

Agenda – Smart Airports

- AIRPORT IT TRENDS
- AIRPORT INFRASTRUCTURE
- END TO END PASSENGER JOURNEY
- AIRPORT MANAGEMENT SYSTEMS
- AIRPORT BUSINESS INTELLIGENCE

SITA AIRPORT PORTFOLIO

End-to-End Solutions & Services



ATI CLOUD



ICT INFRASTRUCTURE



PUBLIC
ANNOUNCEMENT



FIDS



AIRPORT
MANAGEMENT



PAX FLOW



AIRPORT BUSINESS
INTELLIGENCE

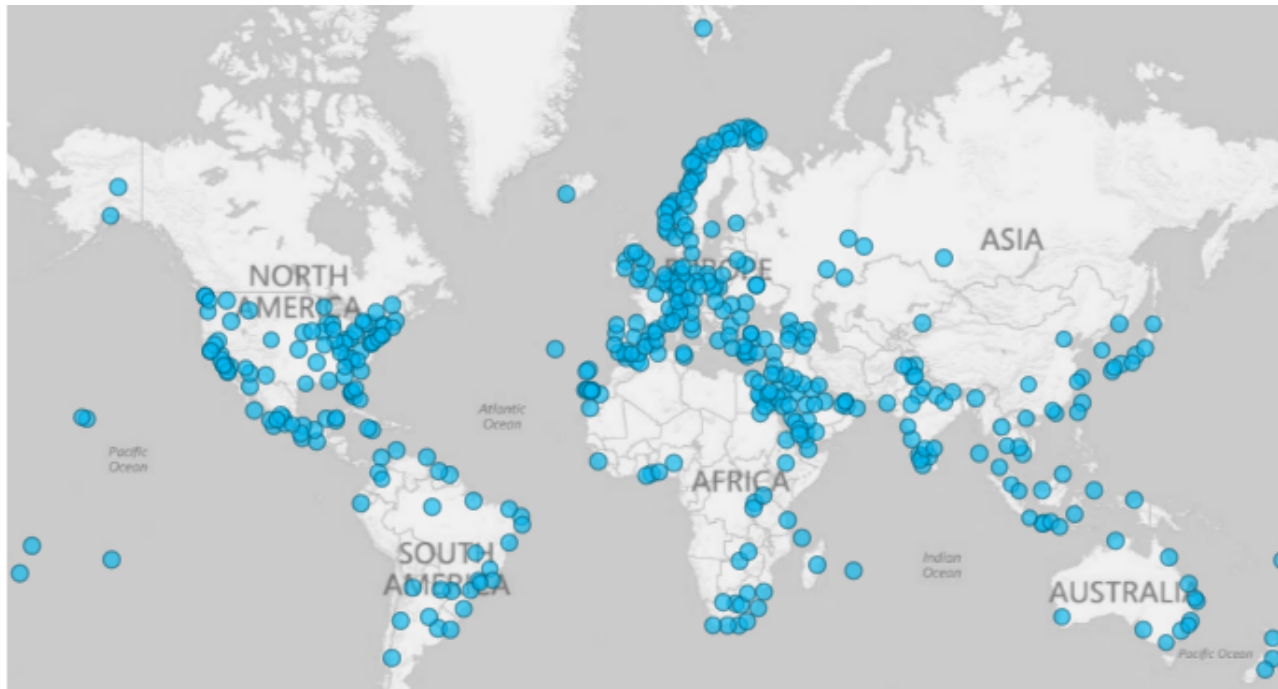
AIRPORT BUSINESS PORTFOLIO

SITA's position as the #1 ICT provider at airports is based on a broad and cloud enabled business and technology solution portfolio



* Launching in Q4 2015

SITA'S AIRPORT FOOTPRINT



Select Customers

- Amman
- Amsterdam
- Barcelona
- Beijing
- Chicago
- Frankfurt
- Gatwick
- Hong Kong
- Istanbul
- Johannesburg
- Los Angeles
- Madrid
- Miami
- Mumbai
- Orlando
- Osaka
- Sao Paulo
- Shanghai
- Singapore
- Sydney
- Tel Aviv
- Toronto
- Zurich

MSI: Baku, Bogota, Guarulhos (GRU)

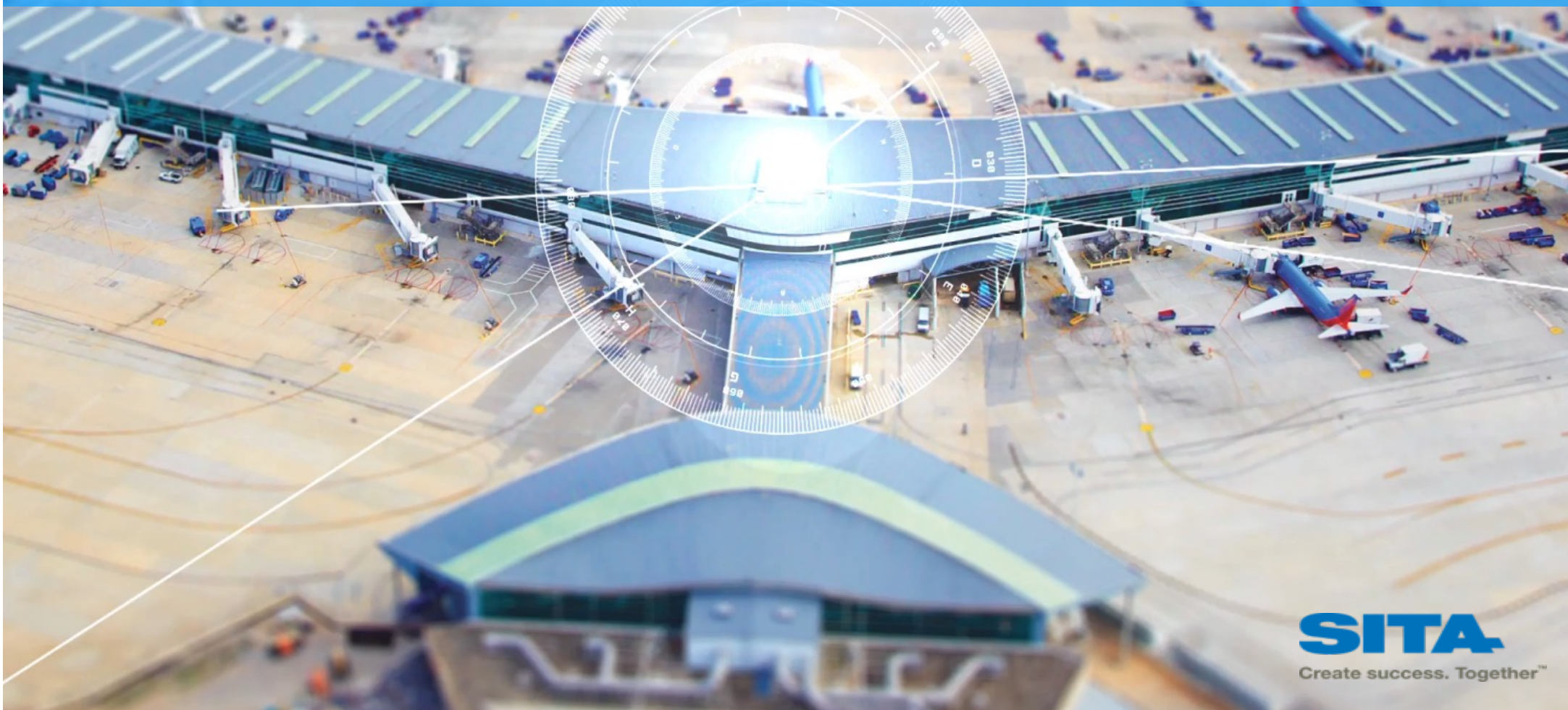
Outsourcing: Dusseldorf, Heathrow

Self Bag Drop: Brisbane, Melbourne, Singapore

Self Boarding Gates: Singapore, Vienna, Zurich

AIRPORT TRENDS 2015

MATTHYS SERFONTEIN, VP-AIRPORT SOLUTION LINE



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AIR TRANSPORT IT TRENDS: SURVEYS AND REPORTS

Airline IT Trends

AIRLINE BUSINESS

Passenger IT Trends



ATW



Airport IT Trends

ACI

Baggage Report

ATW

SITA

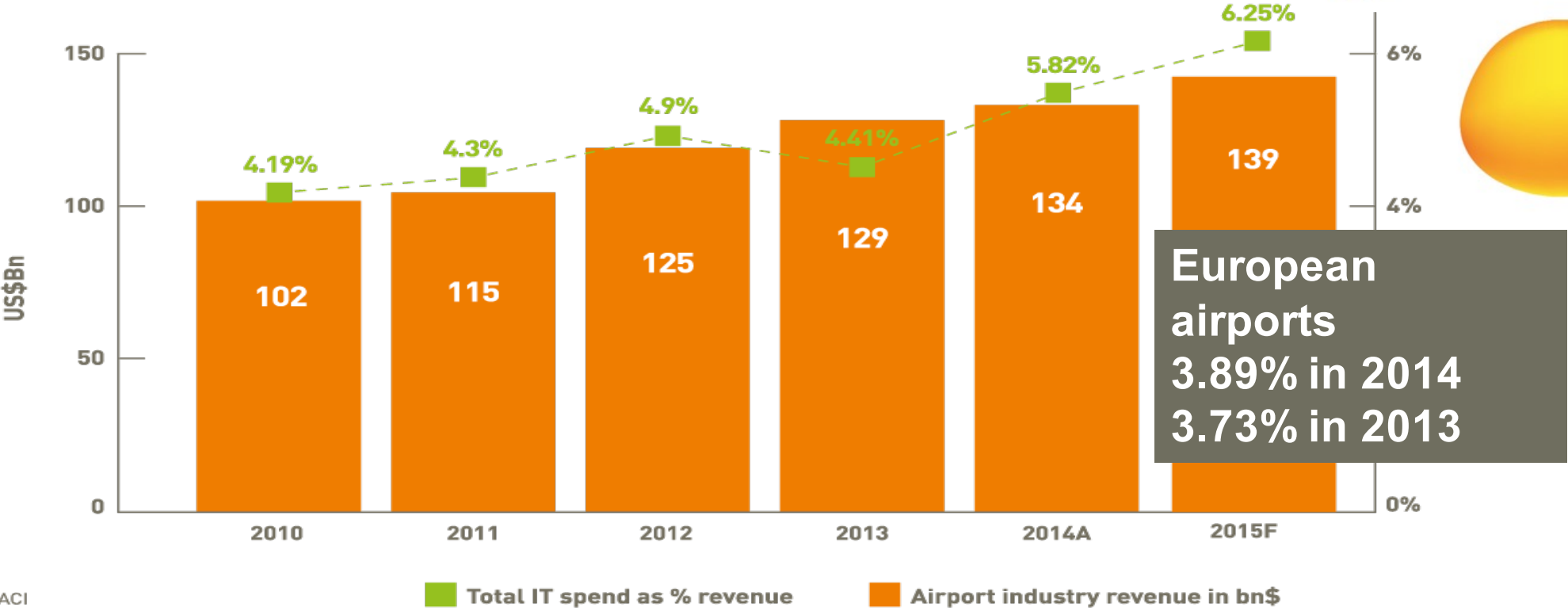
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HIGHLIGHTS



- **IT investment increasing**
- **Passengers are priority**
- **New technologies**

IT BUDGETS: US\$8.7 BILLION IN 2015



#1 PRIORITY: PASSENGER PROCESSING



73%

**Passenger
processing**



40%

Operations

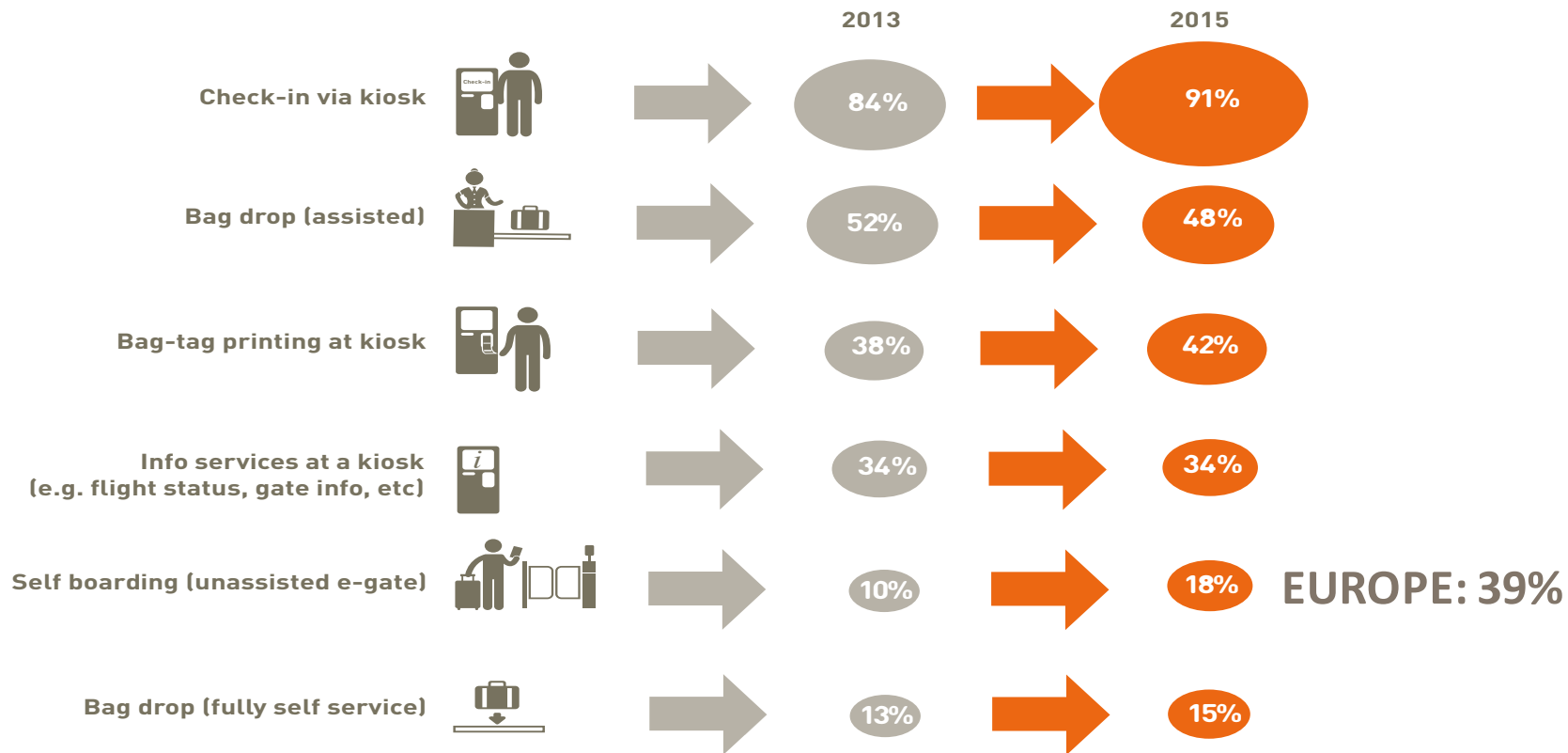


39%

Baggage processing

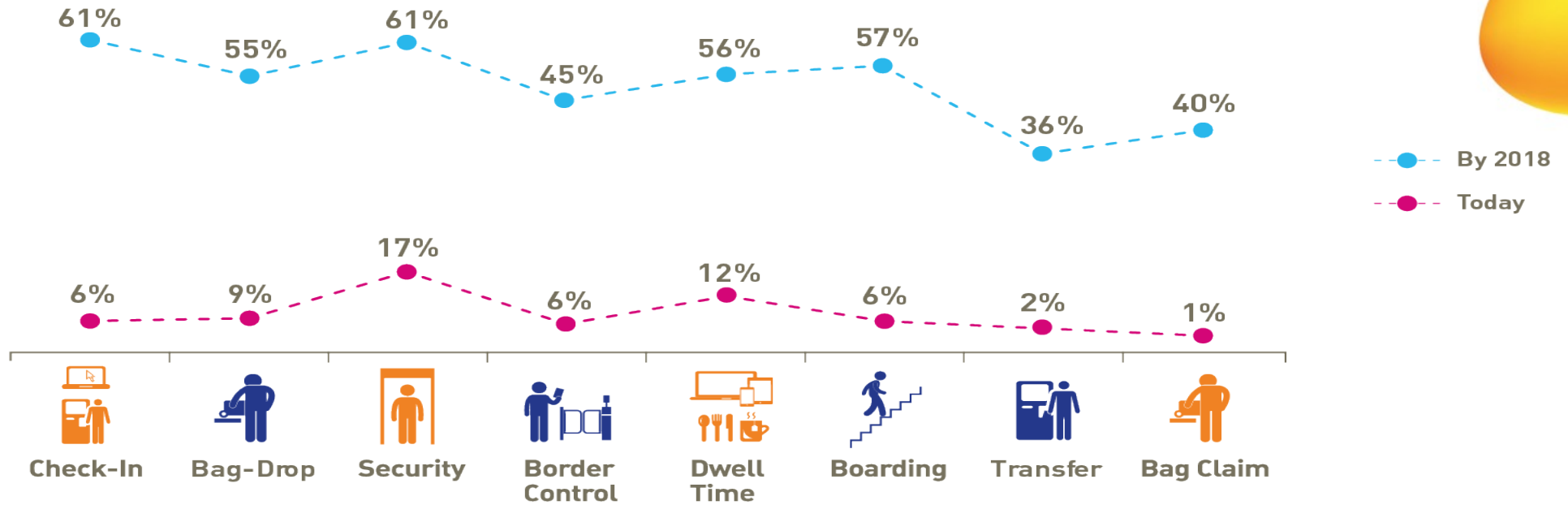
% of airports considering these as 'high priority'

SELF-SERVICE OPTIONS FOR PASSENGER AND BAGGAGE CHECK-IN INCREASE



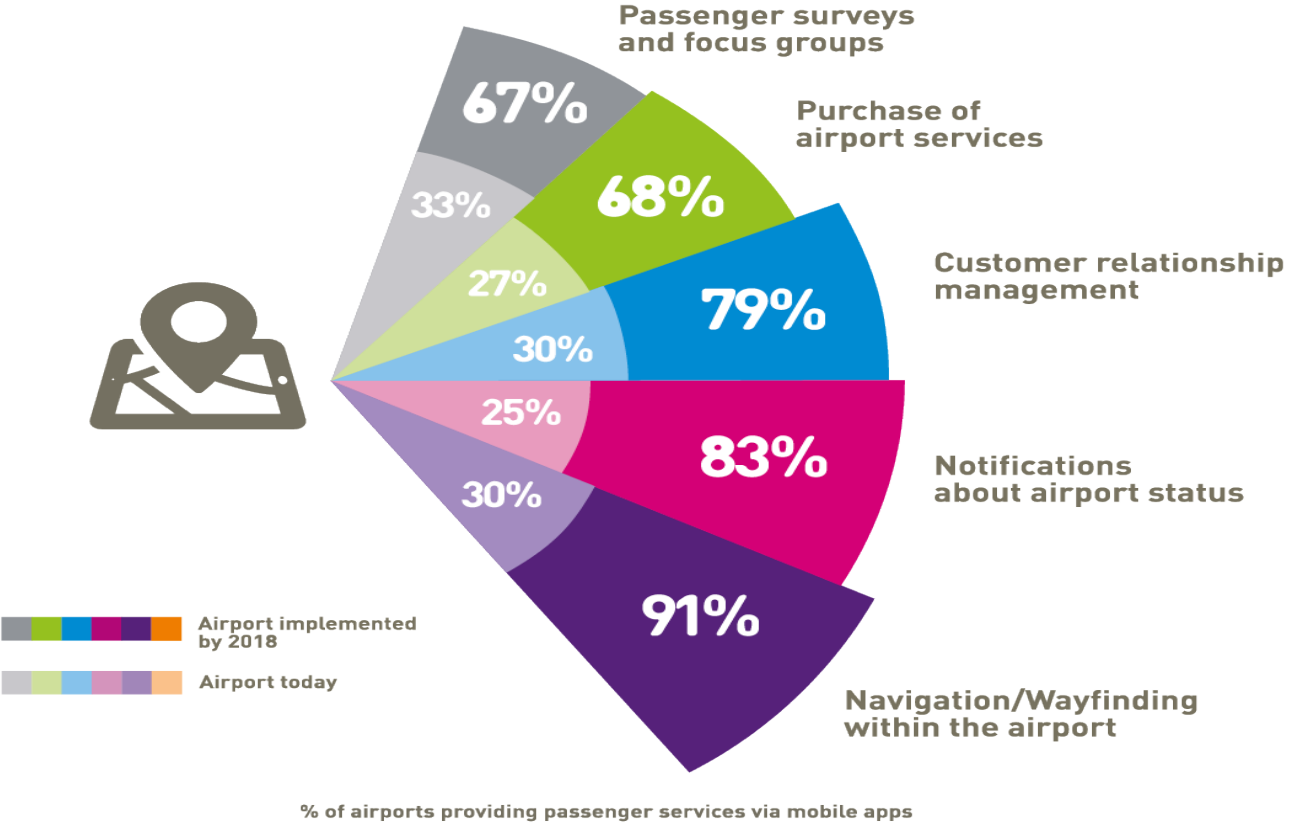
% of airports that have implemented check-in options in the year.

AIRPORTS LOOK TO SENSORS FOR BETTER PASSENGER EXPERIENCE

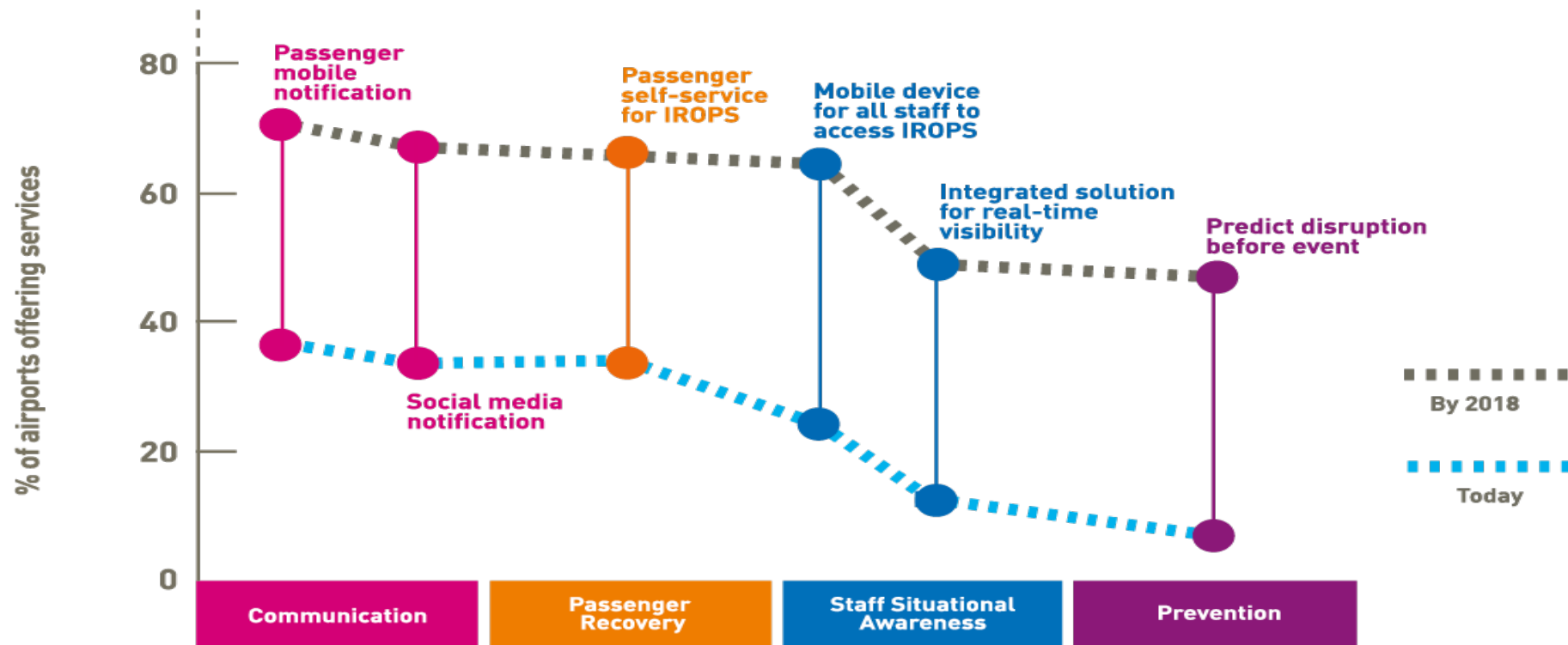


% of airports with sensor initiatives by 2018

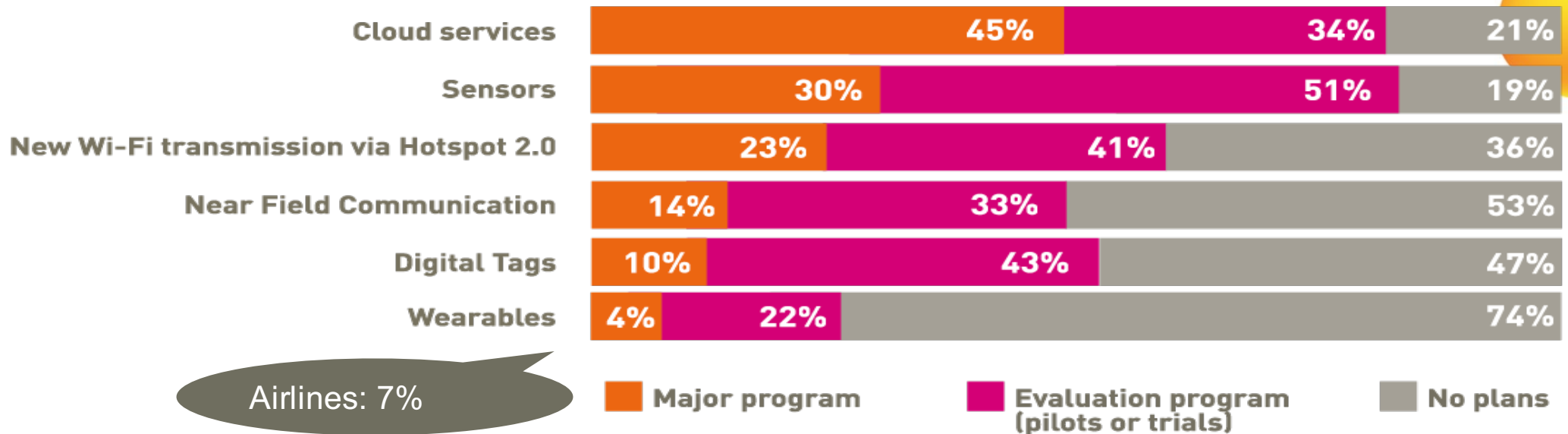
REAL-TIME 'DAY OF TRAVEL' INFORMATION SERVICES



IRREGULAR OPERATION SERVICES (IROPS) TODAY AND BY 2018

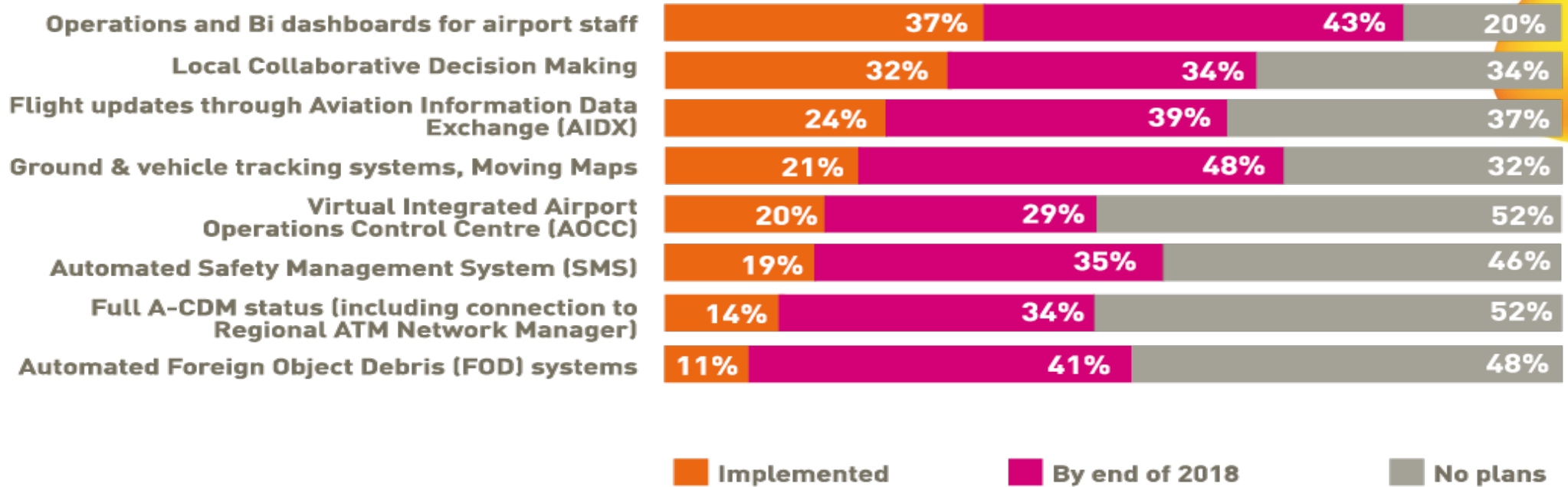


NEW TECHNOLOGY TRENDS



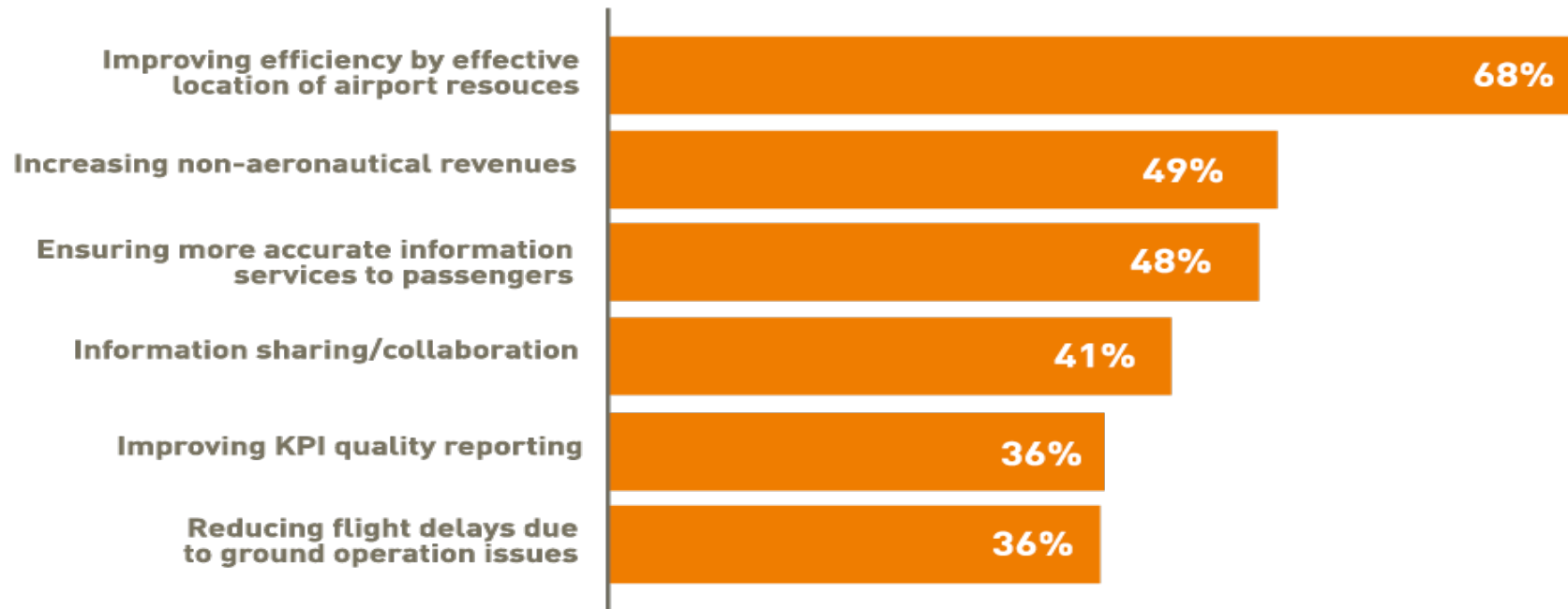
% of airports with new technology initiatives by 2018

TOP TECHNOLOGY TRENDS BY 2018



% of airports planning operations service initiatives

THE MAIN BUSINESS VALUES PROVIDED BY BUSINESS INTELLIGENCE




% of airports indicating business intelligence delivers high value

SUMMARY



- **Technology investments continue to increase**
- **Improvements will be felt by both passengers and airport operators**
- **The Internet of Things is coming as airport CIOs invest in smarter technology for a smarter airport**



**Download the 2015 Airport IT
Trends Survey at:**

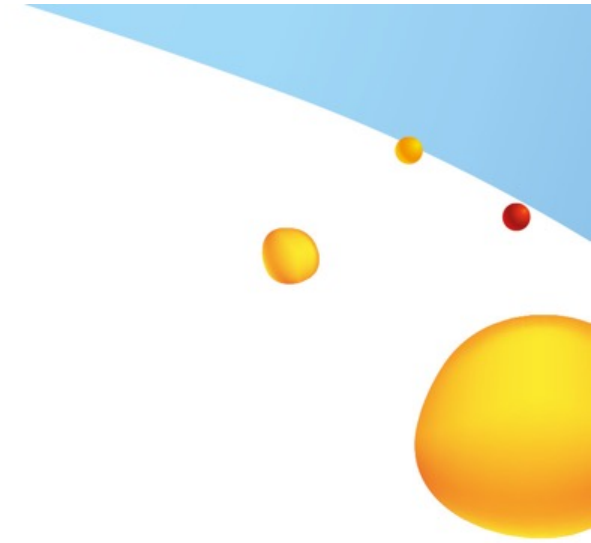
www.sita.aero/surveys

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Communications and Infrastructure

Value proposition for airports

Nathalie Abdallah -VP Business Management CIS

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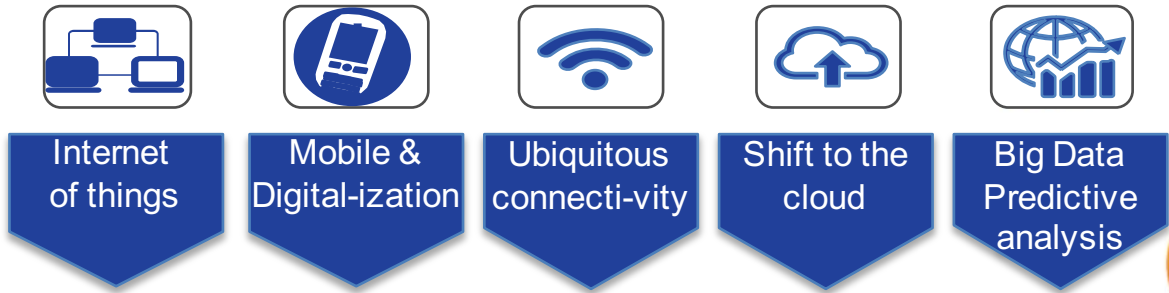
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TECHNOLOGY TRENDS








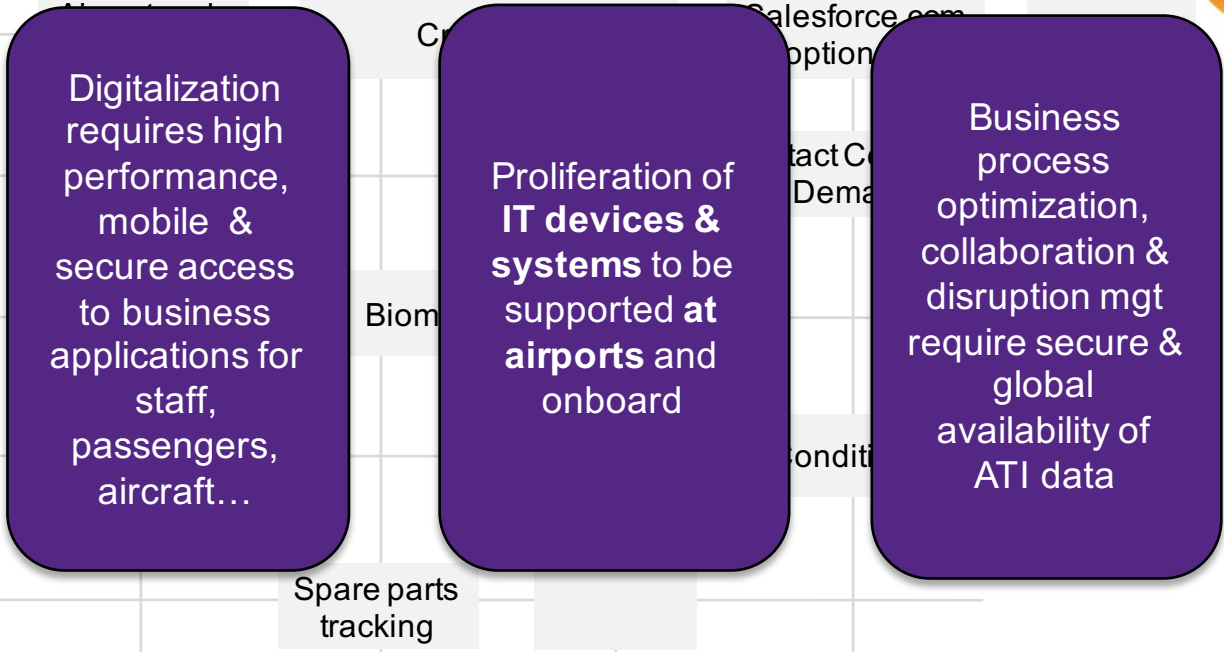
SHAPING OUR INDUSTRY FUTURE

Technology trends







ATI Trends

-  Digitalization of airline & airport bus. processes
-  Digital passenger & Passenger exp. improvement
-  Intensification of safety & security procedures
-  Introduction of new gen aircrafts & avionics
-  Increasing focus on MRO & aircraft ops processes



AS WE STRENGTHEN AIRPORT PRESENCE

4 NEW INITIATIVES

	 ATI grade Wireless @ Airport	 IT & Device Management @ Airport	 ATI Info hub	 Cyber Security
Benefit	Wireless communications at Airport for staff, aircraft & “things” in support of normal operations and disruption	Service any device & IT infrastructure (multi-vendor) at the airport	Simple and neutral source of ATI data & information to improve ATI efficiency and facilitate disruption mgt	Proactive identification and remediation of security weaknesses within systems, infrastructure and applications
Description	Private wireless coms at the airport <ul style="list-style-type: none"> • Landside terminal • Airside terminal • Hangar 	Local servicing & remote mgt of any hardware used by Airport tenants and Airports <ul style="list-style-type: none"> • E-gates • Pilot tablets • Hotspots 	Data collection, aggregation, distribution, presentation, and BI tools	Threat and Vulnerability Intelligence , Security Data Analytics and Security Assessment

Heathrow Mission-Critical Mobile Data Solution

Heathrow
Making every journey better



ATI grade
Wireless
@ Airport

Requirement: improve operational efficiency via business critical, data-centric network, providing good coverage on the tarmac



- SITA deployed a campus wide private LTE network in May 2014;
- This fully redundant, exclusive network ensures coverage and bandwidth even at critical moments (unlike public cellular and Wi-Fi networks);
- Enables move from paper to automated processes and integrating systems;
- Opportunity for commercialization to BA and ground handlers

Q&A

- Private or Public LTE?
- Funding challenges?
- ROI?
- Commercialization?
- Platform enablers?

AirportHub 700: Secure, reliable and managed international communications for the ATI

210 AirportHub
deployed today in **82**
countries

426 Express IP sites
115 countries
1500 connections
147 customers

2 750 IPVPN@airports
connections
264 customers

700 AirportHubs By 2017 - Covering 80% of international destinations

ExpressIP

**Express IP
Seasonal Connection**

IPVPN@airports

Internet@Airport
Internet based shared
connectivity



THANK YOU

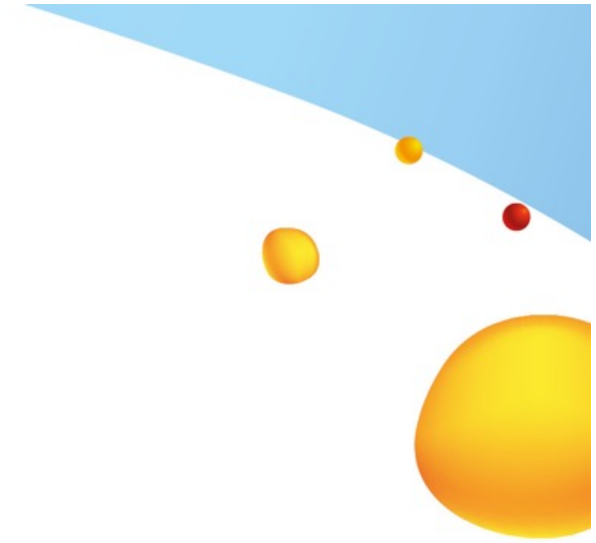
Nathalie Abdallah
VP Business Management CIS

www.sita.aero



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The Enhanced Passenger Journey

Lorenzo Belicchi - Director ASL

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THE PASSENGER JOURNEY IS AN EMOTIONAL ONE

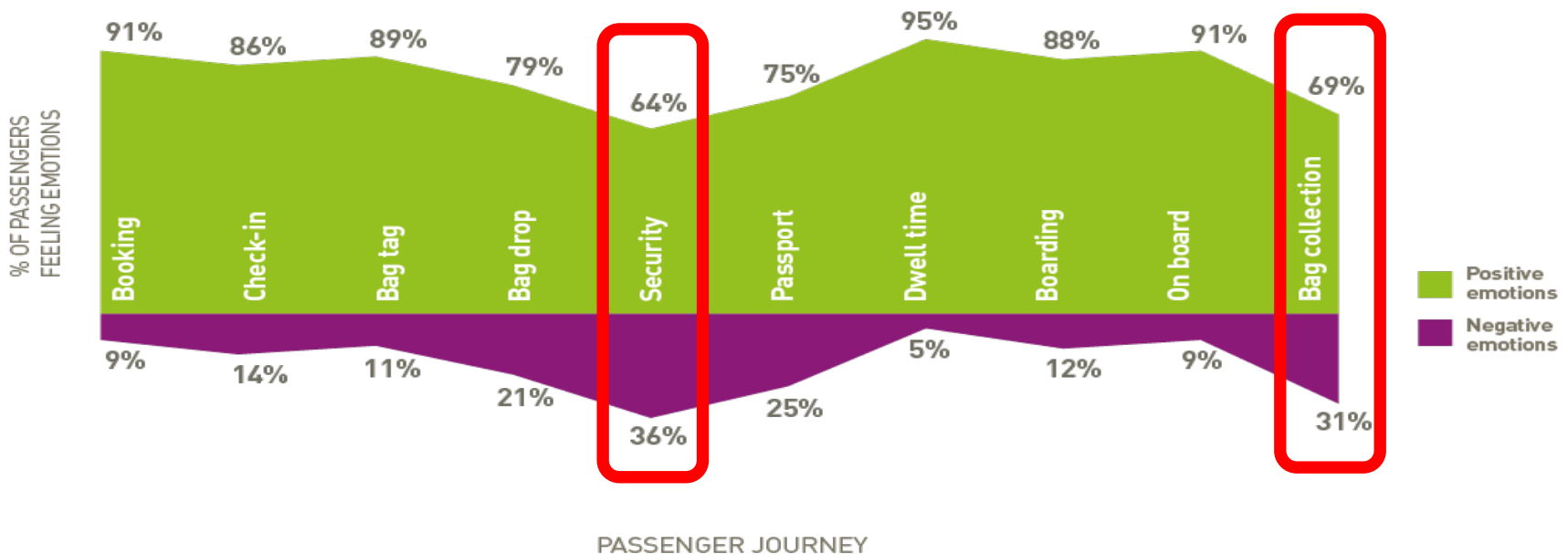
EMOTION WHEEL

An Emotional Scale Tool (adapted from Plutchik to the needs of this project) was used to assess the range and degree of emotions passengers felt along different stages of their journey.



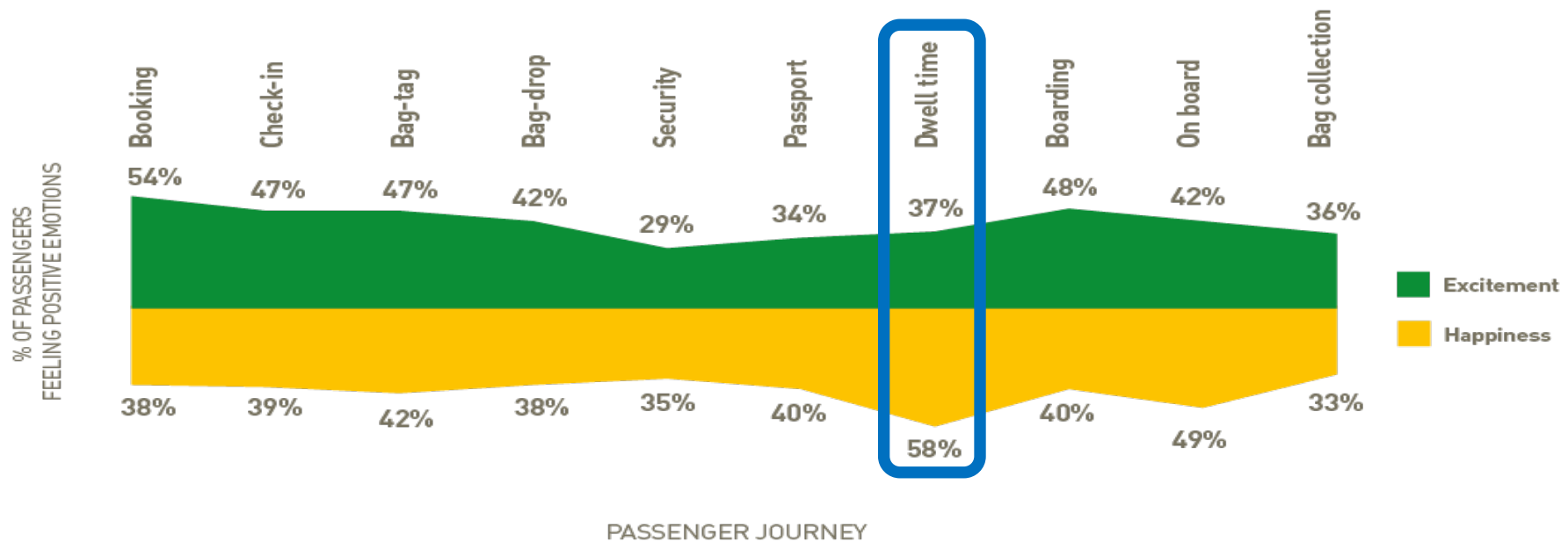
80% PASSENGERS FEELING POSITIVE EMOTIONS

EMOTIONAL EXTREMES DURING THE JOURNEY



EXCITEMENT DRIVING THE POSITIVES

POSITIVE EMOTIONS EXPERIENCED DURING THE PASSENGER JOURNEY



ENHANCING THE PASSENGER JOURNEY THROUGH TECHNOLOGY

- People have better emotions through technology
- Passengers want more useful mobile services
- Mobile adoption will go up in the Air Transport if we can engage the passenger throughout their journey

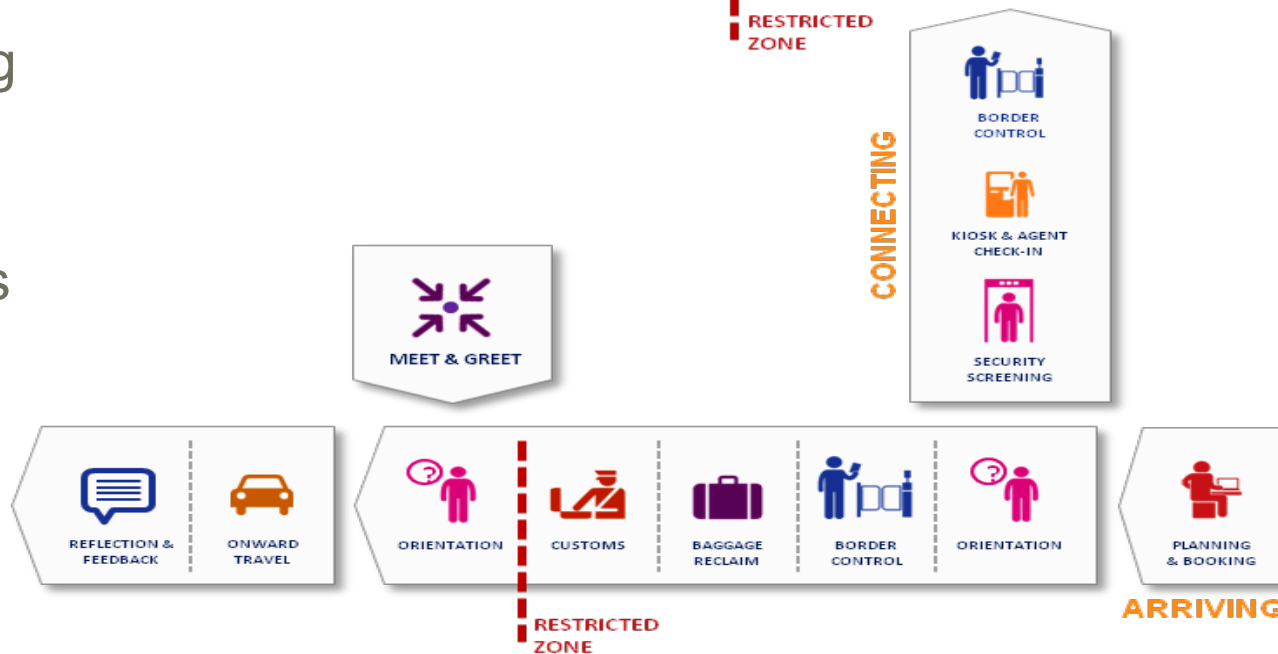
A JOURNEY WITH MANY STAKEHOLDERS AND TOUCH POINTS

DEPARTING



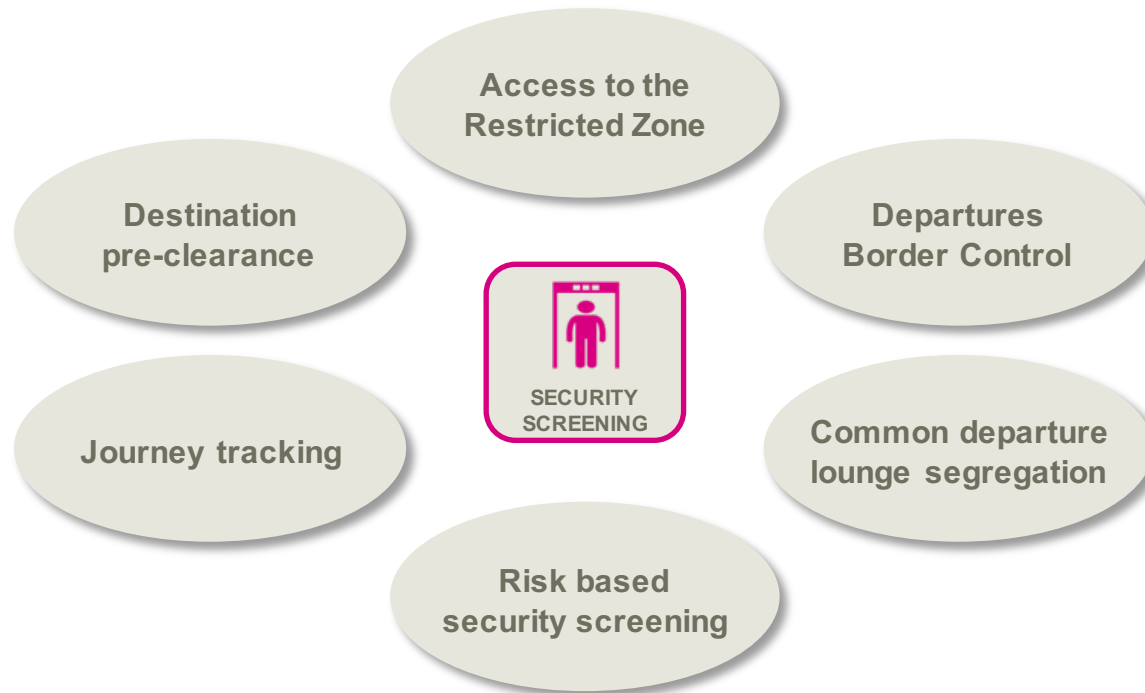
Stakeholders facing Passengers:

- Airlines
- Handling agents
- Airport Staff
- Custom officers
- Police



IDENTIFYING VALUE

Collect data once, create stakeholder value many times.



THE END-TO-END VIEW

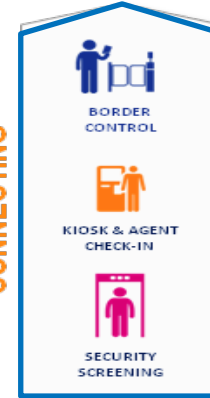
A traveller journey involves many steps from planning travel to returning home.

DEPARTING



RESTRICTED ZONE

CONNECTING



RESTRICTED ZONE

ARRIVING



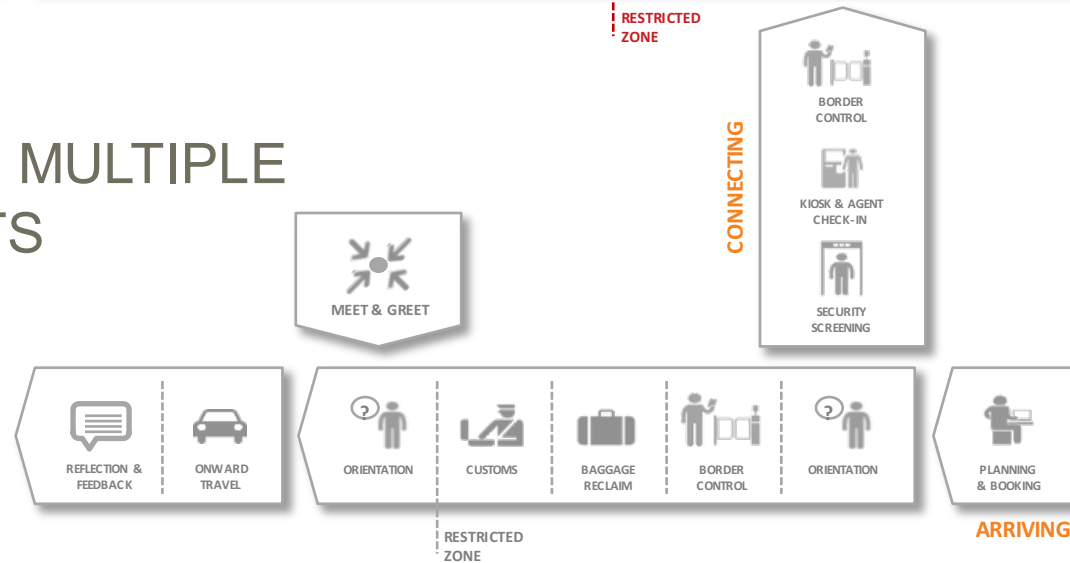
CREATING VALUE & ENHANCING THE JOURNEY

Focusing on key stages of the Departing journey.

DEPARTING



INTEGRATING MULTIPLE TOUCH POINTS



INTEGRATING MULTIPLE TOUCH POINTS



Kiosk Check-in



Agent Check-in & BagDrop



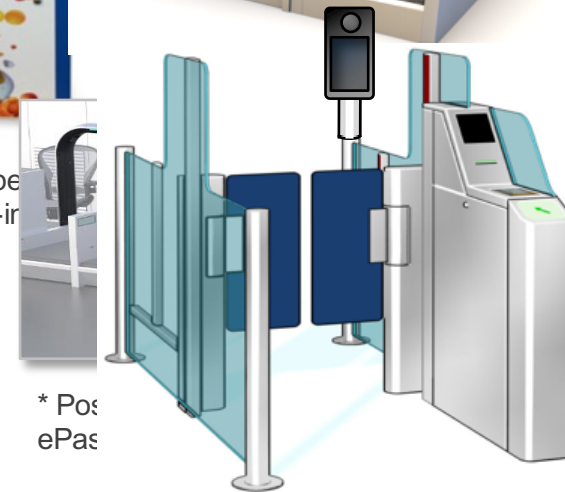
Access to Restricted Zone



Aircraft Boarding



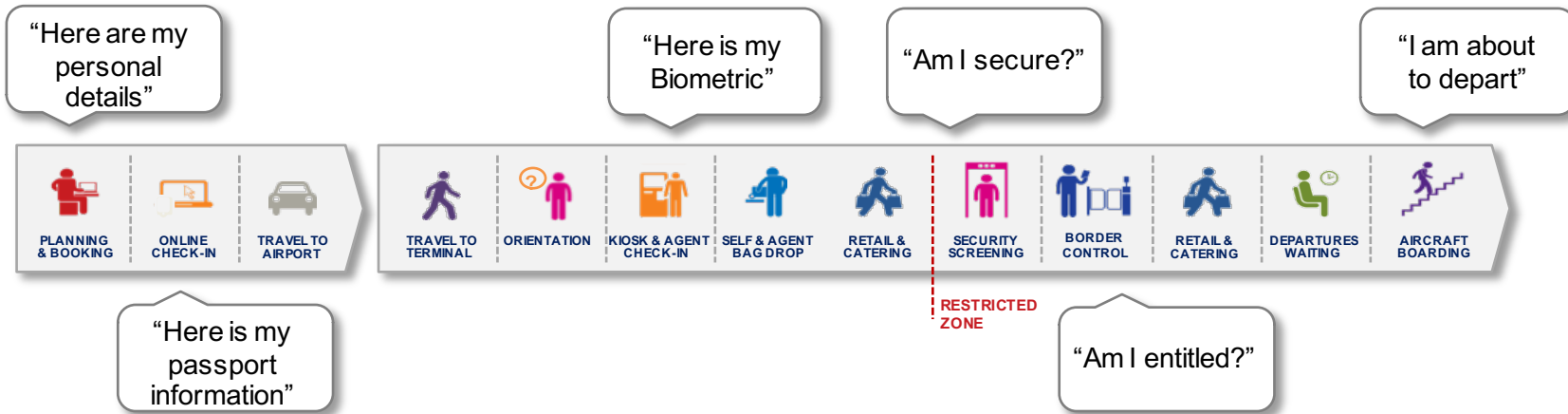
* Can be
check-in



* Pos
ePas

CONTINUOUS IDENTITY ASSURANCE

A comprehensive picture emerges over time



CORE BENEFITS

By integrating biometrics throughout the traveller journey, we facilitate:

- **Travellers** - 'Your biometric is your boarding pass' journey simplicity
- **Airports** and **Airlines** - Simple integration with systems and operations
- **Government** - Increased number of opportunities for intervention with continuous risk analysis and threat mitigation

CONCLUSIONS

- Technology can help ease passengers anxiety
- The seamless travel is about easing the passenger anxiety and integrating different touch points that will help to:
 - Enhance the passenger experience
 - Increase the airport's operational efficiency
 - Support the achievement of commercial and financial objectives
- SITA's smart technology:
 - Designed to help airports become more innovative, increase their competitiveness, accelerate their growth, and strengthen the loyalty of their passengers
- We have an integrated end-to-end solution to create a seamless travel from pre-departure, to departure, on-board, and arrival



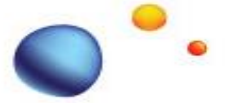
THANK YOU

Lorenzo Belicchi
Director
Lorenzo.belicchi@sit.aero

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Optimising Airport Operations

Christian Dana, Product Manager AMS
Etienne van Zijlen, Senior Manager Airport Ops

SITA

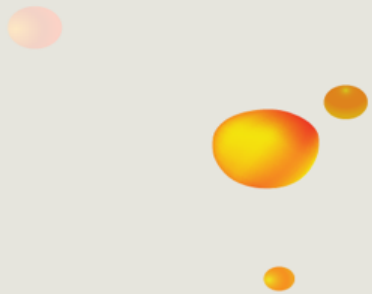
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INTRODUCTION

Trends & Vision

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AIRPORTS IT TREND SURVEY 2015



73%
Passenger
processing



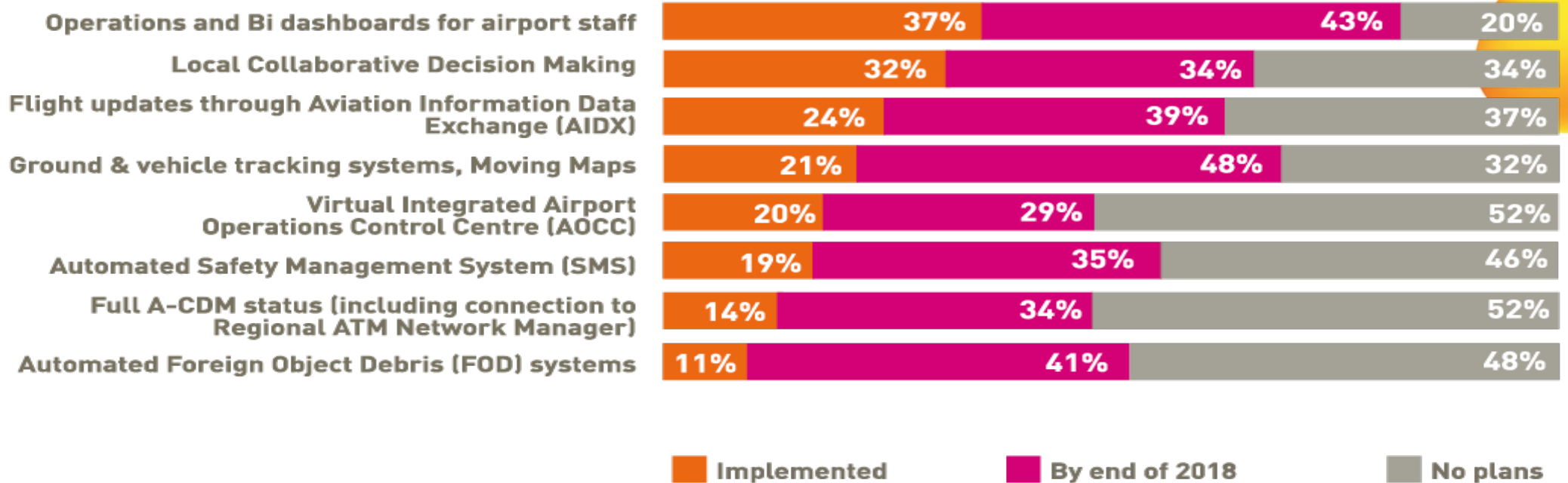
40%
Operations



39%
Baggage processing

- 73% have “Passenger Processing” as #1 prio (▲14% to 2014)
- 40% have “Operations” as #1 prio, 42% as #2, (total 82%)
- 39% have “Baggage Processing” as #1 prio

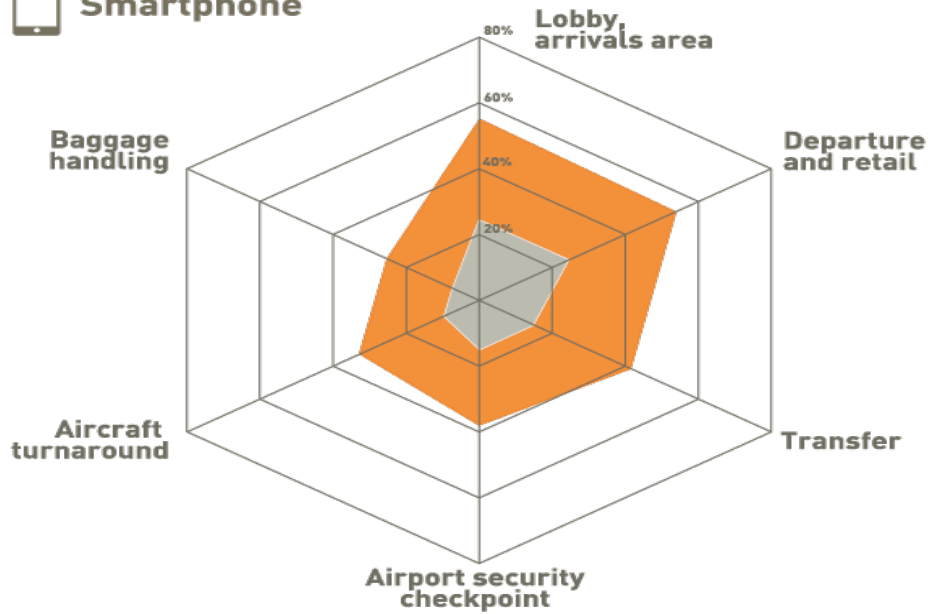
MAJORITY TO HAVE DASHBOARDS, LIVE MAPS, (A-)CDM, FLIGHT UPDATES & AIRPORT CONTROL



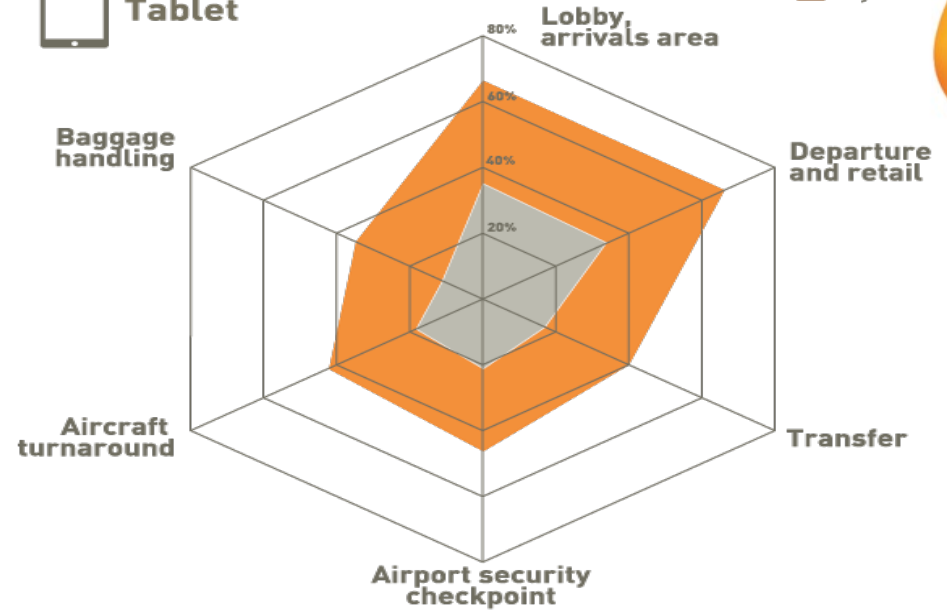
% of airports planning operations service initiatives

OPS DATA ON MOBILE DEVICES EMPOWERING STAFF

Smartphone



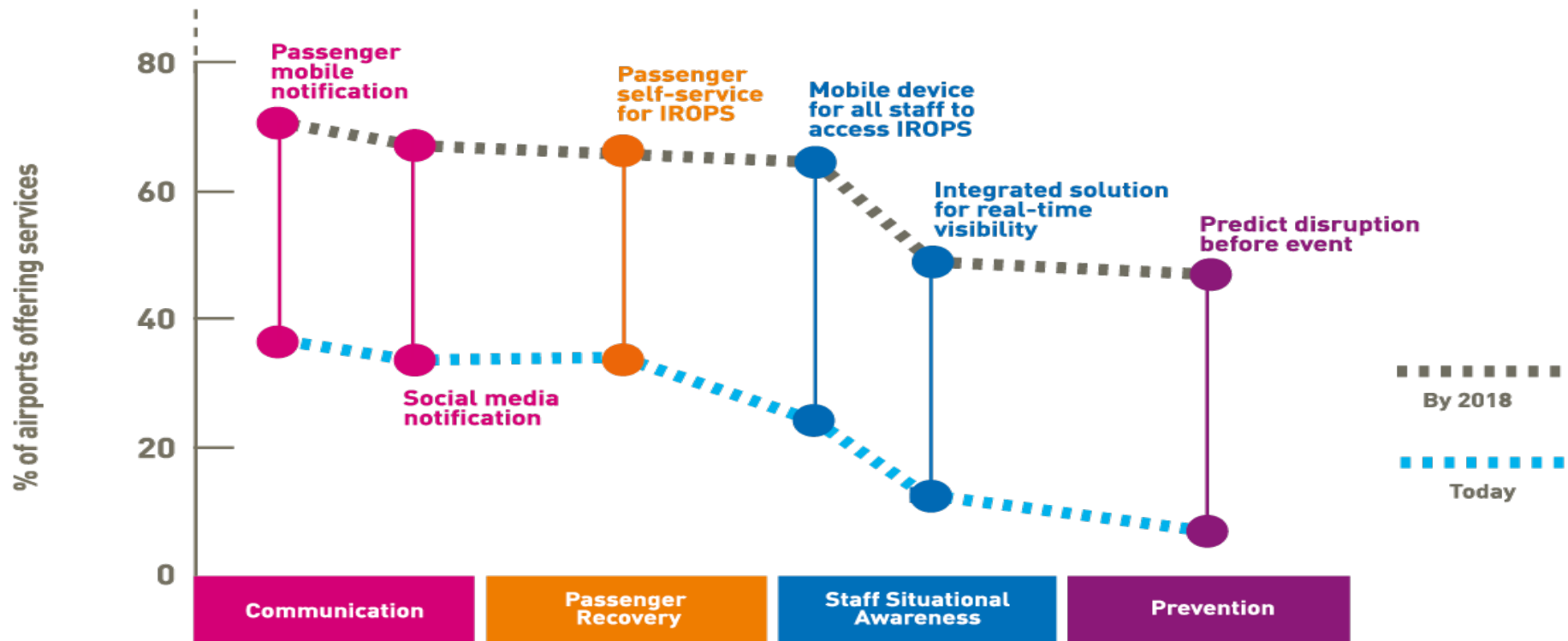
Tablet



% of airports deploying mobile devices for staff in each airport area

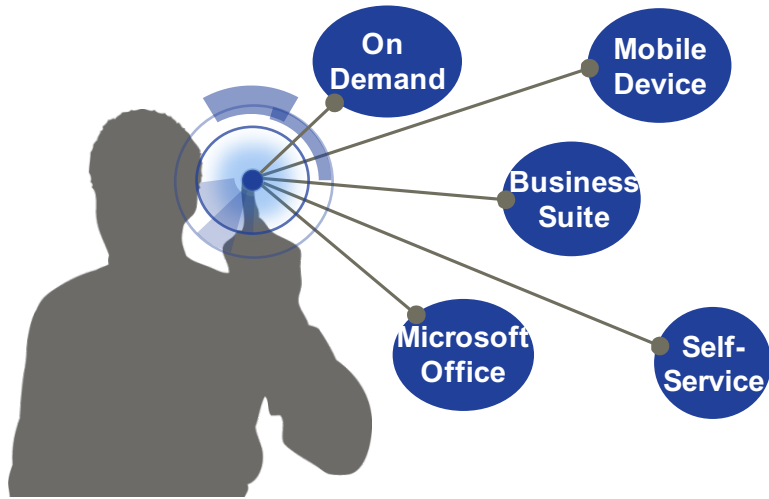


IRREGULAR OPS (IROPS) SERVICES PROVIDED BY AIRPORTS

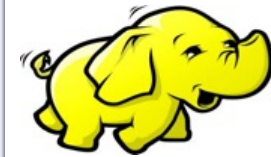
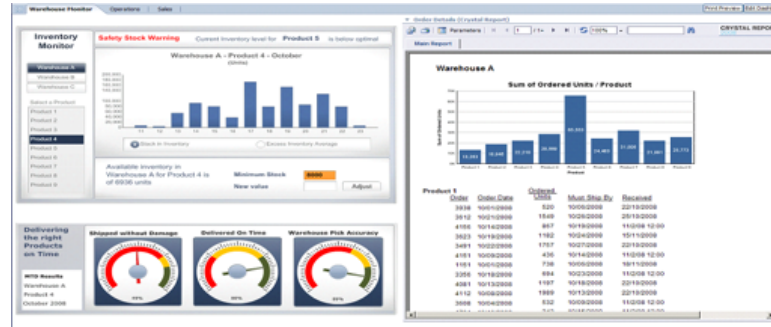


GENERIC INDUSTRY TRENDS

Fast and Easy / Agile



Self-Service Business Intelligence (BI)



Big Data

Embracing Social Media



Going mobile



Improved Data Quality

Data Lineage



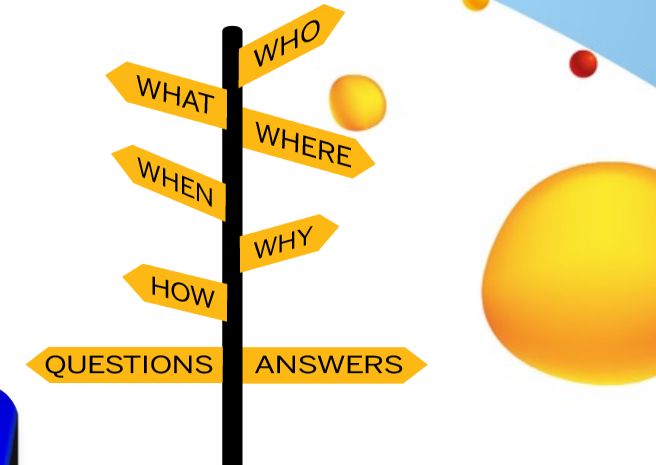
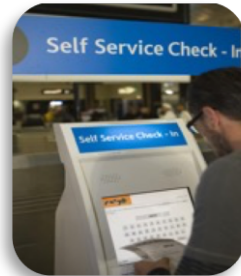
Impact Analysis

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KEY BUSINESS REQUIREMENTS

- Access to information for decision support
- Multiple data sources



- Data Challenges



SILOED



INCONSISTENT



INCOMPLETE

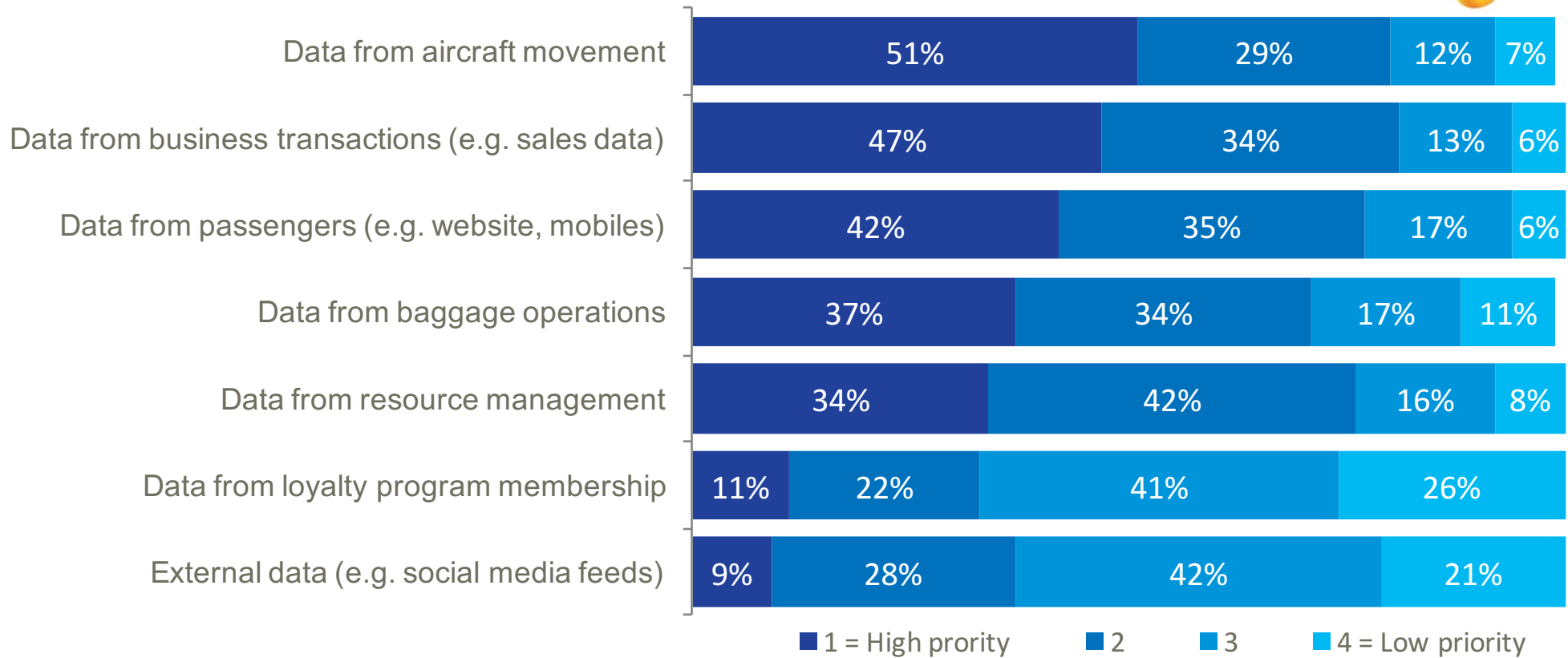


INACCURATE

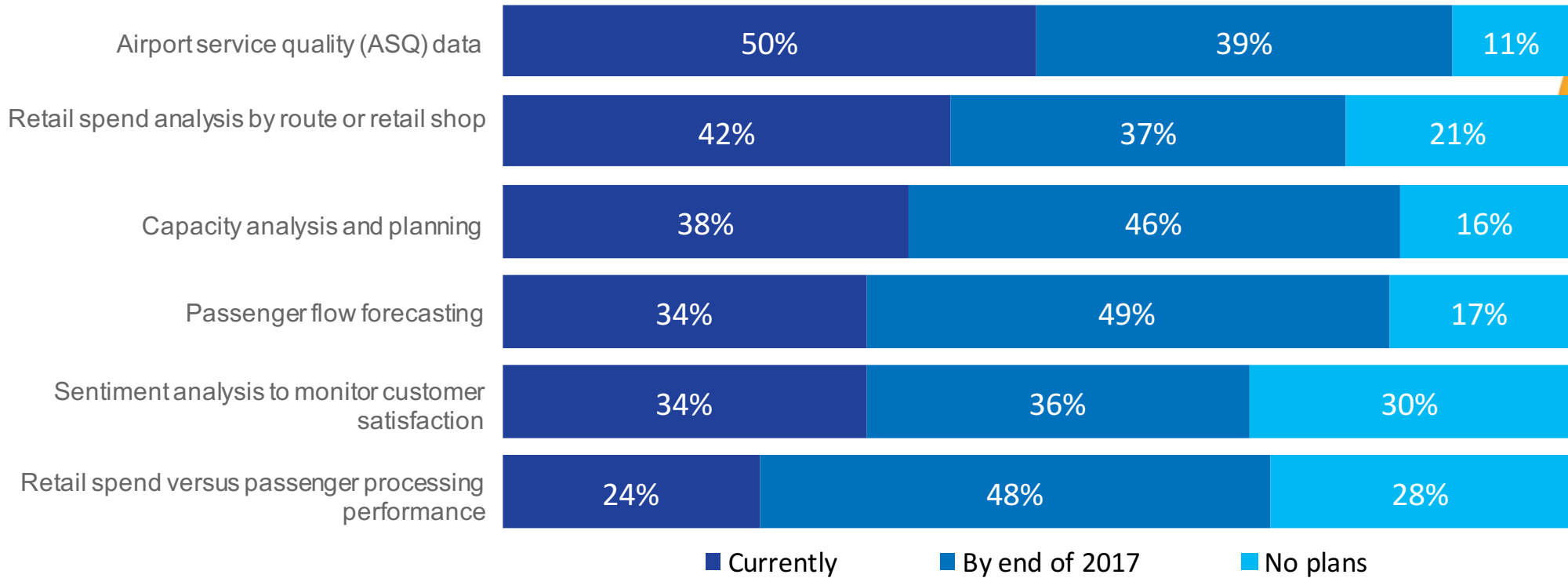


INACCESSIBLE

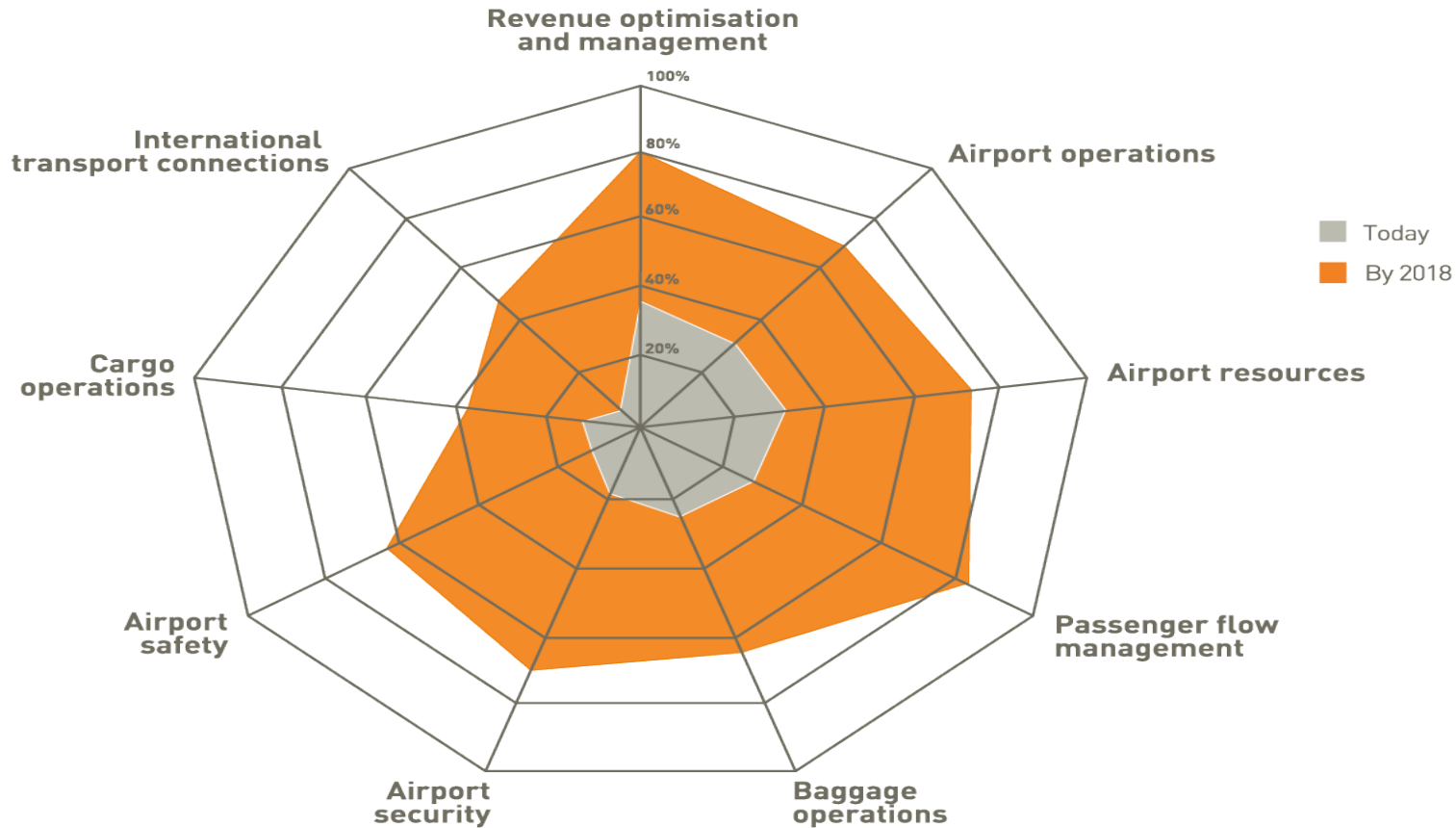
GROWING INTEREST IN PAX DATA



FORECASTING SEEN AS PRIORITY

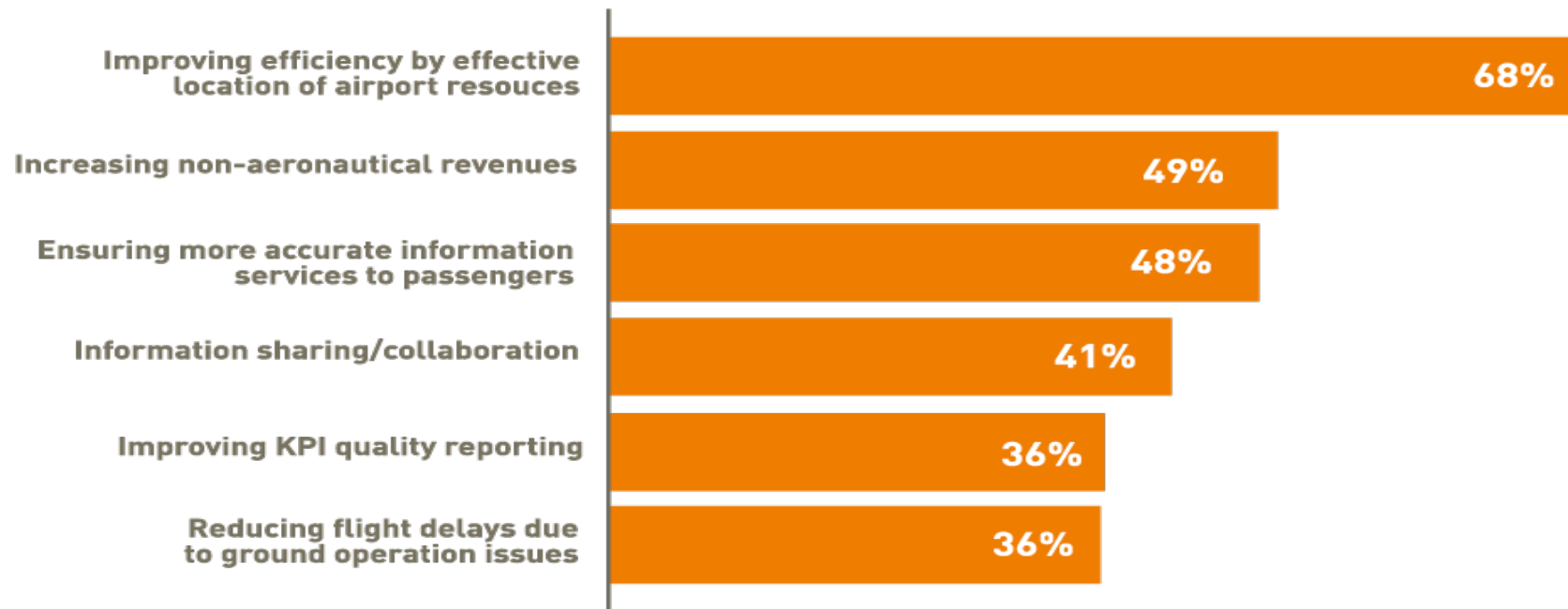


AIRPORT BUSINESS INTELLIGENCE MOST COMMONLY ADOPTED



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

AIRPORT BUSINESS INTELLIGENCE MAIN BUSINESS VALUES



% of airports indicating business intelligence delivers high value



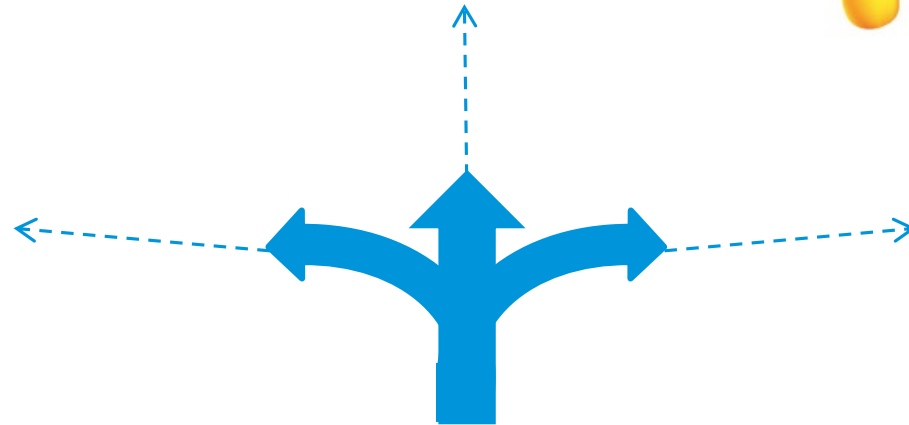
**SITA'S VISION:
INTEGRATE,
ORCHESTRATE,
COLLABORATE**



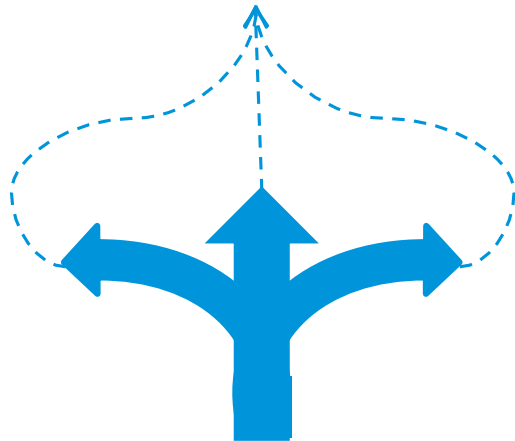
INTEGRATE, ORCHESTRATE, COLLABORATE

As one industry, how will we deal with “IoT” data-lakes being formed?

Like this...



or



...like this?

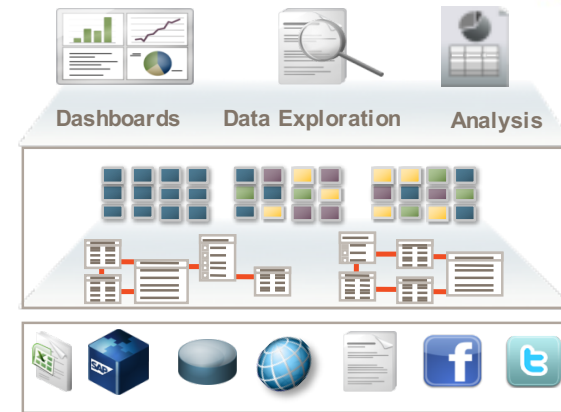
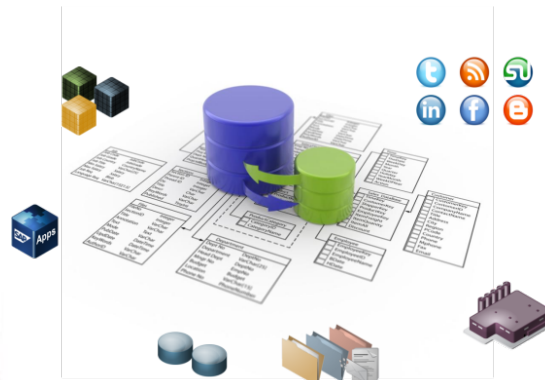
INTEGRATE : DATA-EXCHANGE

high level AMS principles



INTEGRATE : DATA-EXCHANGE

high level AirportPulse principles



Self-Service Business Intelligence

Discover, Analyze, Predict

- Interactive analysis
- Fixed and mobile devices
- Flexible display options

Consolidated Data

See the big picture

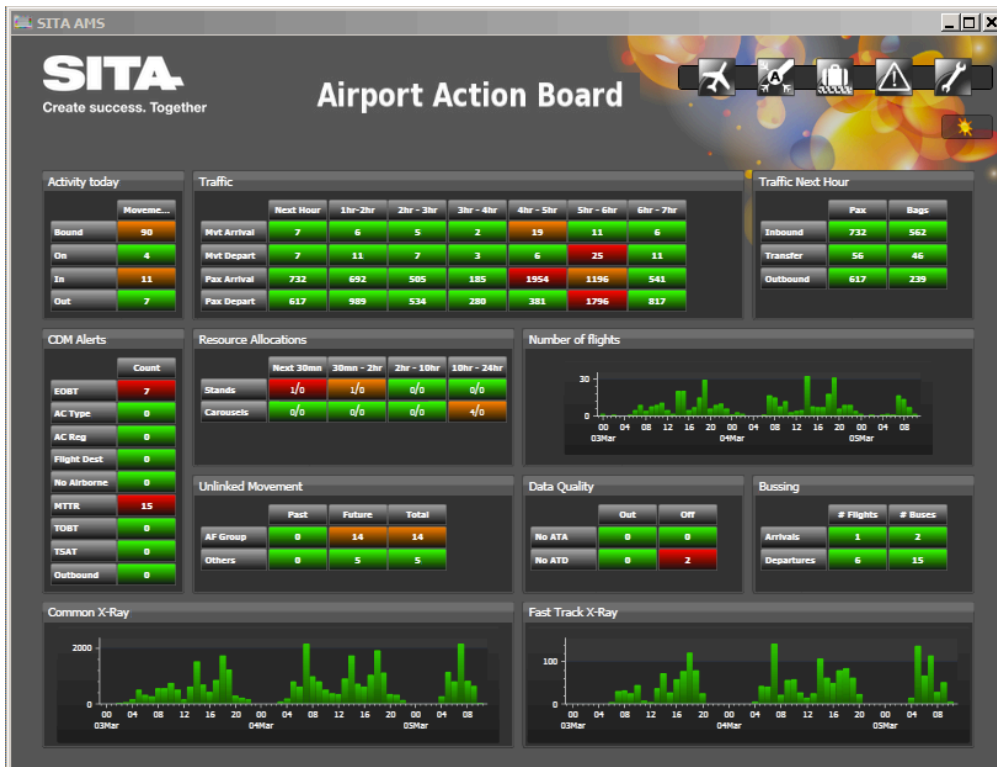
- Multiple data sources
- Extendable data model
- Airport Specific

Integrated Solution

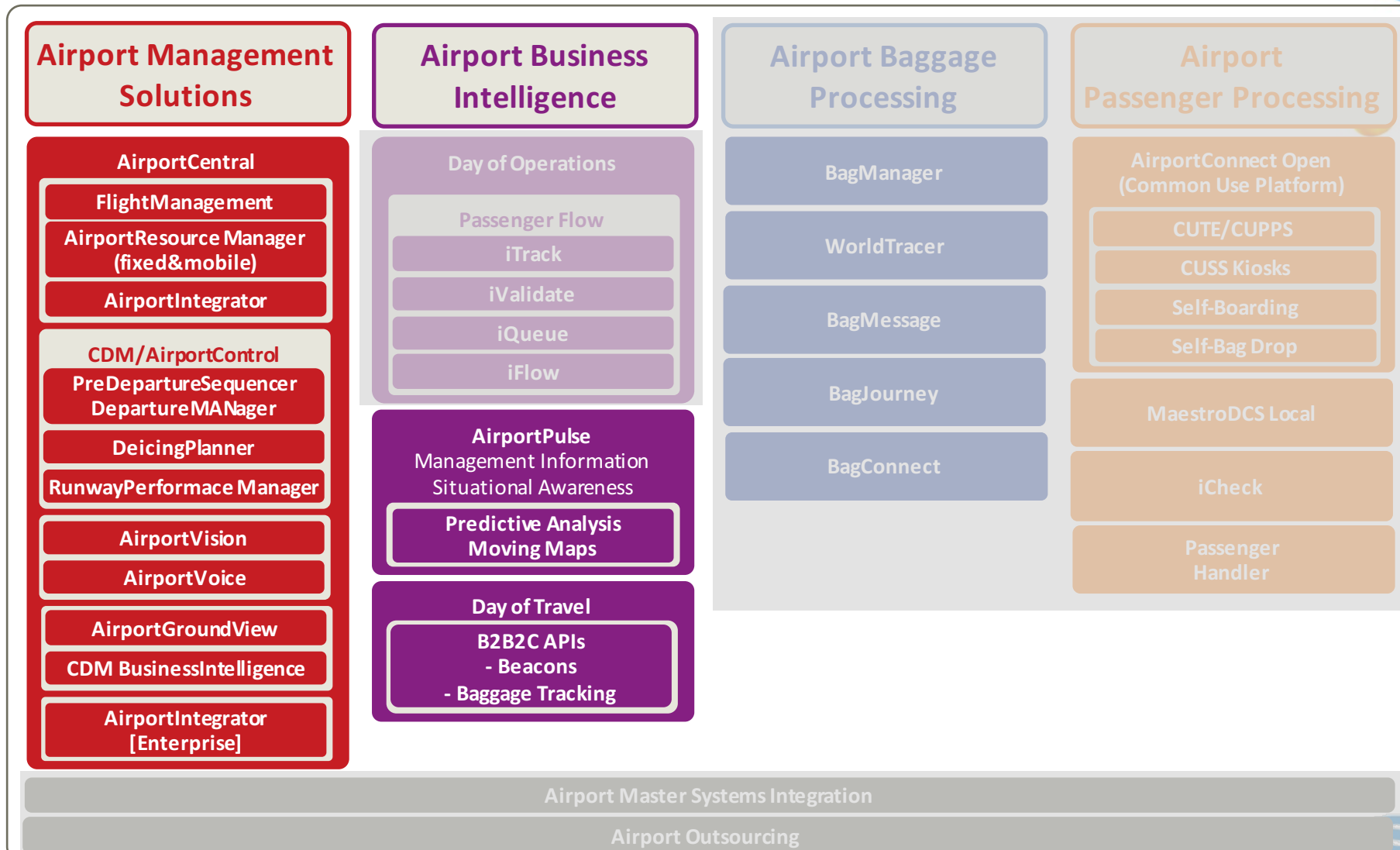
Single management console

- Ease of administration
- Data quality
- Data governance

COLLABORATE: AMS & AirportPulse dashboards available for decision makers



OVERALL AIRPORT SERVICES PORTFOLIO





AIRPORT MANAGEMENT SOLUTIONS



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TRENDS IN AIRPORT MANAGEMENT

“AODB” market requirements

Comprehensive solution set anchored in a flexible AODB

- Seamless planning of operations / “Management by exception”
- Shift to proactive Airport Operations
- AODB morphs itself into the customer environment: Multi-Airports / Multi-Systems

Strongly integrated and easy to integrate

- Native internal integration
- Loose standard external integration (easy to plug into) / Native reporting

Collaborative at Heart

- A-CDM: Airport Collaborative Decision Making
- (future) functional “core” of local Airport Operational Centers (AOCC/APOC)

De-risked deliveries

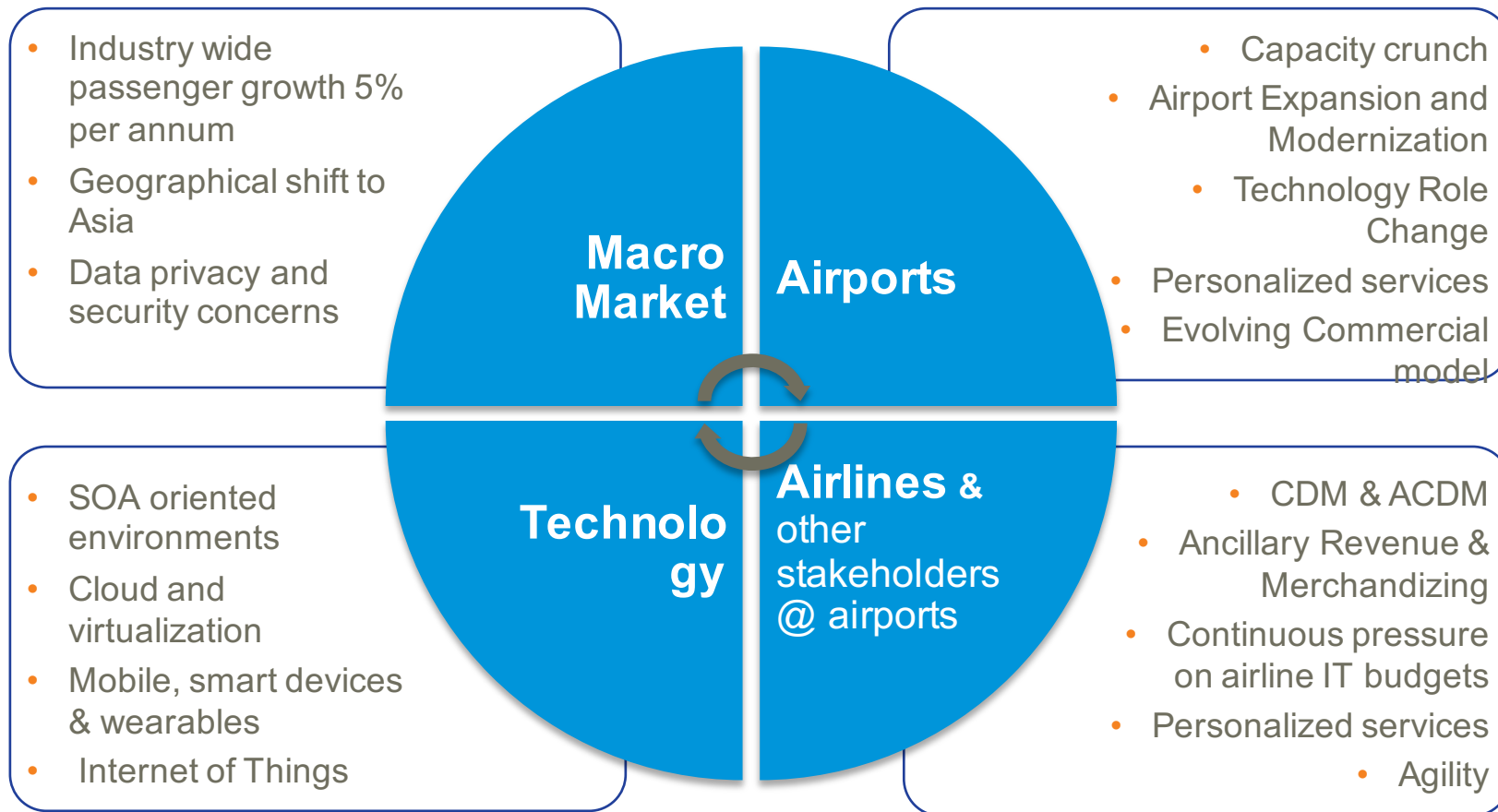
Cloud-based for some segments?

Cost of Ownership savings for Airport Operator (groups)



TRENDS IN AIRPORT MANAGEMENT

Why do Airports change





DRIVE BUSINESS RESULTS

DRIVE BUSINESS RESULTS

What is important for your airport?

ROI for the Airport

- Reduce cost of Operations
- Increase revenues
- Focus value added services
- Optimize use of resources
- Decrease min turnaround time
- Decrease uncharged services
- Increase retail revenues
- Access to EU funding

Value for the Airport Community

- Reduce costs for Airlines
- Optimize use of GH resources
- Reduce engine running time
- Reduce turnaround time
- Increase predictability

Environment

- Reduce NOx Emissions
- Reduce CO2 Emissions
- Noise reduction
- Runway balancing
- Terminal timed closures
- Energy savings

Adverse Conditions

- Ensure fast and best recovery from adverse conditions
- Optimize Adverse conditions resources usage

Value for the Airlines

- Reduce fuel consumption
- Reduce engine running time
- Reduce turnaround time
- Improve predictability
- Reduce Ground movements
- Reduce waiting on Apron

ATM Efficiency

- Increase predictability
- Increase reliability on TTOT
- Reduce ground movements
- Increase Runway usage efficiency

Improve Passenger Experience

- Improve IATA passenger experience ranking
- Improve internal pax audit figures
- Increase on time performance
- Reduce queues

Avoid Capacity constraints

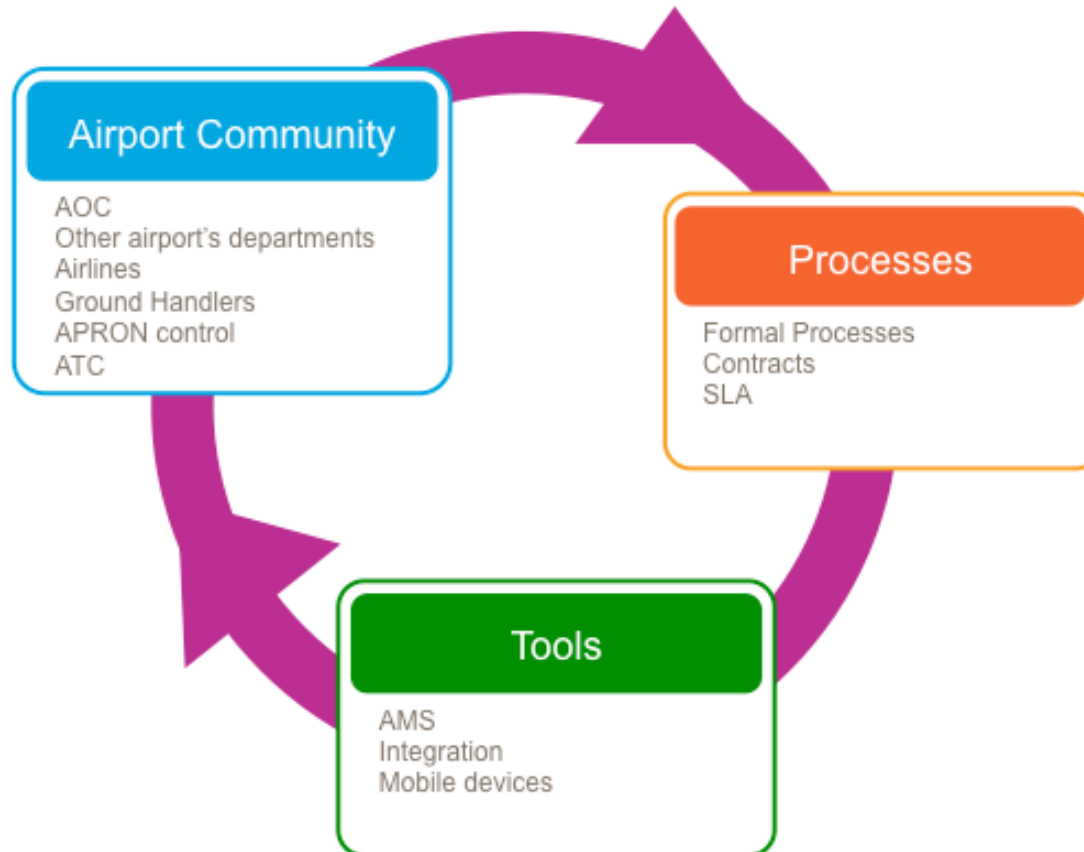
- Increase usage of resources
- Optimize usage of bottleneck resources (Runways, Gates,...)



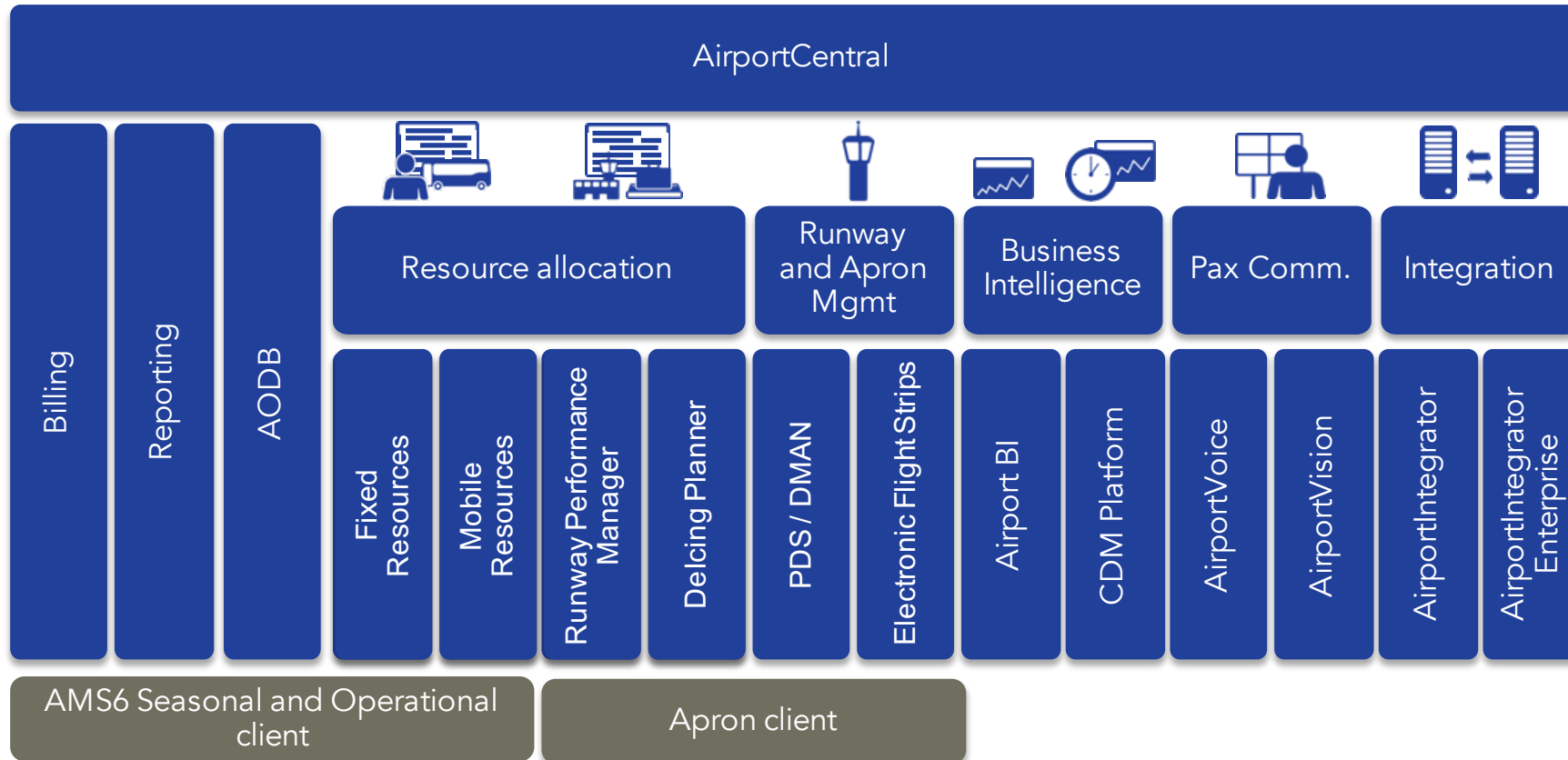
NOT JUST AODB

NOT JUST AMS

Control the change process



AIRPORT MANAGEMENT SOLUTION



AMS Web HTML5 client

BI web client

AMS HTML 5

Pax comm. web client

No DASHBOARD but ACTION BOARD



JULY 2015: SITA ACQUIRES *delair*



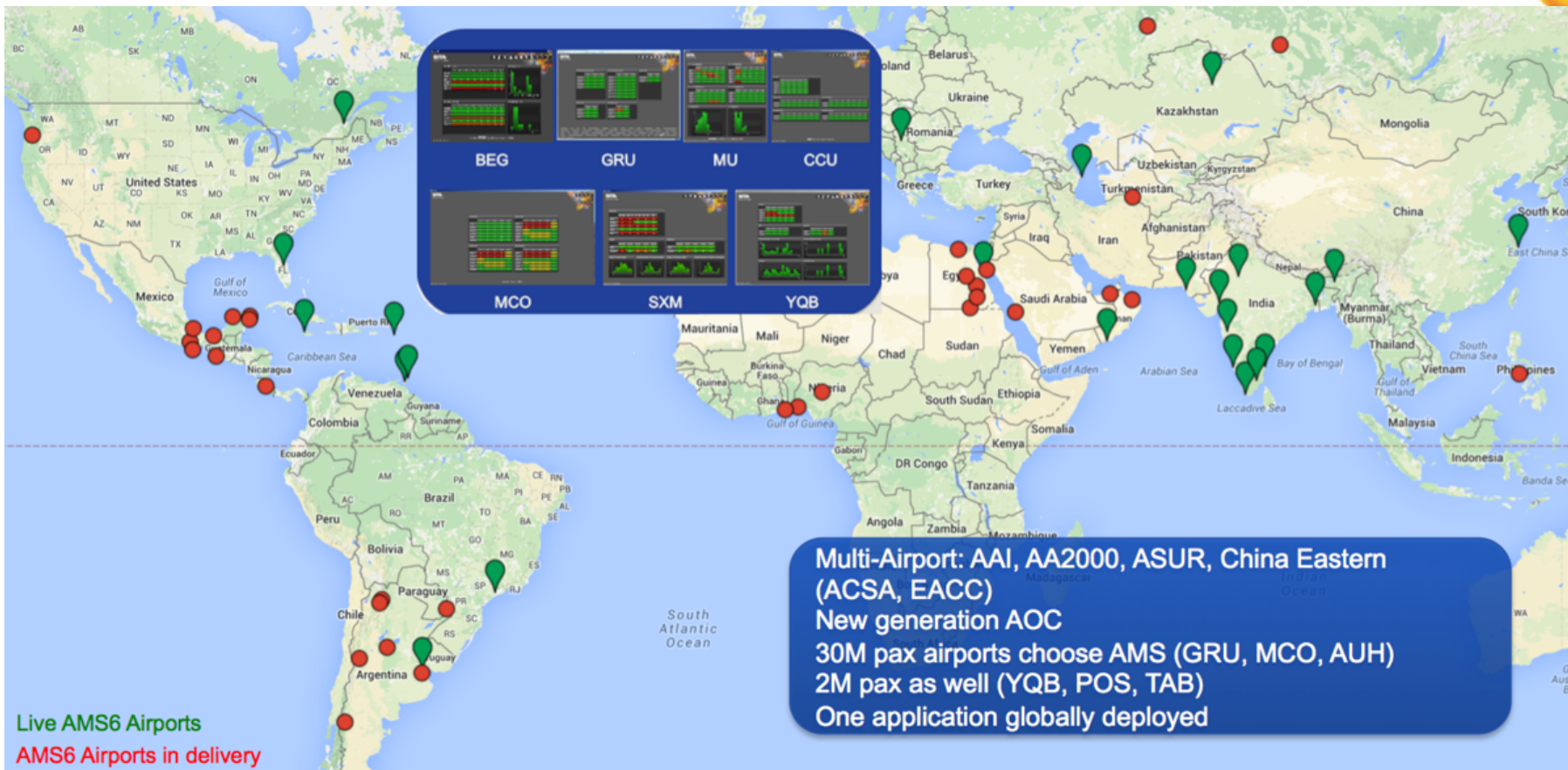
- More than 20 years of experience in Air Traffic Management
 - Advanced CDM product suite
 - Consulting
 - Research activities
- Team of highly qualified aeronautical engineers and IT specialists
- Mission critical software systems



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SITA NEW GENERATION AMS IN THE WORLD

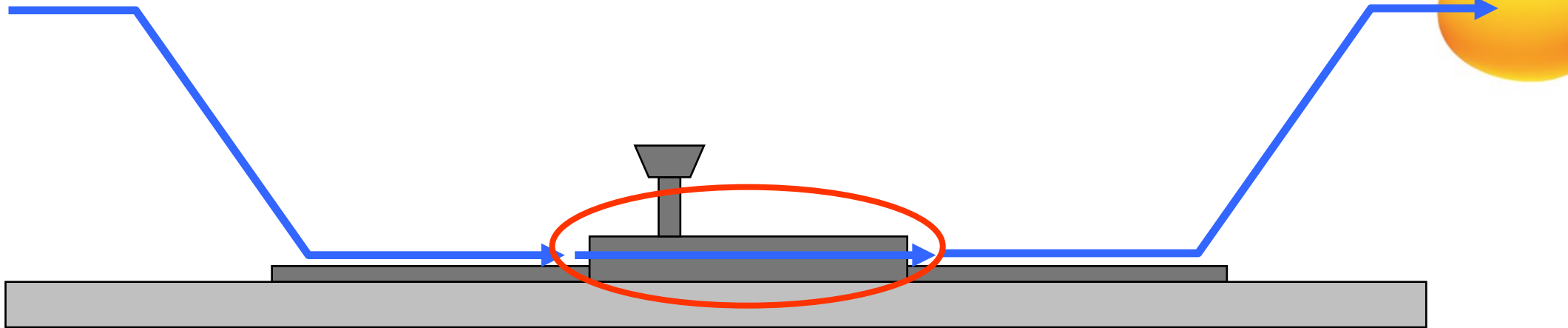




A-CDM

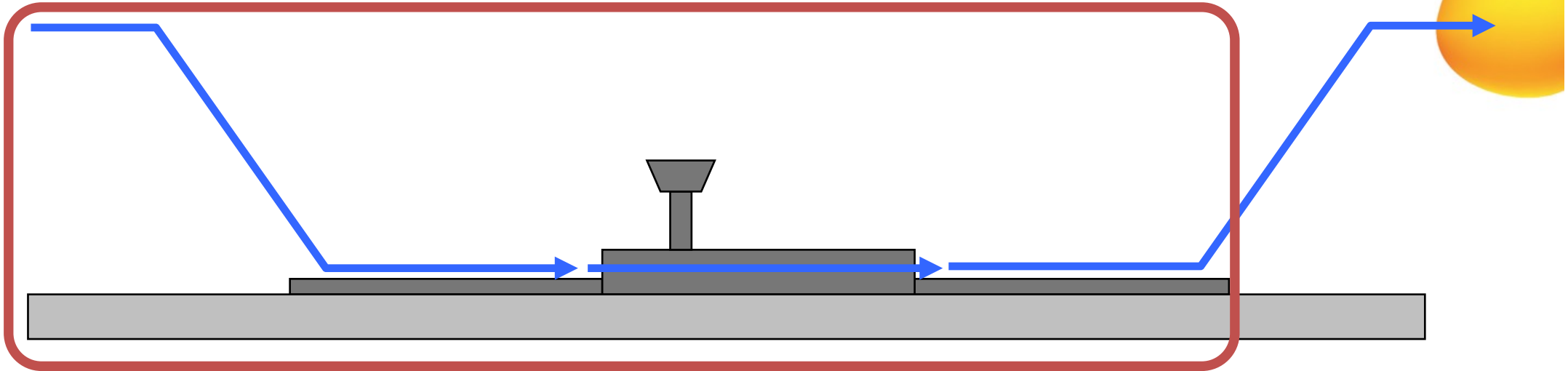
AMS – traditional focus area

Inbound – Turnaround - Outbound



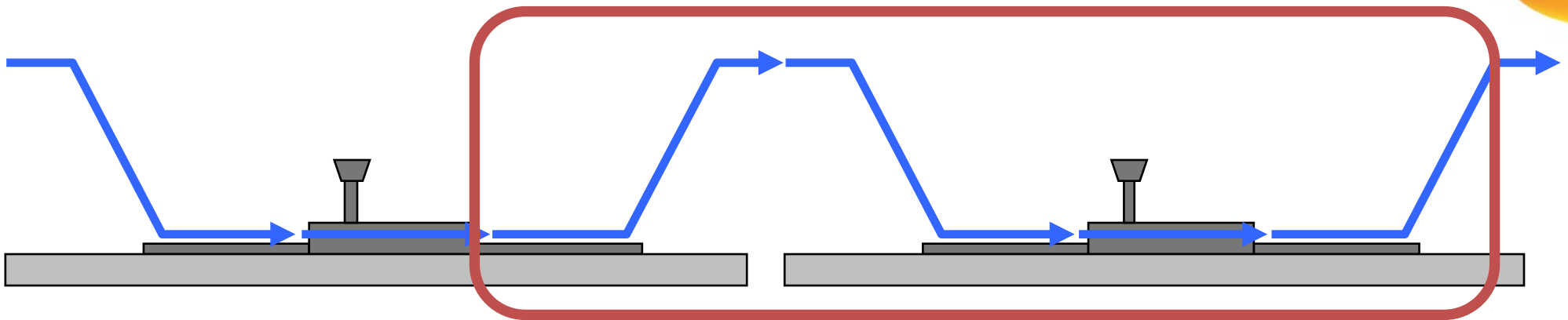
CDM powered AMS – Expanded focus area

Inbound – Turnaround - Outbound



CDM powered AMS – Expanded focus area

Origin - Inbound – Turnaround - Outbound



A-CDM – THE CONCEPT



Source: CDM@AMS movie

To launch 10 min, 5 key Milestones click here: <http://youtu.be/vrXmeoG2QGc>

To launch 3.5 min click here: <http://youtu.be/N38IN47wzUo>

KEY OBJECTIVE: Predictability & Accuracy On Time Performance (OTP - Departures)

*TAM
OTP
Def.*

1

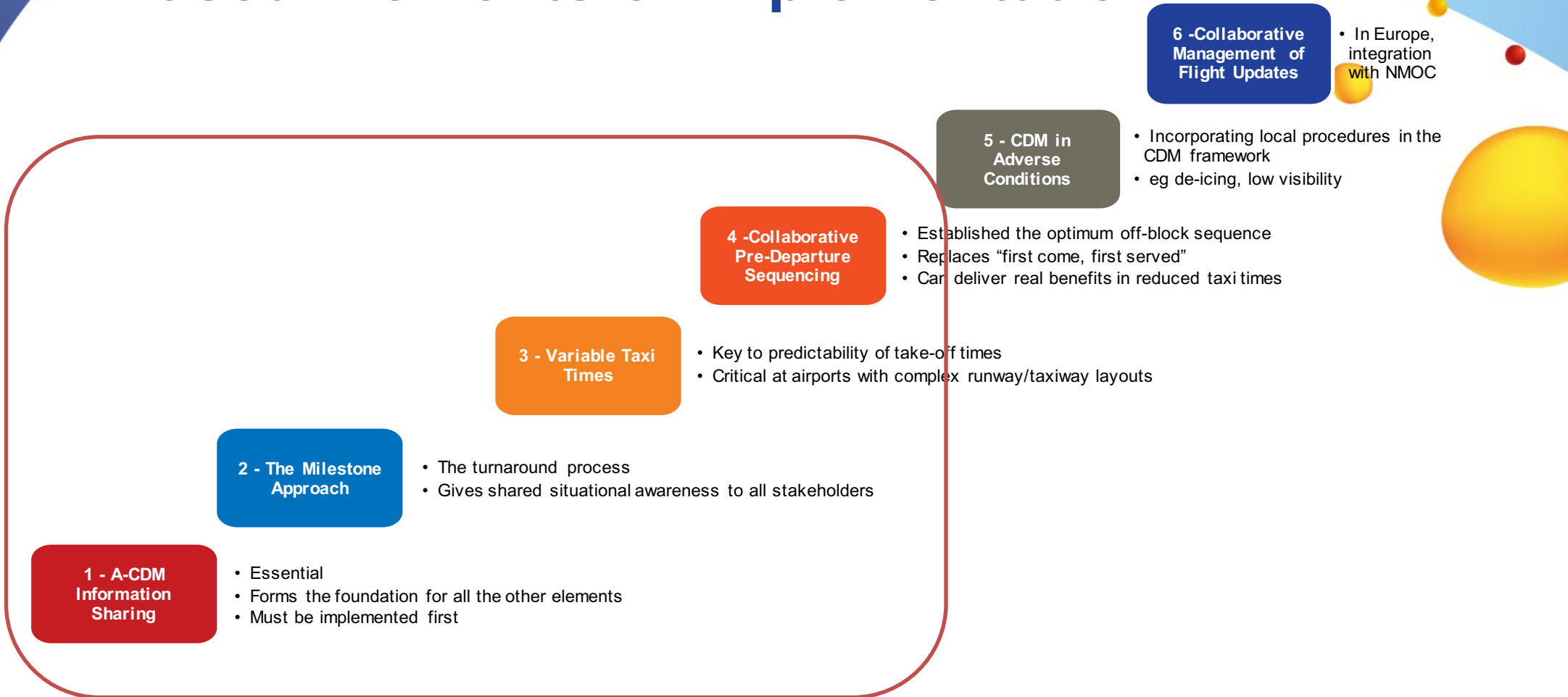
*A-CDM
OTP
Def.*

+/- 5 min

*IATA
OTP
Def.*

+/- 15 min

Phased Elements of Implementation

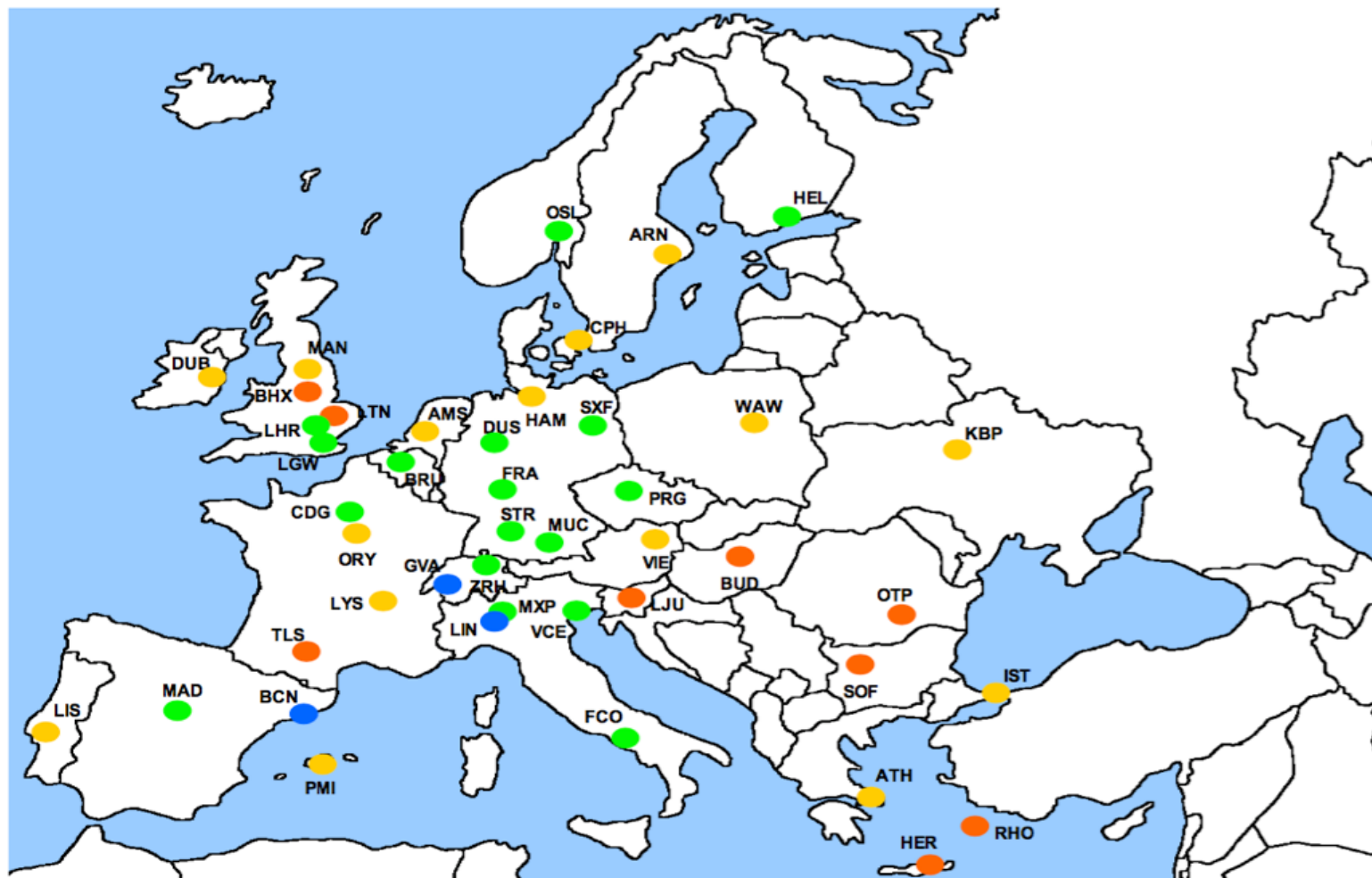


Local CDM implementation

Source: E10CDM & EUROCONTROL



A-CDM Implementation Status



- A-CDM Airport
- A-CDM 2015
- Ongoing
- Initial contact



Global Implementation



SITA EXTENDS THE AIRPORT MANAGEMENT TO THE APRON AND THE RUNWAY

SITA becomes the **only** provider that is able to provide an **integrated portfolio** that allows to manage all resources needed for the Aircraft turnarounds in airports from Landing to Take off.



NEW SITA AMS CDM MODULES

- Extending CDM functionality of AMS:
- Adding planning tools
 - PDS – Pre-Departure Sequencing
 - DMAN – Departure Manager
 - ICE – Aircraft de-icing
 - RPM – Runway Performance Manager





“Day of Travel”

AirportPulse



BUSINESS INTELLIGENCE portfolio

Day of Travel (Apps)



personal mobile travel assistant

Airport Business Intelligence

Day of Operations (Analytics)



for collaborative environments, such as an AOCC

AirportPulse: BI Management Info & Applications

Airport Business Intelligence

The SITA Airport Intelligence Portal is an end-to-end service delivery management system that provides real-time situational awareness for airports and airlines.

Airport Pulse is a cloud-based portal that delivers easily accessible dashboards and analytical tools covering a wide spectrum of airport and commercial operations.



SITA AIRPORT PULSE

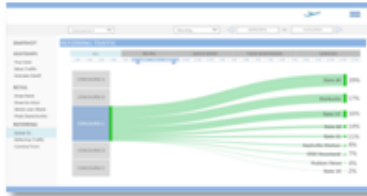
QueueAnalyzer

- Management of customer queuing and flow
- Automated SLA and queue reporting



FlowAnalyzer

- Visibility on customers flow and dwell **time**
- Insights into customer behaviour



FlowPredictor

- Real-time predictor of operational flows
- Efficient resource planning and management



OperationsAnalyzer

- Operational performance and statistics
- Visualizations of detailed airside activity



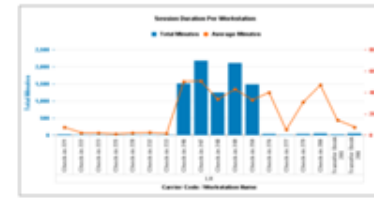
DataExplorer

- Source and shape airport data
- Industry leading information presentation



CommonUseAnalyzer

- Common use terminal data and analysis
- Automated SLA and KPI reporting

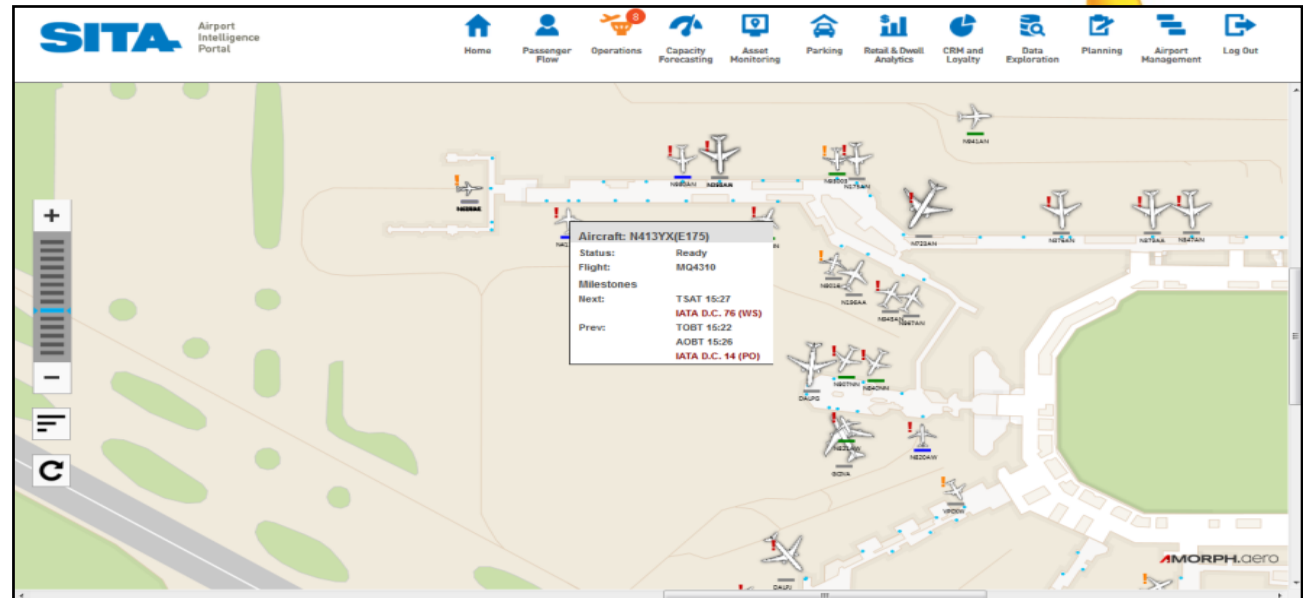


AirportPulse

OPERATIONS ANALYZER

Airport Business Intelligence

- Live Airport Maps view with access to detailed info
- Automatic notification of key events
- Drill down for immediate access to details
- Detailed history is maintained and specific times can be replayed and analyzed



	Inbound	Taxi	Turnaround	Outbound
WJWZ(E145)	ARR 13:00	ALT 13:08	ABT 14:00	
WJWZ(E145)	ARR 14:25	ALT 14:31	ABT 14:35	
WJWZ(E145)	ARR 14:30	ALT 14:33	ABT 14:37	
WJWZ(E145)	ARR 14:40	ALT 14:44	ABT 14:47	
WJWZ(E145)	ARR 14:50	ALT 14:55	ABT 14:58	
WJWZ(E145)	ARR 15:00	ALT 15:05	ABT 15:08	
WJWZ(E145)	ARR 15:10	ALT 15:15	ABT 15:18	
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WJWZ(E145)	ARR 19:40	ALT 19:45	ABT	

AirportPulse

FLOWPREDICATOR

Airport Business Intelligence

- Proactive management by identifying possible bottlenecks with predicted passenger flow for next 24 hours using fast forward simulation
- Drill down for details of predicted processing bottlenecks
- Identify source of passengers for predicted bottleneck

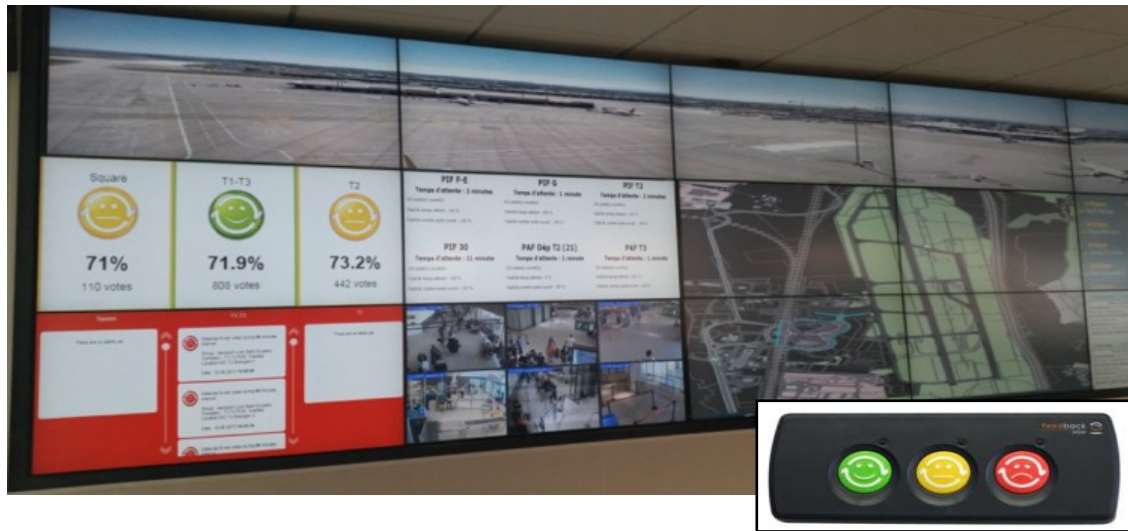
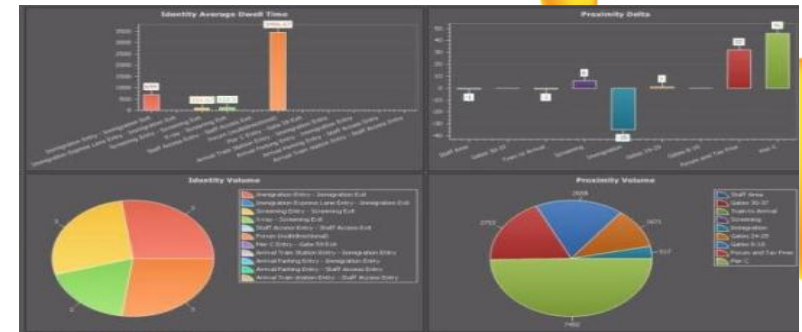


AirportPulse

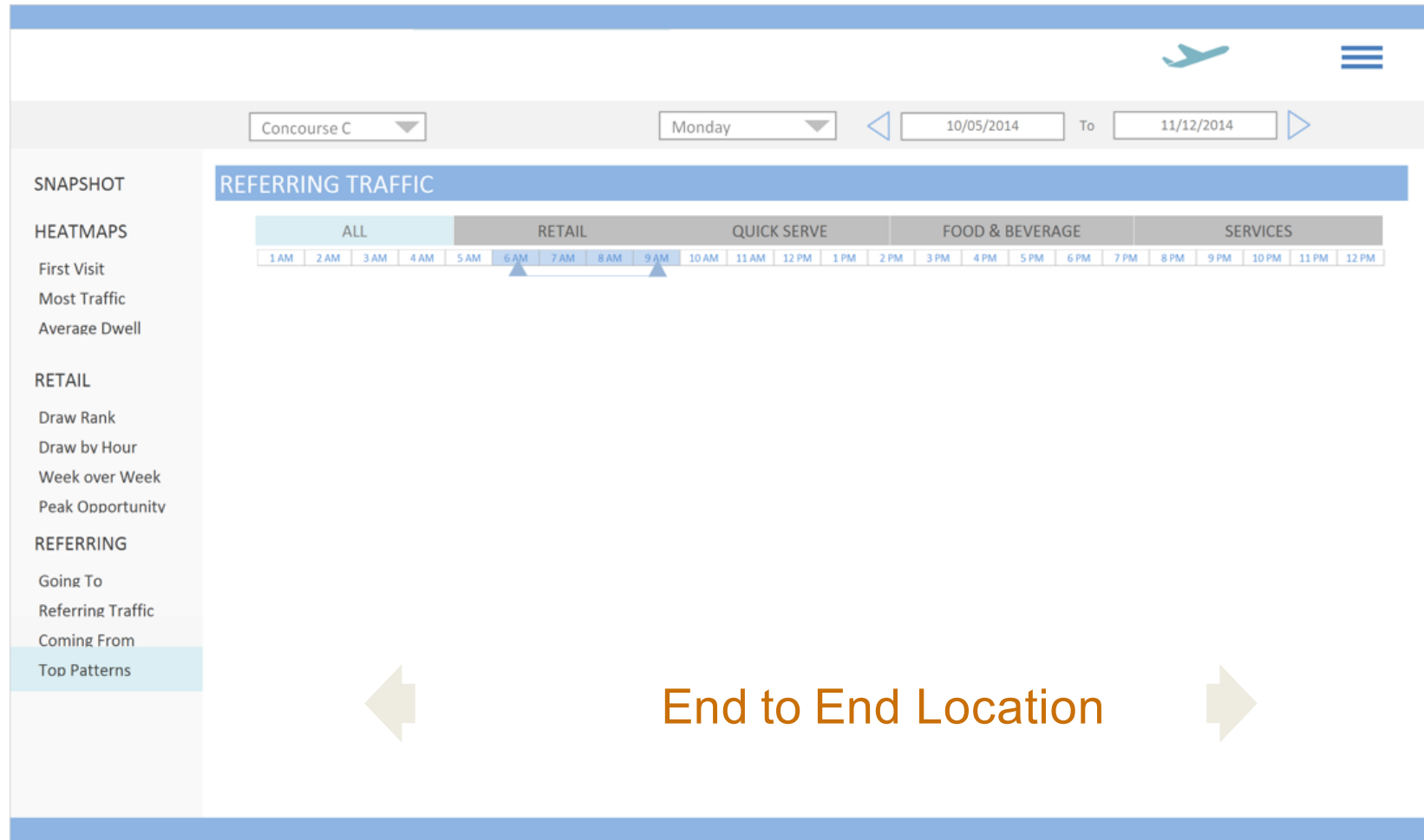
QUEUE AND FLOW ANALYZER

- Real time queue measurement and analytics
- Real time understanding of passenger satisfaction

Airport Business Intelligence



END TO END TRAVEL PATTERNS



End to End Location

QUESTIONS?





CREATE
SUCCESS.
TOGETHER !

www.sita.aero

Thank you!

SITA
Create success. Together