THE ATI CLOUD: WHERE YOUR WORLD COMES TOGETHER

SITA

Create success. Together

> "THE BEST WAY TO REALLY SERVE
> THE INDUSTRY'S NEEDS IS TO BUILD
> AN INTEGRATED CLOUD COMBINING
> NETWORK AND I.T., SOLELY DEDICATED,
> AND SPECIFICALLY TAILORED, TO
> THE AIR TRANSPORT INDUSTRY."

FRANCESCO VIOLANTE
CEO, SITA

THINK CLOUD

Welcome to a new world, where everyone has access to the latest hardware, software and applications, all provided on-demand by a trusted supplier. Where everyone can achieve more at a lower cost and deliver superior customer service with minimum risk.

Through Cloud computing the air transport industry (ATI) will discover new ways to manage IT:

- **Do more with less.** Become more agile, while reducing the overall investment in IT.

- **Become more flexible** by adding or removing resource as needed. The user controls this on-demand scalability so you never have to overprovision again.

- **Cut IT costs** by reducing hardware and software capital expenditure. This allows resources to be pooled among many users who only pay for what they use.

- **Take control of your IT.** Powerful self-service capabilities mean that users can always be aware of what is being used and how it impacts business performance.

With **SITA's ATI Cloud**, industry players can become more competitive, scale up their ability to handle more passengers, ensure compliance with new legislation and security regulations, respond quickly to disruptions from weather and industrial action, and better manage corporate activities such as mergers and acquisitions.

SITA's ATI Cloud is here. We're ready, are you?

ATI CHALLENGES

Cloud computing will help the air transport industry address many business and operational challenges, such as:

- Office consolidation and footprint optimization
- Agility for route testing and seasonal traffic spikes
- Management of disruptive events like natural disasters
- Growing dependency on third parties
- Standardization of IT between airports and their tenants
- Support for a mobile workforce
- Corporate responsibility and green credentials
- IT skills shortage

WHICH CLOUD?

Because the cloud is there to service you and your unique business needs, it can be implemented in a number of different ways.

Resources can be accessed via the internet from **public cloud** providers like Google, Amazon or SAP, whilst on the other hand organizations can also provision **private cloud** services

within their own data centres, and deliver them "as-a-service" to business units.

An alternative approach, which offers the relevance and security of a private cloud combined with the cost-benefits of a public cloud, is a **community cloud**. Here multiple stakeholders in a vertical industry can share

business critical applications and server environment.

Within a community cloud, developers can create services specifically tailored to an industry's security, compliance and data protection needs.

Welcome to business your way.

A CHOICE OF ONE

For the air transport industry, with its complex eco-systems of partnerships and inter-dependencies that cover the globe, a community cloud is the ideal option.

Many different players are already integrated by operational processes.

Countless IT assets and business applications are shared across stakeholders. Working alone or implementing private clouds simply isn't an option, and public clouds can't deliver the necessary security, service-levels or domain knowledge that is required by the air transport industry.

There is already high adoption of common-use infrastructure. There has been considerable investment in community networking. Evolving to a global community cloud is the next logical step and SITA is ideally positioned to lead the way.

ONE COMMUNITY – ONE CLOUD

Building on SITA's community role and long track-record of success within air transport, the ATI Cloud provides a wide range of on-demand business and IT resources that are tailored specifically for the industry. The result? A completely new approach to air transport IT.

The ATI Cloud builds on SITA's community role, where we have enjoyed a long and successful track record of working for the air transport community by taking a long-term view and investing in the industry's future.

SITA's ATI Cloud offers business and IT on-demand services designed for the air transport industry. These will deliver:
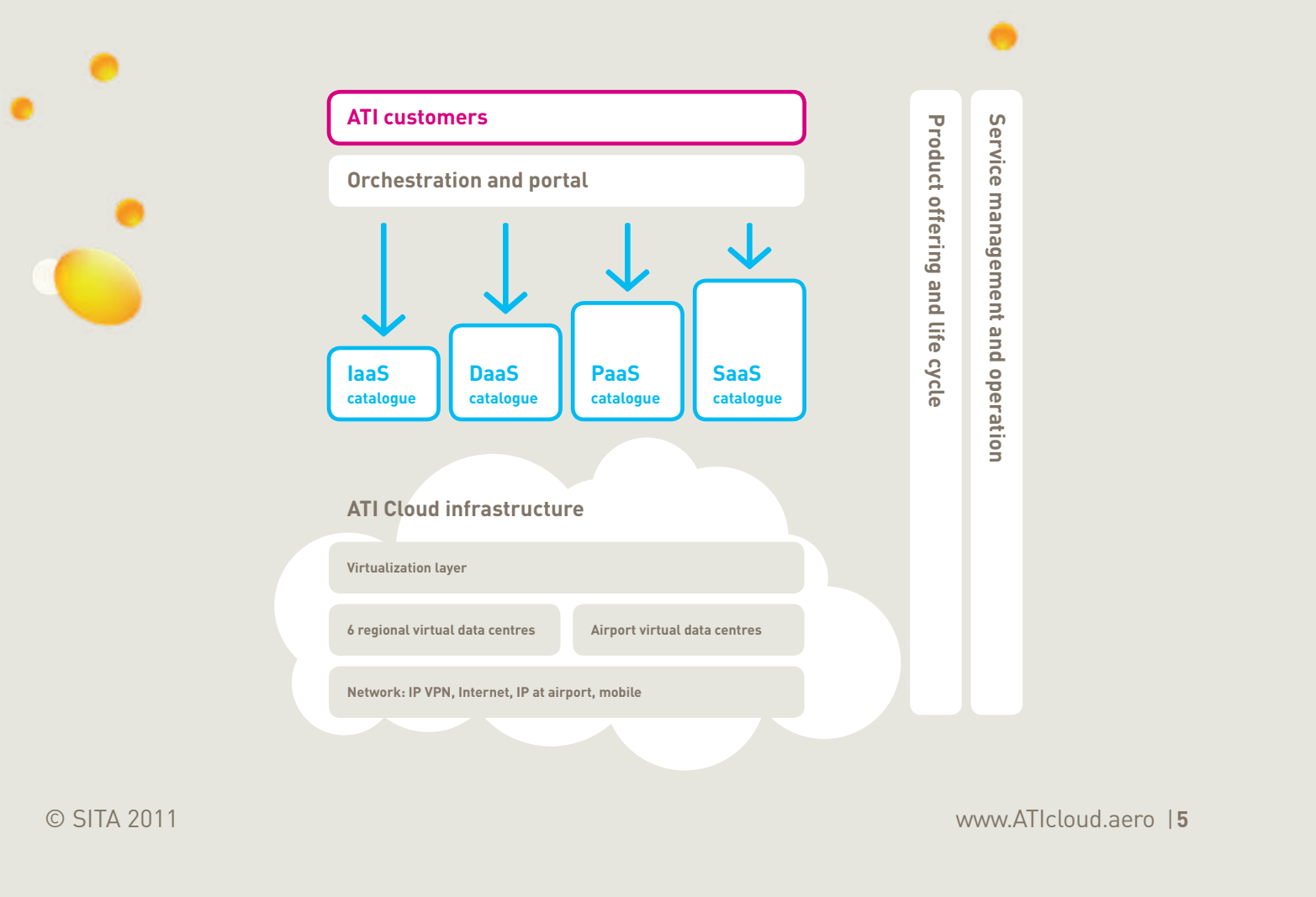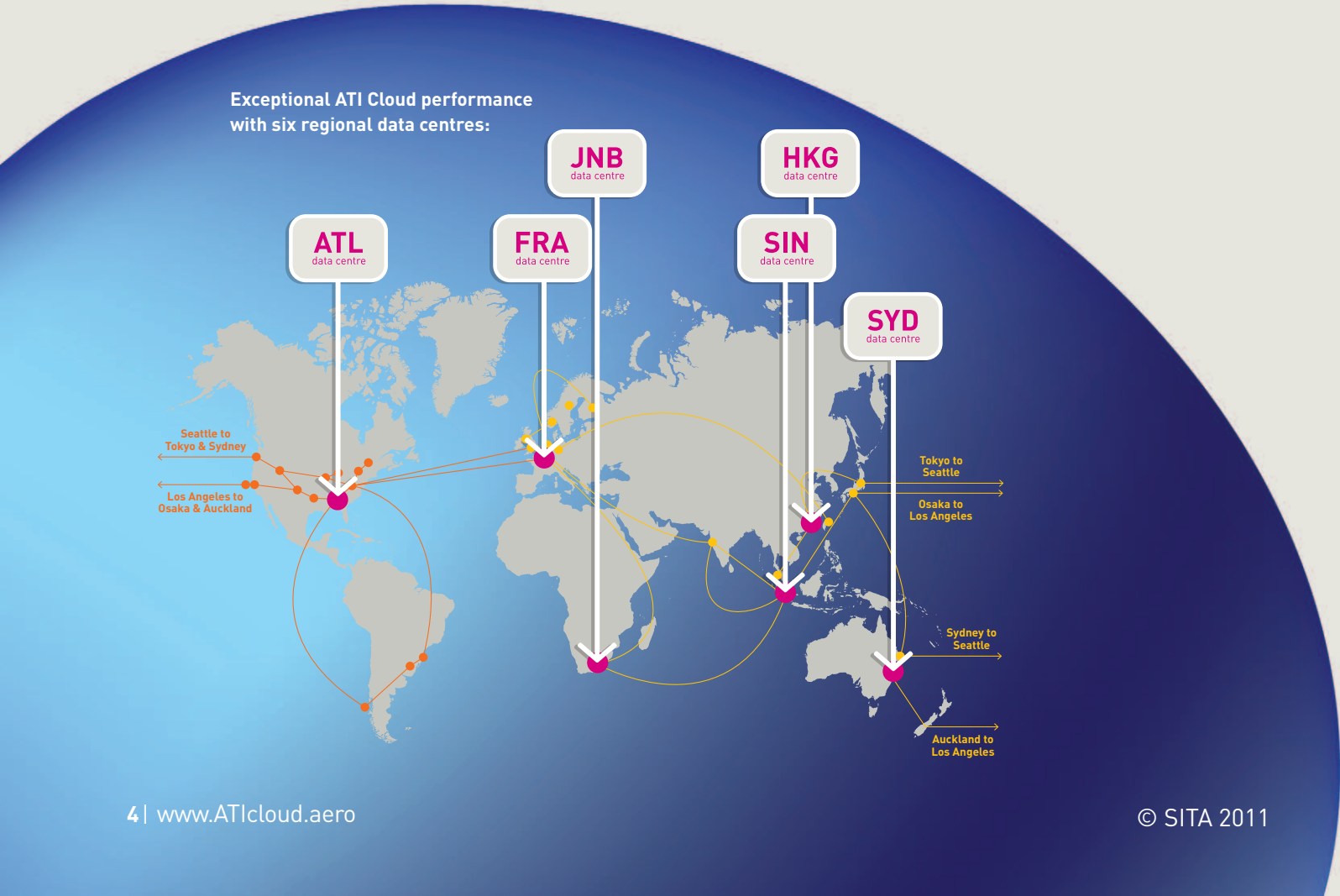
Agility

- On-demand access to the IT services you need
- Extensive Software-as-a-Service (SaaS) catalogue
- The right set of applications for the right people

Consistency

- End-to-end 100-millisecond access for business critical operations
- High levels of security

Integration

- Smooth migration between cloud services with all existing environments
- Broad portfolio of integrated infrastructure, desktop and application services

Compliance

- Choice of data storage location
- Totally compliant with air transport industry standards

Thanks to the ATI Cloud, there is a positive future ahead.

Exceptional ATI Cloud performance with six regional data centres:

JNB data centre

HKG data centre

ATL data centre

FRA data centre

SIN data centre

SYD data centre

Seattle to Tokyo & Sydney

Los Angeles to Osaka & Auckland

Tokyo to Seattle

Osaka to Los Angeles

Sydney to Seattle

Auckland to Los Angeles

ATI customers

Orchestration and portal

| **IaaS** catalogue | **DaaS** catalogue | **PaaS** catalogue | **SaaS** catalogue |

Product offering and life cycle

Service management and operation

ATI Cloud infrastructure

Virtualization layer

6 regional virtual data centres

Airport virtual data centres

Network: IP VPN, Internet, IP at airport, mobile

EVERYTHING AS A SERVICE

DESKTOP-AS-A-SERVICE

DaaS delivers on-demand access to desktop software which, to the user, appears to be running locally but is actually hosted on the ATI Cloud infrastructure. It means that users can access their desktops from any device, and in any location. And, because of the ATI Cloud's exceptional performance, end-users are less than 100 milliseconds away from their applications.

Operating system software, applications and processes can all be run as usual, and user data stored within the ATI Cloud. It's also possible to create, upload and run your own applications in the cloud, or choose from the many that are available from SITA and third-party developers. SITA also has the expertise to develop fully-customized bespoke applications.

INFRASTRUCTURE-AS-A-SERVICE

Airlines and airports can reduce their capital expenditure and operational overheads by migrating server infrastructure to the ATI Cloud and adopting Infrastructure-as-a-Service (IaaS).

IaaS provides scalable virtual hosting in SITA's regional or airport virtual data centres. With a wide range of options available, you can select the location, design and manage your own server to cover your specific needs.

Round-the-clock support is available on-site and your system administrators can use the online self-service portal and toolset to create, manage and remove virtual machines.

SERVICE CATALOGUE

The ATI Cloud provides access to a searchable catalogue of on-demand applications (Software-as-a-Service). You can scan through and identify appropriate software, both for air transport functions and also for general business and IT use. These can then be deployed as on-demand services on DaaS or IaaS platforms. Many applications are already available, developed both by SITA and independent software developers. More are being added all the time.

SELF-SERVICE AND ORCHESTRATION

SITA has developed a sophisticated orchestration platform (Platform-as-a-Service). This is a key element of the ATI Cloud as it lets you manage and control IT resources dynamically and automate routine tasks. Self-service through a portal interface provides visibility of your network, computing, storage and software resources, and in addition, delivers reports and billing records. As well as enabling rapid system deployment, this also ensures you only ever pay for what you use.

ONE FOR ALL

As the ATI Cloud continues to evolve, everyone in the air transport industry will benefit:

Airport staff and ground handlers: can access their key data and applications from dedicated or shared workplaces and devices, including handheld computers, tablets and smartphones, at the choice of the IT manager.

Engineering and MRO: are able to quickly deploy and use a best-of-breed aircraft maintenance application on demand, with a guarantee on where the data sits and controlled application performance.

Airline IT managers: get the same application performance at out-stations as they do at their main hub, and are able to provision services on-demand at seasonal airports.

Aerospace manufacturers: are able to run their portals closest to their airline customers, in a secure high-end environment, providing greatly improved end-user experience.

Pilots: have access to Electronic Flight Bag applications and data, with the same level of performance, or security, from home country to remote destination.

Contact centre agents: can be based anywhere in the world with a Virtual Contact Centre solution so that they can provide 24x7 local language support to travellers.

Independent software vendors: developers have a single, worldwide ecosystem to develop and deploy their industry and non-industry specific applications, and reach the widest possible audience.

TIME TO TAKE THE LEAP

Cloud computing allows any IT resource to be consumed as a utility, from a complete server infrastructure down to industry-specific applications, and provided on-demand over a network connection.

The result is that customers benefit from access to next-generation IT services without the need for extensive capital investment and ongoing operational headaches.

Computing resources become elastic, scaled up and down to meet peaks and troughs in demand. By only paying for what you use, IT is more closely aligned with your business performance.

ARE YOU CLOUD-READY?

- Do you want access to a wide range of ATI applications, all provisioned from a single secure environment?

- Do all of your IT users have access to the resources they need, where they need it?

- Is your IT infrastructure over-provisioned to meet peak demand?

- Do you feel you're spending too much time focusing on IT when you could be building your business?

- Do you have IT skills and resources in all the locations that you need it?

- Will a utility-based pricing model help you align IT with business objectives?

If the answer is yes to any of these questions, the SITA ATI Cloud could represent an extensive new world of opportunities for your business.

> **"PUTTING AN AIR TRANSPORT INDUSTRY CLOUD IN PLACE IS NOT JUST ABOUT TECHNOLOGY BUT ABOUT BUSINESS RELEVANCE."**
>
> **GREGORY OUILLON**
> VP, AIR TRANSPORT INDUSTRY CLOUD, SITA

WHY SITA?

- SITA has more than 60 years' experience of managing network, IT infrastructure and other services for the air transport industry.

- SITA has more than 30 years' experience of developing and integrating shared air transport applications, with unique ATI domain knowledge and vertical business process expertise.

- SITA's network, upon which the ATI Cloud is built, connects 17,000 sites globally and links with 90% of the world's airlines.

- SITA, which has operations and IT infrastructure based in 320 airports worldwide, is best placed to integrate ATI Cloud services.

- SITA's unique understanding of the industry led to integration and validation of more than 1,200 industry applications on CUTE.

- SITA has strong technical and service operations expertise, and has invested in a state-of-the-art data centre to support virtualization technology for the ATI Cloud.

- Positioned in Gartner's Magic Quadrant for Pan-European Network Service Providers.*

SITA connects the air transport industry. We are the organization that is best placed and most uniquely qualified to develop and implement the ATI Cloud.

SITA
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SITA – WHERE INNOVATION IS A TRADITION

SITA is the world's leading specialist in air transport communications and IT solutions. We deliver and manage business solutions for airline, airport, GDS, government and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry.

We innovate collaboratively with the air transport industry, and the industry itself drives the company's portfolio and strategic direction. We are the only IT and communications company to run annual, industry-renowned IT surveys for airlines, airports and passenger self-service.

Our portfolio includes managed global communications, infrastructure and outsourcing services, as well as services for airline commercial management, passenger operations, flight operations, aircraft operations, air-to-ground communications, airport management and operations, baggage operations, transportation security and border management, cargo operations and more. In addition, we sponsor .aero, the top-level internet domain reserved exclusively for aviation.

We are one of world's most international companies. Our global reach is based on local presence, with services for over 550 air transport industry members and 3,200 customers in over 200 countries and territories. Set up in 1949 with 11 member airlines, today we employ people of more than 140 nationalities, speaking over 70 different languages. SITA had consolidated revenues of US$1.49 billion in 2010.

For further information, please visit www.sita.aero

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