

### A global baggage data repository that accepts, consolidates and translates bag tracking data from check-in to final destination.

Airlines and airports are anxious to increase visibility of their real time baggage handling operations. They also want to improve their passengers' experience by offering baggage tracking via mobile devices.

#### BACKGROUND

**Lack of visibility in baggage handling operations** – Baggage handling is negatively impacted by a need for timely and accessible baggage tracking data, especially for transfer and interlining baggage.

**High cost of mishandled baggage** – Lack of a data trail makes it difficult to apportion responsibility for mishandled baggage. However, if an airline can prove they are not at fault, they can reject prorated claims from other airlines.

**Poor passenger experience** – Passengers expect to be able to track their bags in the same way as they would track the delivery of a parcel.

**Complying with IATA's Resolution 753** – This not only requires airlines to increase baggage tracking and exchange data with others but also to be able to produce tracking manifests.

**The storage and sharing of data is challenging** – it needs to be done with GPPR regulations in mind.

#### SOLUTION

- Baggage information messages (BIMs) are sent when bags are processed (check-in, sorting, reconciliation, tracing). These are sent via Type B and SITA Bag Message data delivery services.
- These messages are routed to SITA Bag Journey, which builds up a chronological, user-friendly view of what has happened to the bag. This includes current handling status and location.
- SITA Bag Journey empowers operational, airport agent staff and passengers to access information to track bags like parcels from check-in to the final destination
- Data can be shared with staff for operational and administrative purposes, or with other partners. SITA Bag Journey includes BagTrust, a feature that allows data givers to manage their data sharing restrictions in line with GDPR regulations.

#### BENEFITS

- Improves efficiency by putting real-time baggage management information in the hands of staff
- Reduces mishandling charges by providing a reliable method for validating pro-ration claims
- Proactively manages baggage mishandling to minimize its negative impact
- Increases passenger usage of mobile apps through a baggage tracking tool that improves their experience
- Helps airlines comply with IATA Resolution 753, while minimizing data collection/distribution costs
- Airports and airlines are in complete control of the collected data via the portal
- They can decide which partner has access to which data, protecting passenger information in line with GDPR

### How does it work?

#### SOLUTION COMPONENTS

**1. ATI Cloud hosted baggage data warehouse**

Simplifies the centralization and collation of baggage handling data, making end-to-end tracking possible.

**2. Uses existing message structures and networks**

Existing TCP/IP, MQ or Type B connections can be used to send standard IATA baggage processed messages to SITA Bag Message. These can then be routed to SITA Bag Journey.

**3. Mobile tracking application (patent-pending NetScan)**

Running on a smartphone, this application is used for simplified tracking at airports where no local reconciliation is performed. Scanned data is transmitted to the central database over the Internet.

**5. Customer-controlled business rules**

Customers can control which baggage status message is transmitted over the API, enabling customized messages for specific tracking events.

**6. Customer user interface (WebGUI)**

Customers have access to a web interface for retrieving baggage tracking manifests as well as real-time and historical baggage handling data. The web interface is also used to configure users and business rules.

**7. No charges for data delivery or storage**

SITA provides free usage of existing SITA Bag Message and Type B services if the data is intended for SITA Bag Journey. Once delivered, data is stored free of charge, ready for use.

**8. Be in complete control of the collected data**

BagTrust allows customers to protect the passengers' data by managing data sharing restrictions.

**9. Fully managed support and 24/7 monitoring**

SITA's baggage messaging experts can proactively manage all inbound and outbound connectivity 24/7 with direct access to airline host control centers.

#### CASE STUDY

- SITA Bag Journey was used in the WorldTracer® Tablet trial with a major international airline
- When agents completed the WorldTracer® mishandled bag reports for passengers, they scanned baggage claim receipts that were recorded at check-in
- The information was automatically pre-populated in the lost bag report

#### RESULTS

**140+**  
airports send sorting and reconciliation information

**400+**  
airlines send messages