

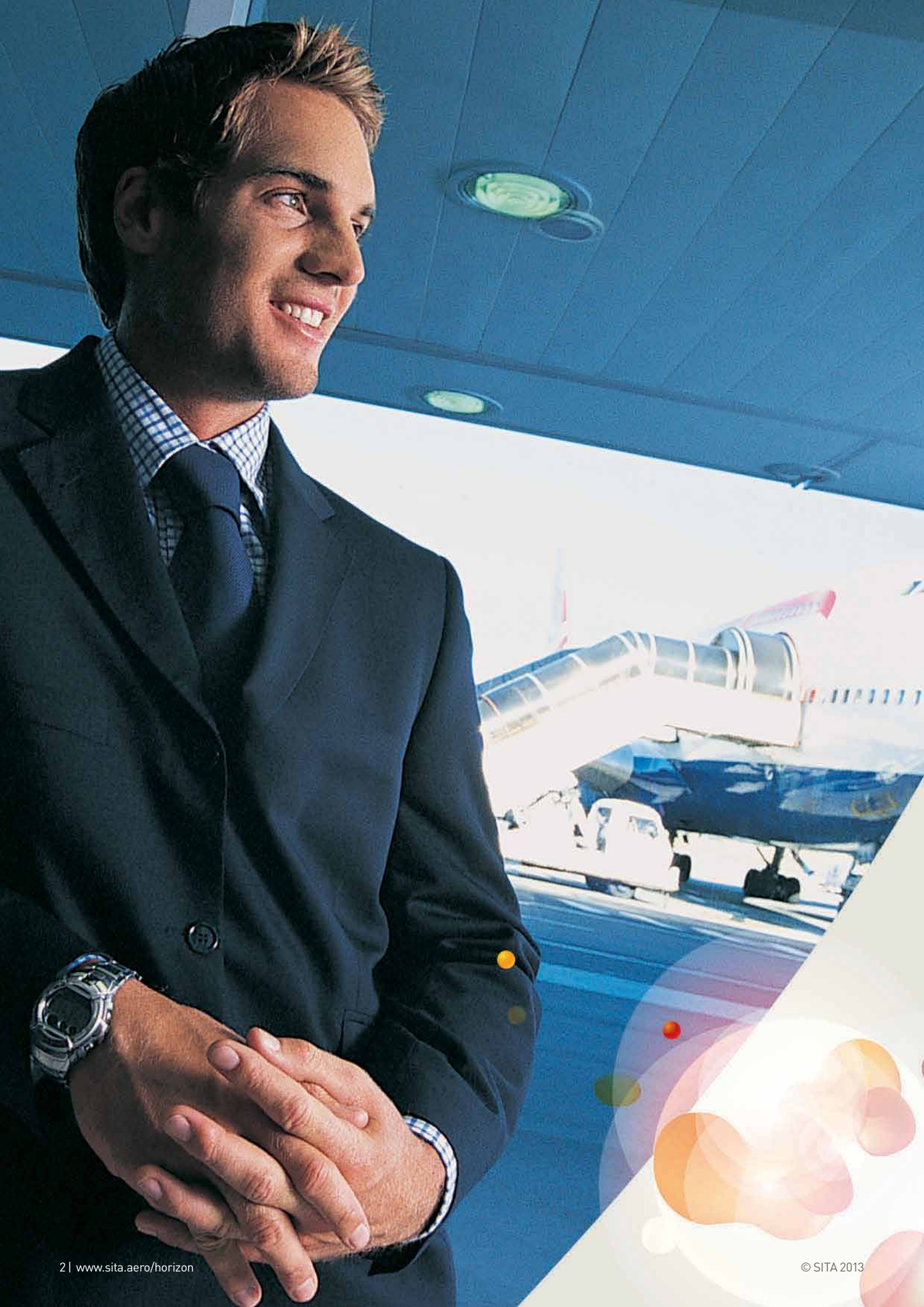
# A NEW ERA IN PASSENGER SERVICES

**HORIZON**  
THE AGILE AIRLINE  
PASSENGER  
SERVICES SYSTEM

**SITA**

Create success. Together







# REDEFINING PASSENGER MANAGEMENT

**We are in a new era of airline distribution and service in which ground-breaking technology, new platforms and smart mobile devices have combined to raise passenger expectations to the point at which they expect uninterrupted access to data and services, no matter where they are.**

Passengers are demanding uniquely personal purchasing and travel experiences and airlines are under immense pressure to deliver them consistently through every channel. It's proving to be a challenge for airlines given the inflexibility of many legacy IT infrastructures and the lack of suitable Passenger Services Systems (PSS) on the market.

## UNTIL NOW.

Horizon is SITA's new next-generation PSS and it offers a real alternative, a system that responds to airlines' changing needs and enables them to determine their own unique business model. It offers the agility and personalization this new era requires.

SITA's new PSS is designed from the ground up and exploits the latest architecture and technologies, offering airlines a PSS free from the constraints of legacy systems.





# WHY NEXT-GENERATION?

Passengers are now setting the standard that drives an airline's IT strategy. Their expectations about the way they book and manage their travel experiences are constantly changing. Today, they want seamless and personalized service on demand, at every stage of their journey, no matter where they are and no matter where they travel.

If airlines are going to respond, they will need IT systems that can not only meet these increasingly sophisticated demands, but can also cope with a volume of demand that is growing fast. At the same time, they will want technology that will help them reach their business goals, such as optimizing multi-channel distribution,


delivering personalized services and offers, and increasing efficiency through automation. So it's not surprising that over the next three years, close to 50% of airlines are planning major programs to upgrade their core passenger systems.\*

In short, they will require a next-generation PSS powered by an agile processing platform.

## What airlines are telling us\*

- In 2010, less than 40% of airline sales were made by direct channels. In 2016, airlines expect this to grow to over 60%
- 9 out of 10 airlines are investing in the expansion of ancillary services sales
- Almost all airlines are investing in customer relationship solutions to enable personalization
- All airlines are investing in business intelligence solutions.

\* 2013 SITA Airline  
IT Trends Survey



A PSS is fundamental to the operations of every airline, but a next-generation PSS can be so much more – it can play a vital role in helping airlines deliver their strategic objectives, whether that's to reduce costs, boost revenue, drive growth or increase customer lifetime value.

Many airlines still operate first-generation legacy systems. While these brought much needed efficiency to passenger management and distribution, they are inflexible and siloed, preventing airlines from taking full advantage of the opportunities afforded by the changes in technology and consumer lifestyles.

In their struggle to accommodate these changes, many first-generation legacy passenger service systems have been pushed to their limits and their continued use is clearly not an option

Second-generation solutions, which surround legacy PSS systems with new capabilities such as caches and robots, provided an interim solution but are also proving too complex and costly to continue to run and enhance. The only way forward is for airlines to adopt systems based on the third-generation technologies that will let them adapt to constant change and cope with the demands of high volume multi-channel sales and servicing.

Business strategies don't stand still, they evolve. Sales models change over time, and airlines need to be able to operate efficiently and profitably under any circumstance. If they are to deliver personalized services and offers, increase efficiency and make the most of every extra revenue opportunity, they need to be agile.

Of course, no two airlines are alike. They are all evolving in different ways. Some want to become more 'hybrid' and no longer operate in a purely 'traditional' or 'low cost' manner. They therefore need a PSS solution based on an agile platform that will enable them to deploy new business processes that support their strategies and help them speed to market in a cost efficient manner.

## WHICH GENERATION?

### 1<sup>ST</sup> GENERATION SYSTEM

PLATFORM BASED  
ON ORIGINAL LEGACY  
PASSENGER SYSTEM

### 2<sup>ND</sup> GENERATION SYSTEM

PLATFORM BASED ON  
LEGACY PASSENGER  
SYSTEM WITH  
MIDDLEWARE TO  
SUPPORT NEW  
APPLICATIONS

### 3<sup>RD</sup> GENERATION SYSTEM

PLATFORM BASED  
ENTIRELY ON A  
SERVICE-ORIENTED  
ARCHITECTURE  
AND HOLISTIC DATA  
MODEL, RUNNING  
ON SCALABLE  
OPEN SYSTEMS







# THE AGILE AIRLINE PASSENGER SERVICES SYSTEM

After years of ongoing investment and technological development, SITA is completing its move to an open systems-based PSS. By doing so, it is offering airlines a radically improved solution with highly innovative functionalities for increased competitiveness in a rapidly changing environment.

Unlike first and second-generation systems that still have a dependency on legacy core systems, Horizon is SITA's new third-generation PSS built on an agile platform using the latest technologies.

This enables SITA to offer airlines new functionality and ongoing innovation. The platform provides a layered architecture to deliver service-oriented business processes that can be reused across the Horizon portfolio, based on open standards and a next-generation data model.

## SITA IS REDEFINING PASSENGER MANAGEMENT WITH AN INDEPENDENT, FLEXIBLE, VALUE-CENTRIC ALTERNATIVE FOR PROGRESSIVE AIRLINES.

### AGILE DESIGN

Horizon's flexible foundations are responsive to change, enabling new processes to be implemented without the need for a major overhaul. Agile access to data means that rich information can be available to any interface and process that requires it, and analyzed to generate business intelligence.

### AIRLINE CONTROLLED

Airlines can self-manage configuration, processes, parameters, business rules, workflows and product definition to make changes and get to market faster without any extra costs or delay. Code share and interline links with airline partners can be self-implemented and managed by the airline.

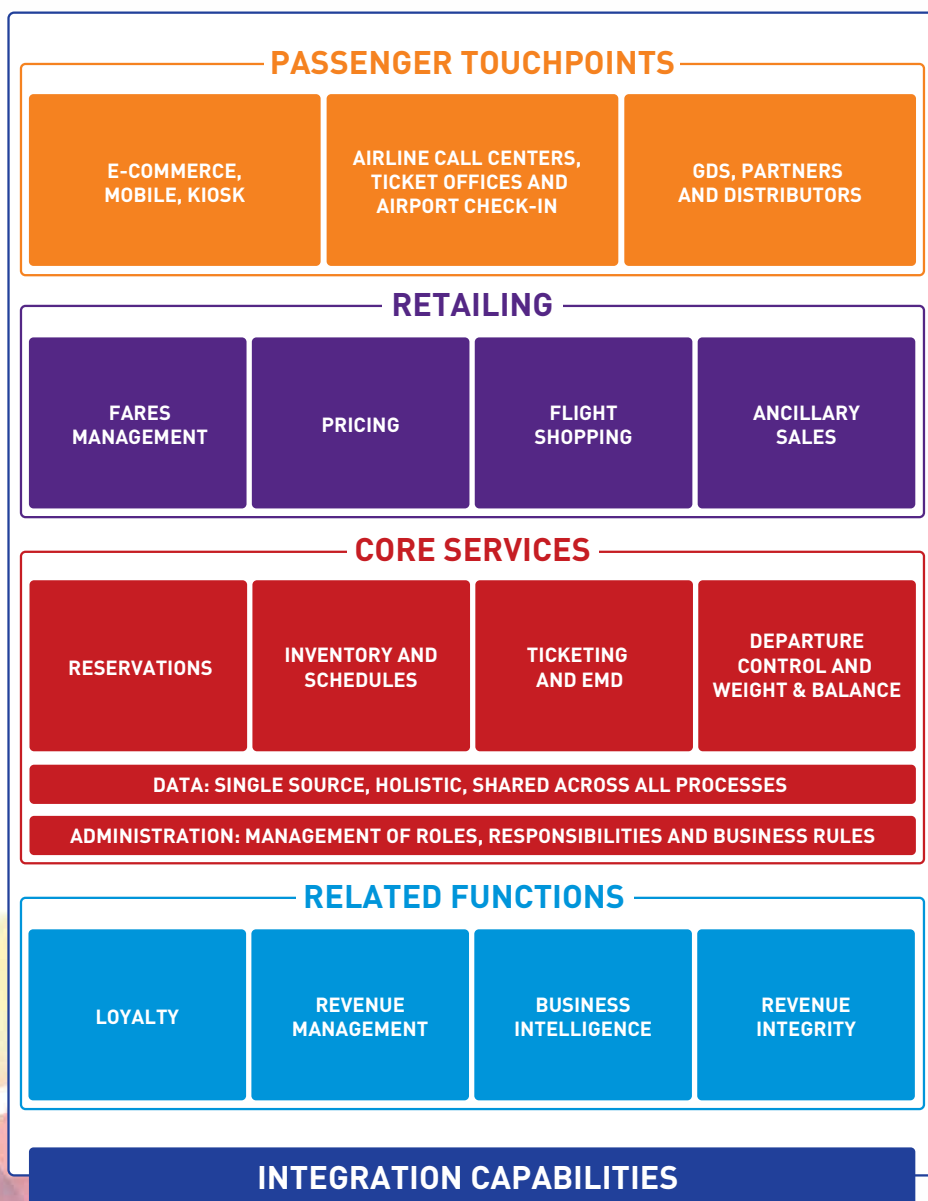
### INTELLIGENT SALES

Airlines can be more creative, and more precise, in the way they personalize, package, target and deliver their offers and services through multiple channels, and even on board the plane.

### RESPONSIVE SERVICE

Horizon enables customers to be recognized by their value and experience with the airline. Fast and efficient responses based on individual customer needs, can be delivered quickly and efficiently across all channels and touchpoints.

# HORIZON PASSENGER SERVICES SYSTEM PORTFOLIO





# MORE PRECISE, MORE PERSONAL

To meet the demands of a new era in travel, Horizon PSS has undergone a major transformation and provides:

- Sophisticated, direct and multi-channel retailing across the passenger journey
- Fast-acting, context-aware and intelligent pricing and inventory control
- Deep customer intimacy and social network integration
- Seamless multi-channel self-service across the passenger journey
- Integrated near real-time business intelligence and the potential for 'Big Data' integration and exploitation
- Customizable workflows and business processes
- Hands-on control by the airline.

## THE HORIZON PASSENGER SERVICES SYSTEM IS A COMPLETE SOLUTION


- The core services, reservations, inventory, ticketing and departure control are complemented by merchandising, fares management, pricing and shopping capabilities
- Interfaces are provided for direct and third-party distribution, self-service booking and customer service technologies including web, kiosk and mobile applications
- Related functions include revenue management tools, loyalty and business intelligence solutions
- Horizon provides open interfaces that quickly and reliably integrate the PSS with customer and third-party systems.



# WHY IS HORIZON THE RIGHT PSS FOR YOU?

Horizon molds to your airline's changing needs, giving you the unique ability to manage your destiny as you adapt, evolve and grow.

We provide modular, flexible and versatile growth solutions accompanied by our dedicated expertise in the air transport industry.



**HORIZON OFFERS EVERY AIRLINE A FLEXIBLE TECHNOLOGY PLATFORM UPON WHICH THEY CAN ADAPT AND GROW WITHOUT LIMIT**

## WANT TO CONTROL YOUR OWN SYSTEM?

With flexible deployment of individual, best-of-breed solutions that complement your existing suite of technologies, Horizon's open system modules are available on hosted, licensed, multi-tenant, cloud and hybrid bases.

## NEED RICH FUNCTIONALITY IN NEXT-GENERATION SYSTEMS?

Horizon is endowed with the extensive functionality you would expect of a dedicated air transport industry supplier. Horizon provides hosted services that enable multi-channel distribution, customer value recognition, merchandising, interlining and alliance compliance.

## NEED NEXT-GENERATION TECHNOLOGY WITH COMMUNITY BENEFITS?

Horizon offers the breadth of functionality you require in a bundled solution, giving you access to next-generation capabilities and compliance with mandates that are too costly for airlines to provide in-house.

## WANT TO ADOPT HYBRID MODELS?

Horizon gives you the flexibility to grow or simplify your operations in response to the market. Simplified staff training, direct distribution, selective third-party distribution, self-implemented interlining and code share and merchandising all support your profitable transition to new business models.





# WHY SITA?

**Let's start with our experience, expertise and complete dedication to the air transport industry. We are also the largest independent supplier to the industry and offer the broadest portfolio of services and solutions on the market.**

- Horizon is already used by more than 150 airlines, alliances and ground handlers worldwide
- SITA boarded over 120m passengers using its reservations system in 2012
- SITA checked in over 147m passengers via departure control in 2012.

## **BY AIRLINES, FOR AIRLINES**

Horizon is built with next-generation technology, providing airlines with a viable, sustainable alternative. And with SITA being owned by the air transport industry, we have worked closely with airlines to develop a system that meets the airlines' and their partners' requirements.

## **GDS-NEUTRAL**

SITA is GDS-neutral and totally focussed on helping airlines deliver their objectives and achieve their ideal distribution channel mix. Horizon enables distribution through all channels, including travel agents via GDS and direct connection, alliance and code share partners, as well as consumers using online, mobile and social media.

## **WELL-BALANCED COMMUNITY**

Our growing Horizon PSS community isn't dominated by a single airline, tier or type. This means that SITA can respond to the needs of every airline, whether it is looking for full service PSS capabilities, community benefits, support for hybrid growth or unique solutions and individual PSS components. Each airline can participate in the innovation and product roadmap.

## **NEXT-GENERATION COMMITMENT**

SITA is making significant investments in next-generation passenger services and the on-going development of the entire Horizon portfolio. As a result, airlines will benefit from a new PSS that has been designed from the ground up, with the latest technology and an agile service-oriented architecture. Horizon provides the integrated application infrastructure necessary for this new era of multiple channels, retailing and personalization.



## SITA AT A GLANCE

**The air transport industry is the most dynamic and exciting community on earth – and SITA is its heart.**

- Our vision is to be the chosen technology partner of the industry, a position we will attain through flawless customer service and a unique portfolio of IT and communications solutions that covers the industry's every need 24/7.
- We are the innovators of the industry. Our experts and developers keep it fuelled with a constant stream of ground-breaking products and solutions. We are the ones who see the potential in the latest technology and put it to work.
- Our customers include airlines, airports, GDSs and governments. We work with around 500 air transport industry members and 2,800 customers in over 200 countries and territories.
- We are open, energetic and committed. We work in collaboration with our partners and customers to ensure we are always delivering the most effective, most efficient solutions.
- We own and operate the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.
- We are 100% owned by the air transport industry – a unique status that enables us to understand and respond to its needs better than anyone.
- Our annual IT surveys for airlines, airports and passenger self-service are industry-renowned and the only ones of their kind.
- We sponsor .aero, the top-level internet domain reserved exclusively for aviation.
- In 2011, we had consolidated revenues of US\$1.517 billion (€1.09 billion).

For further information, please visit **[www.sita.aero](http://www.sita.aero)**



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