Airport IT – Are you ready for the future?
Life was simple...
And then it wasn’t
It’s all about me!

Communicating In A Gen Y World
What if…

...you could increase your slot capacity by accurately predicting arrival and departure times, tracking aircraft and sending alerts about potential disruptions?
What if...

...you could proactively improve on-time performance by allocating staff in real-time via their mobile devices?
What if…

...you could improve your customer service levels by reducing mishandled bags with real-time tracking of luggage going through your airport?
What if…

...your passengers had an end-to-end self-service experience removing any human intervention throughout the entire journey?
What if...

...you could improve your operational passenger flow and target retail based on actual passenger traffic flows through your airport, not just through simulations?
What if…

…your passengers could reserve a parking slot in advance, navigate to it via their mobile phone, and then tag their parking location to navigate back easily on their return?
What if...

...your passengers could **pre-purchase duty-free** items on their mobile and have them delivered directly to them on the plane?
The time is now
Three key trends are coming together

- Mobility
- Self-Service
- Collaborative Tools
MOBILITY is a game changer

- Declining smart phone prices → 66% of US business passengers carry smart phones
- 70% of airports plan to offer mobile services by 2013
- 4G/Wifi will provide permanent connectivity
- Context-enriched apps will be expected

Paperless travel
Personalized journey
One-to-one CRM/marketing
Real-time information
Reduced congestion/delays

Sources: SITA PSS Survey / SITA Airport IT Trends Survey
SELF-SERVICE is becoming omnipresent

71% passengers already use self check-in kiosks

Self bag-drop
Self-boarding

Biometrics-enabled ID management
SmartCards, ePassports

Simpler passenger journey
Faster and more secure border processing
Ancillary revenues
Reduced operational costs

Sources: SITA PSS Survey
What's in it for you?

- Improved productivity and efficiency
- Enhanced passenger satisfaction
- New revenue streams
- Reduced operational costs
Top 3 investment priorities remain unchanged:

1. Customer service/passenger experience (56%)
2. Reducing cost of business operations (50%)
3. Enabling revenue opps (42%)
By 2015…..

Airlines will get personal – selling direct to passengers through new channels

Social media will be a major platform for marketing, customer service and sales

Self-service will have come of age: no more queues at bag drop or boarding?

Mobile will be the dominant channel, enriching the travel experience from booking to boarding and beyond
Mobile Apps and Web will dominate passenger interaction beyond 2015
Mobile Apps and Web will dominate passenger interaction beyond 2015.
Transforming check-in with ‘Fast Bag Drop’

76%

plan for kiosks with bag tag printing by 2015

BAG-DROP (ASSISTED)

● Today
● By 2015

28% 83%
Expanding full self-service to boarding

Airline IT Trends Survey Highlights 2012

- Bag-Drop (Full Self Service)
  - 9% Today
  - 74% By 2015

- Self-Boarding Gate
  - 4% Today
  - 54% By 2015
• Improving the passenger experience is still the key driver for airport industry IT strategies and investments in 2012

• Passenger processing and airport operations are the top investment areas for airports over the next 3 years
Passenger Management

• Airport customer service strategies will evolve dramatically through 2015, with mobile apps playing a leading role in passenger interaction, and increasing usage of social media for a number of services

• Airports are responding to airlines’ ambitions for full self service by upgrading, evolving, and expanding the IT infrastructure including kiosk installations
Business Intelligence and Collaborative Decision Making

• By 2015, the majority of airports will embrace some Business Intelligence systems, and continued collaboration with airlines, airport tenants & partners to improve customer service, drive operational efficiency and cost savings.

• Reducing passenger congestion is the overwhelming priority driving the deployment of geolocation technology at airports.

• Airports’ commitment to implementing an AOCC and Airport CDM will drive further collaboration between airport stakeholders and provide new intelligence for improved decision making.
Questions?