

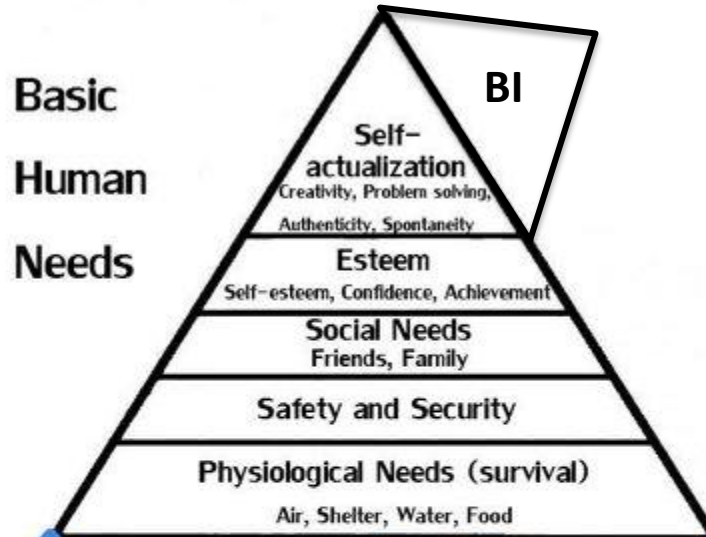


Business Intelligence for Smart decisions. From data silos to meaningful information

SITA

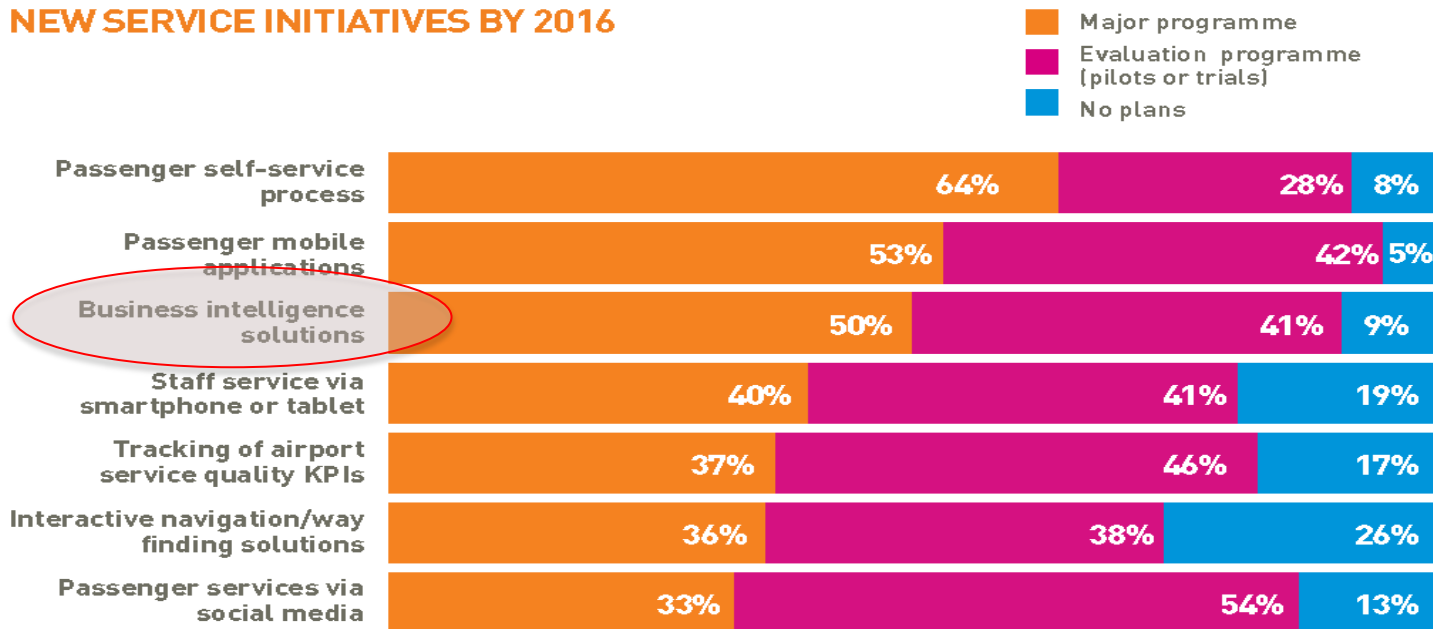
Create success. Together

Needs of the connected traveller



IN 2013 91% of AIRPORTS PREDICATED TO HAVE BI PROGRAMS IN PLACE BY 2016

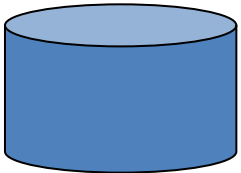
NEW SERVICE INITIATIVES BY 2016



WHAT IS BUSINESS INTELLIGENCE?

- Business Intelligence enables the business to make intelligent, fact-based decisions

Aggregate Data



Database, Data Mart, Data Warehouse, ETL Tools, Integration Tools



Present Data



Reporting Tools, Dashboards, Static Reports, Mobile Reporting, OLAP Cubes



Enrich Data



Add Context to Create Information, Descriptive Statistics, Benchmarks, Variance to Plan or LY



Inform a Decision

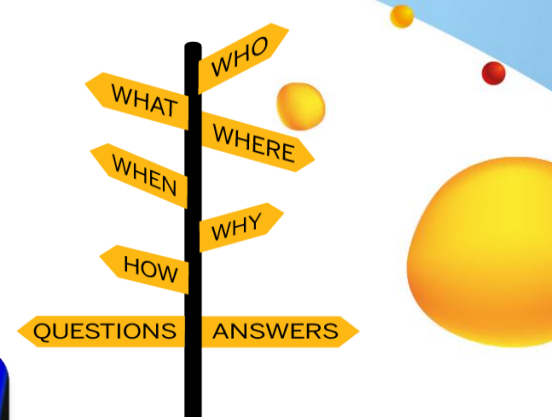


Decisions are Fact-based and Data-driven

KEY BUSINESS REQUIREMENTS

Access to information for decision support

Capture from multiple data sources



Address the data challenges



SILOED



INCONSISTENT



INCOMPLETE



INACCURATE

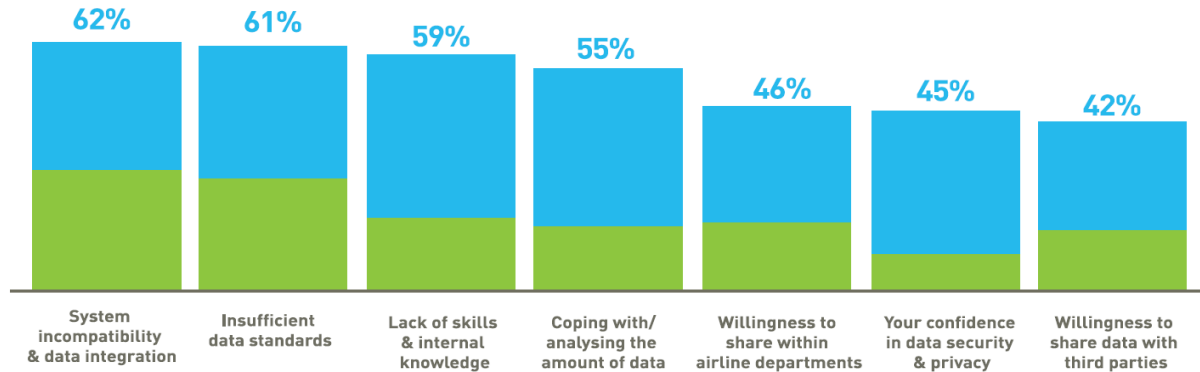


INACCESSIBLE

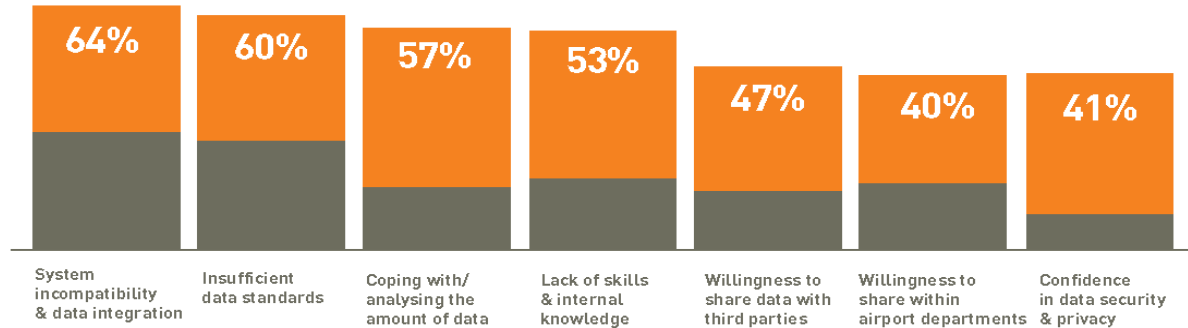
SO, WHAT ARE THE MAIN CHALLENGES



Only 5% of airlines see **no challenges** with data or system compatibility

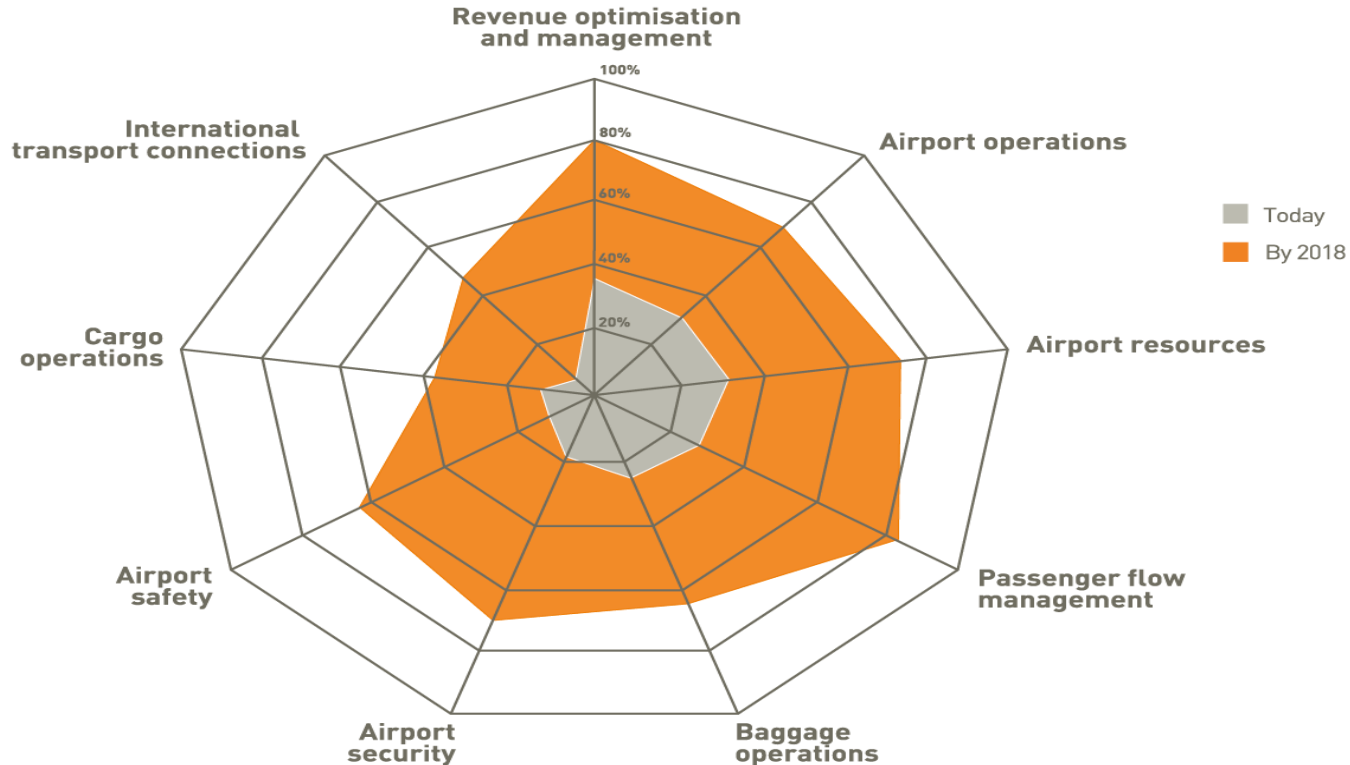


Only 8% of airports have achieved best practice for data access, quality



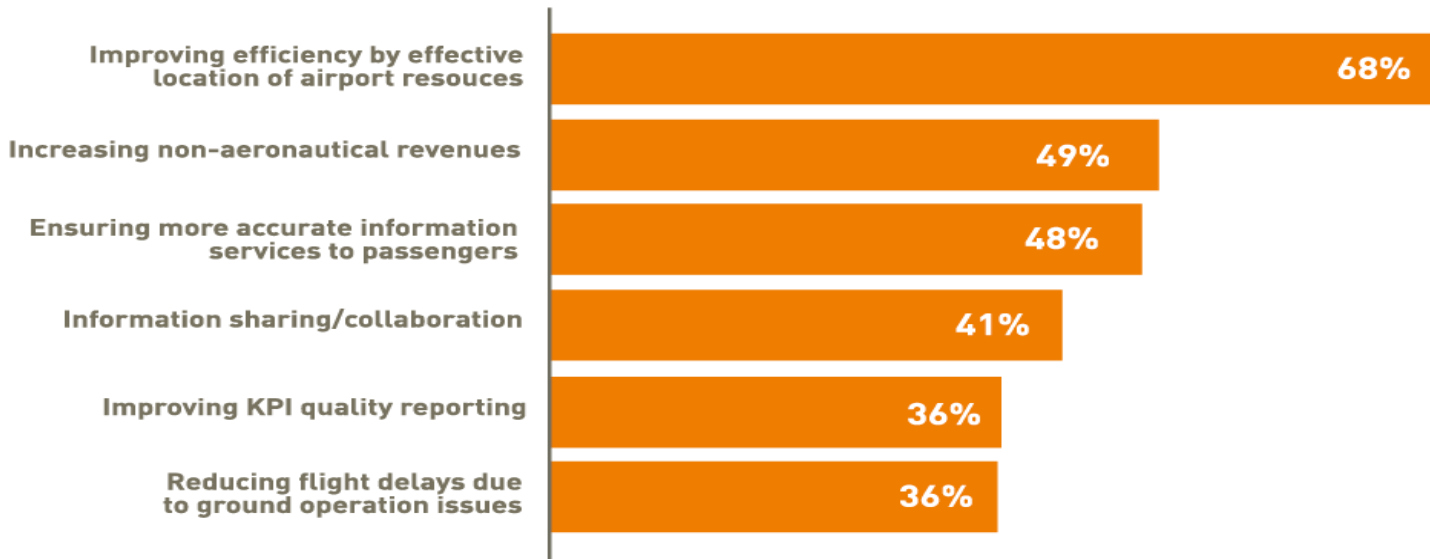
% of airports that consider a significant challenge

BY 2018, PASSENGER FLOW MANAGEMENT WILL BE THE MOST COMMONLY ADOPTED BUSINESS INTELLIGENCE INITIATIVE



% of airports with business intelligence initiatives in place in these areas

THE MAIN BUSINESS VALUES PROVIDED BY BUSINESS INTELLIGENCE



% of airports indicating business intelligence delivers high value

From 2013 to 2016

- But more is happening around us and the first good BI use cases being launched
- Lets look listen and learn from
 - ROME AIRPORT STUDY
 - CHAMP CARGO SYSTEMS
 - BI AT ATHENS AIRPORT