



# SITA API PNR GATEWAY ESSENTIALS

SITA PRODUCT BROCHURE

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# Introducing SITA API PNR Gateway Essentials

Governments have a sovereign responsibility to protect their borders. Historically, officials had to wait until each traveler presented themselves at the border before being able to assess their risk and admissibility status. Today, proactive governments want quality information about travelers ahead of time, so they can identify people of interest in advance. To achieve this, governments need access to reliable and validated data through a simple, visual platform.

## Overview

The SITA API PNR Gateway Essentials provides governments with a snapshot of exactly who is entering, departing or transiting through their country. Our passenger data acquisition tool harnesses reliable and validated advance message data from the travel community, which information border authorities need to keep potential threats away from their physical border. Using Advance Passenger Information (API) and Passenger Name Record (PNR) data, governments can weed out high-risk travelers without negatively impacting the experience of low-risk travelers.

At SITA, we call this a real-time, 'single-window' solution because it consolidates multiple data sources into a highly visual, easy-to-use format. This makes it far simpler and faster for governments to pull out the important pieces of data and not get bogged down in the sheer volume of information.

Our advanced visualization solution is configurable to meet the unique needs of a country and interfaces seamlessly with existing programs and tools, in line with the recommendations of the International Air Transport Association (IATA) and the International Civil Aviation Organization (ICAO). We know that, over time, governments may want to do more with API PNR data than just gathering, monitoring, and reporting. This is why we created a highly flexible solution that ensures governments can scale up on their terms and timelines to suit their specific capacity and budget needs. It all starts by putting a foundation in place to receive API PNR data. From there, SITA API PNR Gateway Essentials can keep evolving to add even more value across the journey to create safer, more dynamic, and more efficient digital borders. budget needs. It all starts by putting a foundation in place to receive API PNR data. From there, SITA API PNR Gateway Essentials can keep evolving to add even more value on the journey to create safer, more dynamic and efficient digital borders.



# We understand your border control challenges

Four main border control issues consistently keep governments and border security experts awake at night:

1. **Leverage quality data** - Quality data must be captured to ensure the accuracy of risk evaluations.
2. **Balance security priorities with operational efficiencies** – Global security is a top concern, but so is finding ways to prevent delays at the border.
3. **Reduce cost and complexity** - Cost is a factor when it comes to new systems and rolling out up-to-date digital solutions.
4. **Robust and agile border security** - Adaptability and flexibility are a must. This applies to new technology uptake as well as keeping pace with evolving global challenges.

Let's unpack these in more depth.

## Leverage quality data

The dilemma: Quality data that is reliable and accurate is the lifeblood of any effective border management system. Without it, the depth of risk analysis is skewed, and the ability to pick up threats and trends is diminished. If the system isn't working at optimal, this can also have a negative impact on the experience of travelers.

The solution: SITA API PNR Gateway Essentials enables governments to visualize and continually receive the best-quality data—not just access, but real-time data that informs swifter decision-making. How do we do this? By getting the basics right and addressing issues like message validation and routing.

*“Travelers from newer source markets often have access to tech-forward travel offerings. For example, Indian travelers can travel anywhere within their country without physical identification, thanks to the Digi Yatra app....Tourism stakeholders should consider how to adapt to the tech expectations of newer travelers, integrating relevant offerings that ease journeys.”*

-McKinsey & Company (Now boarding: Faces, places, and trends shaping tourism in 2024)

## Balance security priorities with operational efficiencies

The dilemma: Governments walk a fine line when it comes to balancing the need for a secure border with the demands from travelers for a smooth entry and exit experience. Tourists certainly don't want to kickstart a much-anticipated holiday by spending hours in a passport queue, while today's frequent business flyers expect a seamless border experience. Yet any government that doesn't put safety first is neglecting its duties.

The solution: With SITA API PNR Gateway Essentials, governments receive information about travelers before they embark on their journey. This gives them the means and the time to properly pre-screen travelers, shifting the dial from a reactive response to threats at the physical border to proactively stopping challenges in their tracks. In essence, our solution moves the border back and into the digital space. In practice, using SITA API PNR Gateway Essentials means governments and their border agents can proactively identify possible threats long before they reach air, sea, or land borders thanks to the traveler information available through API and PNR data. This means border experts can make informed decisions on who can cross into the

country quickly and effectively.

## Reduce cost and complexity

The dilemma: The pace of technological change is staggering. Introduce a new system, software or IT solution and immediately an existing platform needs upgrading or tweaking to remain relevant. This makes it tricky for governments that decide to develop and maintain their own in-house border control systems. In-house solutions cannot afford to be out of date or out of touch, which necessitates employing teams of highly specialized and costly experts. These teams must have the capabilities to ensure that any in-house system can receive and process API and PNR messaging in the correct format at the right time, while still being flexible enough to shift in approach and execution if new threats emerge or national requirements evolve.

The solution: Given the cost and expertise required, using an off-the-shelf solution makes sense. To be truly effective, however, governments should approach this strategically by viewing a border control system as part of a multi-faceted ecosystem, comprising different technologies and sources of data. To make sense of this ecosystem, we recommend using SITA API PNR Gateway Essentials to consolidate all these inputs into a 'single window' solution that presents data in a logical and consistent way.

## Robust and agile border security

The dilemma: Governments work tirelessly to defend and protect their national borders, tackling challenges from human trafficking and criminal activity to smuggling. These challenges are not static, they evolve constantly and differ from country to country and region to region. This puts substantial pressure on border security professionals. To do their jobs effectively, these experts need swift access to information via an integrated border management system that helps them make quick, informed decisions.

The solution: For countries with simpler border security requirements and lower traveler volumes, our Essentials product creates a solid base that can be upgraded over time as security needs change. For more complex requirements, our standard API PNR Gateway product offers a complete and comprehensive solution. Essentials customers can upgrade to the standard product when or if they need additional services, including message transformation, machine learning, and improved user interface.

*“Advancements in technology are assisting in the battle to maintain safe and secure international travel. The border security professional still remains the front line against these threats.”*

-World Border Security Congress 2024

# Our Solution: SITA API PNR Gateway Essentials

There are so many moving parts when it comes to ensuring a safe and orderly national border. There are national security requirements to consider, as well as resources, external and internal threats, specific issues relating to the geographical location of borders and entry points, and capacity. You can't just slap a digital band-aid onto a pen-and-paper system and expect optimal results. Governments need a solution that offers value across the entire border management system, builds improvements and efficiencies into the mix, works with existing IT solutions, and helps streamline the border security process.

SITA API PNR Gateway Essentials is the perfect companion. Fueled by data, our solution draws out critical traveler information in the form of:

- Advance Passenger Information (API) - The API includes all the information about a traveler that is contained in the machine-readable zone of their travel document, with some details about their

flight. API defined fields include name, gender, date of birth and nationality. The API may also include baggage and seat details and, if the booking includes a connecting flight, it could include all legs of that travel history.

- Passenger Name Record (PNR) - The PNR contains all the available information about the passenger's entire journey on this specific booking, including name, address, payment method, booking details, contact details, flight details, and final destination.

When you merge these two records—the personal information API and the travel record PNR—you get a powerful glimpse into the individual traveler. Together, the API and PNR can act as an early warning system for governments by red-flagging potential risks, such as departure from high-risk countries to the method of payment.

The combination makes for an easier and smoother journey for low-risk travelers, while freeing up border officers to focus on high-

risk concerns.

***“SITA API PNR Gateway offers a unified interface for governments to collect data from carriers which can be analyzed further. It helps governments fulfil their international obligations under United Nations Security Council Resolutions (UNSCR) pertaining to counter-terrorism. It also allows carriers to seamlessly fulfill all government data obligations reliably in a single feed at the right time in the right format.”***

Keith Surridge, Product Manager,  
SITA API PNR Gateway



# Behind the scenes: how does it work?

Governments using the SITA API PNR Gateway Essential solution will get a simple overview of all travelers entering the country, as well as those exiting and transiting through.

We call this a single-window view because the system is set up to help border control agents easily and quickly visualize the mountains of messages received and all the data available at a glance. This information is drawn from the raw data that continually feeds the system. But rather than getting bogged down in all the information, border management specialists can focus their time and attention on picking up potential problems and acting to stop high-risk travelers before they touch down in the country.

By enabling proactive border security, our solution helps to slash the costs associated with repatriating travelers or levying fines on airlines and carriers that transport passengers who do not have the right to enter.

Behind the scenes, the single-window approach is constantly being fed information from a variety of sources, including airlines. When you check into a flight, for instance, the following cogs start turning:

- The SITA API PNR Gateway Essential platform automatically receives encrypted information from the airline's depart and control system. This applies to both passenger and crew information.
- Carriers can use a manual data submission portal to report ad hoc flights, charters, and general aviation movements.
- Data is converted into a bespoke government format and sent to the government in question.
- Using this data, governments can determine high-risk and low-risk travelers and perform accurate risk assessments where needed.

All messages are validated before being forwarded to the government in question.

With the SITA API PNR Gateway Essential solution, border management agents can also generate detailed statistical reports at set frequencies or when needed. Not only does this help to monitor trends, but it ensures that valuable yet scarce border staff are freed up to focus on higher-risk activities. Ultimately, this makes it easier, simpler and faster for travelers to cross national borders without compromising safety and security.

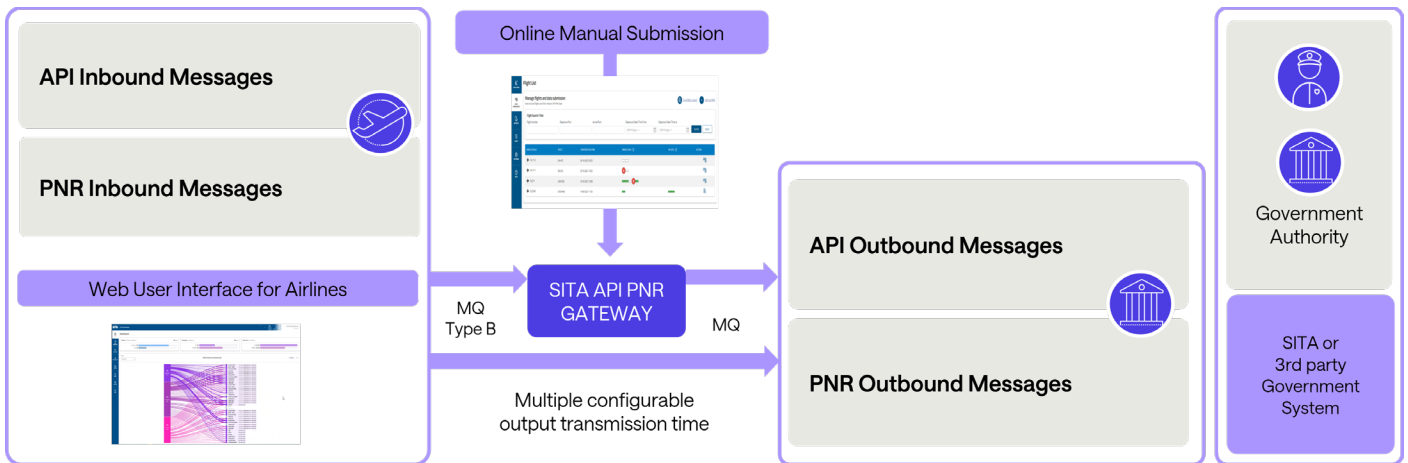


Diagram 1 – Overview of the API PNR Gateway Essentials Solution

# What makes our solution so powerful?

SITA API PNR Gateway Essentials directly and effectively addresses the four major challenges facing governments and border security experts today: the ability to leverage data effectively; balancing ease-of-travel with critical security requirements; reducing cost and complexity; and, creating a robust and agile border security system.

Our solution is compliant with the UN Security Council, ICAO and the European Union guidelines for the collection of API and PNR passenger data. These requirements are designed to make traveling easier while enhancing global security.

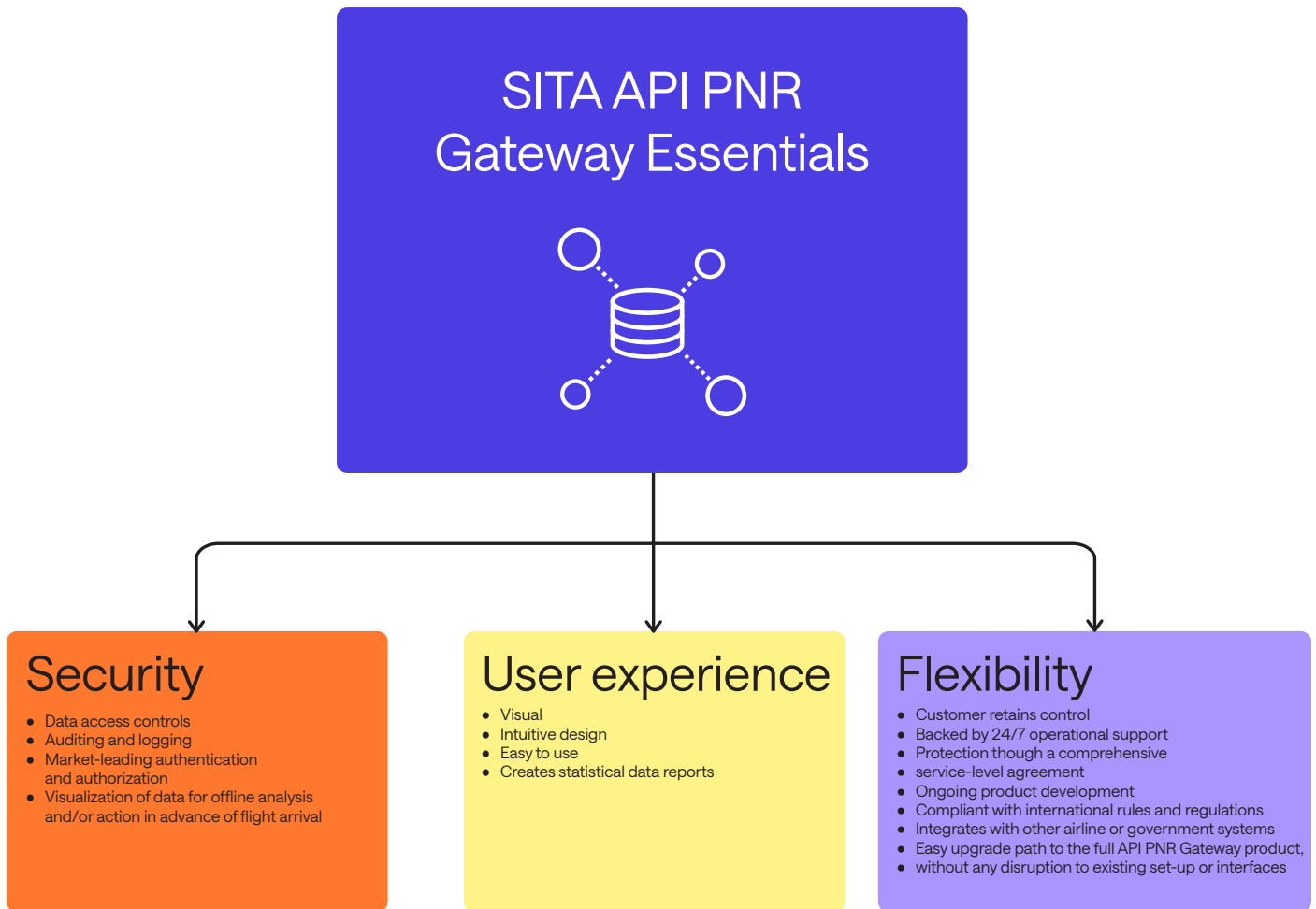


Diagram 2 – Overview of the API PNR Gateway Essentials Solution

# Additional benefits

In addition, SITA API PNR Gateway Essentials provides:

## Peace of mind

Our solutions are the best on the market. Tried and tested by a global IT company at the top of its game, our customers are confident they are dealing with an industry leader that understands border management inside and out.

## No hidden costs

SITA API PNR Gateway is available to governments as an entry level 'Essentials' solution which can simplify data capture, manage data feeds from different carrier sources, and present those combined data streams in a logical and consistent manner backed by reports. At any time, our customers can upgrade to the full, standard solution.

## Safe and secure

National security is paramount for the safety of countries and their citizens, which makes secure data solutions a critical aspect of border management. SITA API PNR Gateway is a secure data-as-a-service offering, which validates and receives the airline data feeds of passengers and crew, in the right format and at the right time.

## Privacy assured

SITA API PNR Gateway Essentials is designed and managed in strictest compliance with the most robust privacy and security law on the planet, the European Union's General Data Protection Regulation (GDPR) guidance. Our solution ensures that data protection is enforced, that personal information is encrypted and privacy and access controls are in place.

## User-friendly

Every touchpoint within the solution is designed for ease-of-use, from the single window access for managing and visualizing traveler-related information, to the availability of a multilanguage user interface if required. Not only do governments have full control over the system and their designated users, they can produce optional statistical reports at will and have access to full system audit data.

## Built for any eventuality

The SITA API PNR Gateway Essentials solution is supported by cloud security measures, offsite backups and backup protection, application security measures, access control and authentication, information protection, operational security measures such as antivirus and ongoing capacity management, as well as network segmentation and encryption. In the event of a critical incident, disaster recovery is built in.

# SITA at a glance

After more than 25 years in this business we have proved our worth as a capable and innovative borders technology partner to the air transport industry.

We are trusted by over 600 airlines and more than 70 governments around the world. Each year, we process more than 100 million travelers using our SITA API and PNR solutions. This is because our solutions work. Numerous airlines and governments have tried and tested our solutions, and they all give SITA the thumbs up when it comes to effectively leveraging the potential of technology to streamline the air transport industry and answer the pain points of both airline carriers and governments.

At SITA, we pride ourselves on being agile, innovative and constantly improving our offering in the face of evolving global threats, risks and opportunities. We listen, we track the trends, and we continuously bring solutions to the table.

## How do we do this?

- We use information and communications technology to make travel easier and safer.
- Almost every airline and airport in the world does business with SITA.
- Nearly every passenger trip relies on SITA's advanced technology.
- Our solutions span pre-travel touchpoints, check-in and baggage processing, boarding, border control and inflight connectivity.
- Founded in 1949 by 11 pioneering airlines, today we boast an extensive community. We have more than 400 air transport industry members and 2,500 customers in over 200 countries and territories rely on our services.
- We have more than 400 air transport industry members and 2,500 customers in over 200 countries and territories rely on our services.
- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- Our solutions drive operational efficiencies at more than 1,000 airports, while delivering the promise of the connected aircraft to customers of 17,000 aircraft globally.
- We help more than 70 governments balance the need for secure borders and seamless travel.
- We continually invest in our business, innovating and working in collaboration with our air transport customers, industry bodies and partners.
- We provide services over the world's most extensive communications network. This vital asset keeps the global air transport industry connected and bridges 45% of the air transport community's data exchange.
- Our customers enjoy 24/7 integrated local and global support from our customer service team of more than 1,700 people around the world.
- We develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.
- We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our United Nations-recognized Planet+ program. In 2023, our near- and long-term emission reduction targets were validated by the Science Based Targets initiative (SBTi) Net-Zero Standard.

### Keen to know more?

Check out this link for more info and to get in touch:



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

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