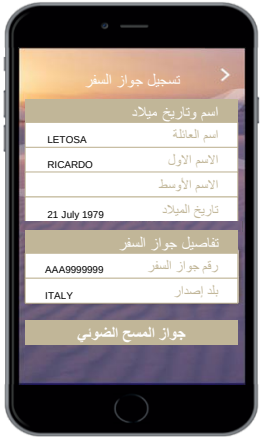
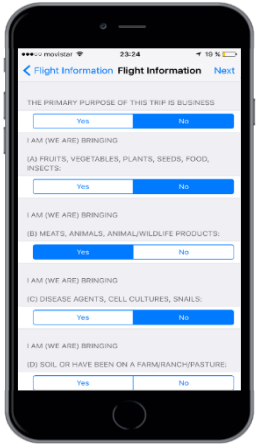
MOBILE PASSPORT CONTROL

Digital customs & immigration, landing card forms







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SMART PATH™ MOBILE

Confirm Identity, perform match & risk assessment, reuse.

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THIS CHANGES EVERYTHING

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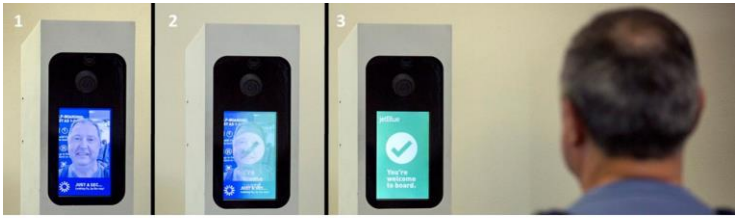
US BIOMETRIC EXIT

One-step Government ‘Traveller Verification Service’

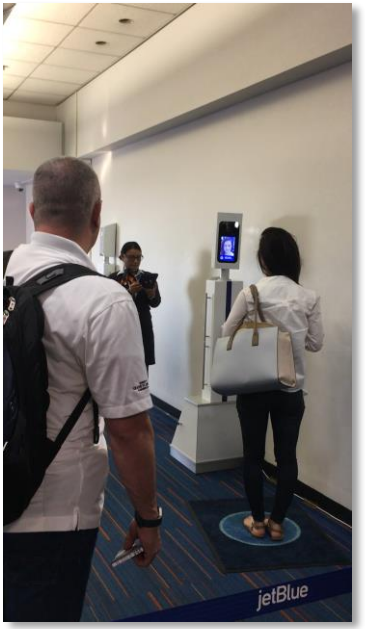


JetBlue will accept selfies as boarding passes

Wednesday, 31 May 2017 | 1:03 PM ET

JetBlue announced on Wednesday that it will becom
airline to use biometric facial recognition technology

- All passengers 14+ years
- Over 90% opt-in
- Reduced air-bridge congestion
- Strong messaging



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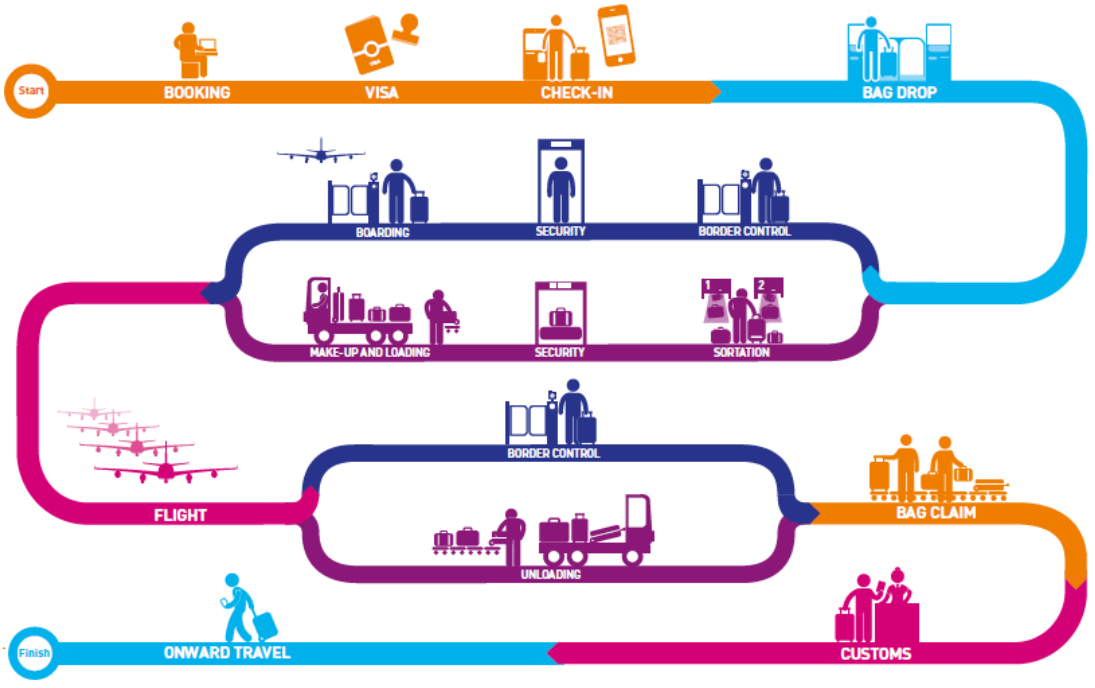
SITA'S A WHOLE JOURNEY APPROACH



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