



FLEX YOUR PASSENGER PROCESSING

with SITA Flex as a Service

WHITE PAPER

SITA



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MARKET CONTEXT

In the wake of the COVID-19 pandemic, the air transport industry is facing a number of challenges.

There has been unprecedented resurgence in passenger numbers and the industry is struggling to service this demand with fewer staff and limited resources. At the same time, outdated or siloed technology systems, still widely in use across the industry, are keeping costs high, slowing down progress, restricting agility and limiting innovation. Supply chain issues mean that airlines are also struggling to source spare parts and facing delays in deliveries of new aircraft. The European crisis meanwhile continues to translate into spiraling energy costs and growing inflation.

In addition, there is a growing appreciation of climate change, and the need to do more across the industry in terms of sustainability and reducing both physical and carbon footprints.



2

INDUSTRY TRENDS

In this context, the ATI is identifying and embracing new and emerging technologies.

These need to:

- Enhance operational efficiency
- Reduce costs
- Speed up innovation
- Deliver friction-free passenger processing
- Improve the passenger experience
- Manage fluctuating demand
- Guarantee flexibility, agility and scalability
- Increase staff loyalty and retention
- Improve sustainability

Cloud computing is one technology that has the potential to help achieve these goals. It can bring down costs, eliminate the need for expensive and bulky equipment onsite, break down barriers to innovation and facilitate efficient passenger flow, both on and off airport.

It's important, however, not to fall into the trap of believing that simply lifting and shifting on-premise applications into the cloud can deliver all the potential benefits. Cloud solutions should take advantage of cloud-native features – and in particular the ability to speed up the development of new apps, using application programming interfaces (APIs).

Today, innovation is impacted by long and complicated certification processes, which simply aren't needed with cloud and API-driven solutions. Cloud solutions should also fully-leverage the Internet of Things (IoT). They should be vendor neutral, too, liberating you from certification processes and vendor lock-in.



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LEVERAGING THE CLOUD AND APIS

The key to radically improving the passenger experience is to leverage the cloud and APIs, along with biometrics and passengers' mobile devices.

One advantage of this approach, especially for airlines, is that it allows you to operate transversally, across the whole ecosystem. So, while today you might only be able to offer passengers services such as mobile check-in and seat selection, in the future you could also, for example, offer fast-track security or bag drop, via your airline app.

Passengers, for their part, would be further enabled, as they would be able to use their biometrics and mobile devices to move securely and seamlessly from check-in to boarding. At the same time, they could also be making their favorite purchases or enjoying food and beverage facilities.

Smart solutions leveraging the cloud and APIs should be able to deliver:

- **MOBILE, TOUCHLESS SELF-SERVICE TO REDUCE CONGESTION AND THE NUMBER OF TOUCHPOINTS AT THE AIRPORT.**

This should be at all touchpoints, including check-in, bag drop, security and boarding – or even at small, lightweight, next-generation touchpoints both on and off airport. This not only speeds up passenger throughput and enhances safety, but also improves passenger satisfaction and loyalty. You should also be able to scale up or down easily, as needed.

- **CONTROL OVER THE JOURNEY – ON AND OFF AIRPORT, REMOVING THE CONSTRAINTS OF PHYSICAL INFRASTRUCTURE.**

You can reduce the number of your fixed workstations, and replace them with mobile staff and tablets, interacting with passengers as needed, rather than relying on queue-based systems. You can also move services upstream and off airport, improving the digital passenger experience, reducing congestion and lowering costs. Examples include check-in, bag tagging and drop off, which can be done at car parks, hotels, resorts, conference centers or shopping malls – or even at home.

- **COMMON-USE, FOR EVERY DEVICE IN THE AIRPORT ECOSYSTEM – SO THAT DEVICES AREN'T DEDICATED TO SPECIFIC AGENTS OR PASSENGER PROCESSES.**

To improve the passenger experience you should do more than simply lifting legacy applications into the cloud, and instead enable all touchpoints to become fully shareable, even between agents and passengers. Innovate at your own pace, without the need for app certification – and make sure your solution is vendor neutral, and you're not locked in by third-party tech providers.

- **SMARTER, MORE AGILE APPS, SO THAT YOU CAN OWN THE END-TO-END PASSENGER JOURNEY THROUGH THE AIRPORT.**

Use the freedom to develop and deploy brand new passenger apps – building once and deploying everywhere. By hosting your own apps, you no longer need to certify changes or updates. And by staying fully connected with your passengers, and not depending on third parties for support, you can improve both passenger satisfaction and loyalty. With APIs, your developers can build, test and deploy in line with your DevOps process, innovating at your own pace.

- **IMPROVED PASSENGER-STAFF INTERACTIONS – ALLOWING YOUR STAFF TO BE TRULY MOBILE AND AGILE, WORKING WHEN AND WHERE THEY'RE NEEDED MOST.**

API-based solutions can help you optimize both resources and processes, making everything increasingly touchless, and the airport a safer place for staff and passengers alike. It enables your staff to break free from the restrictions of their desks to be able to work in front of them and not behind them, to offer a better customer experience. It should also enable remote agent support. So you can have staff working in the most appropriate time zones, offsite. It helps to improve passenger-staff interactions, and staff retention.

SITA FLEX AS A SERVICE, A SMART VENDOR-NEUTRAL CLOUD SOLUTION, HAS BEEN DEVELOPED TO DELIVER ALL OF THIS – AND MORE.

4

SITA FLEX AS A SERVICE

SITA Flex as a Service (FaaS) is the new future of common-use and self-service.

With FaaS, using Flex APIs, airline developers can quickly and easily create and deploy their own mobile and web apps. Freed from traditional constraints, including certification, they can drive innovation and facilitate a low-touch, fully mobile passenger experience that helps differentiate your airline from the competition.

By leveraging Microsoft Azure, IoT, the cloud, and open, non-proprietary APIs, airlines can develop their own apps at their own pace, using end-to-end mobility to exploit self-service across the ecosystem. Operations can be scaled up or down as needed, to manage fluctuations in demand.

FAAS HELPS AIRLINES:



BEAT STAFF AND RESOURCE SHORTAGES



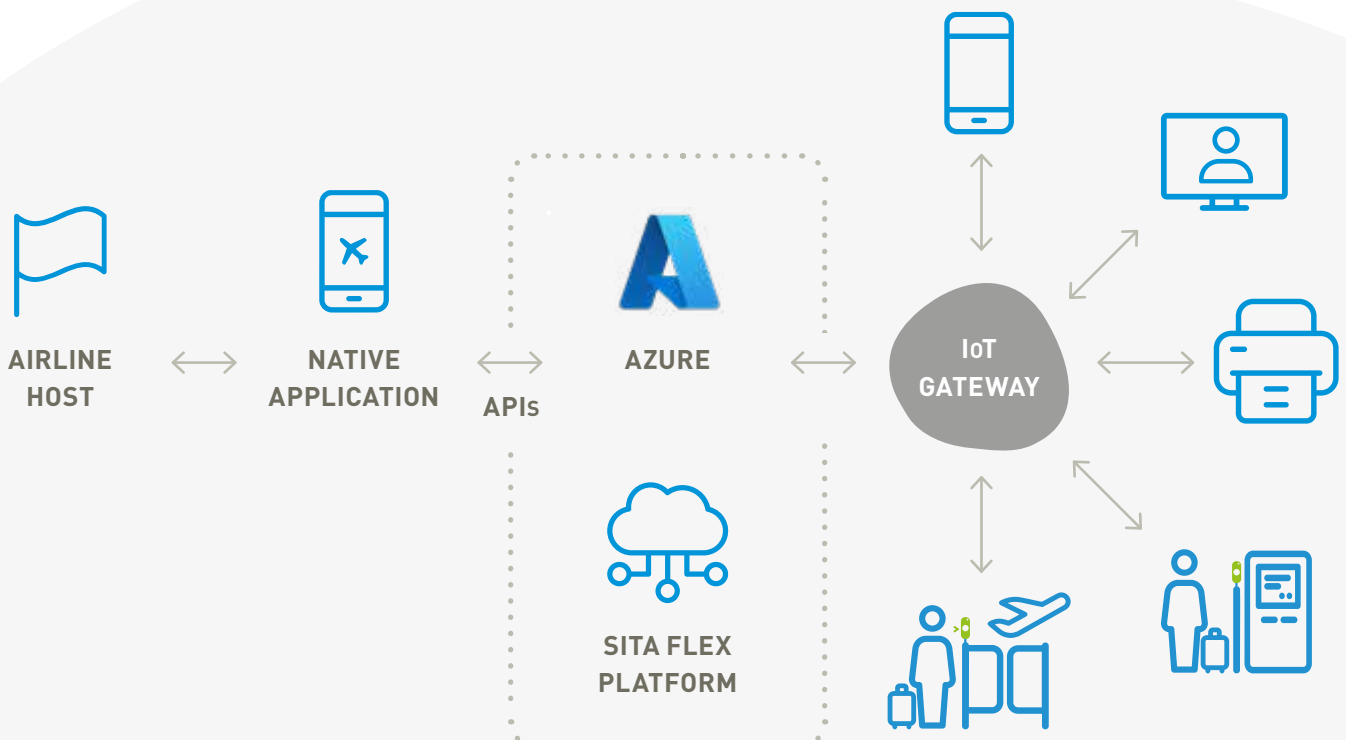
DRIVE DOWN COSTS



DELIVER A SAFE AND SEAMLESS EXPERIENCE



IMPROVE SUSTAINABILITY



4.1 MANAGE STAFF AND RESOURCE SHORTAGES

With staff and resource shortages, post-Covid, airlines are struggling to service resurgent passenger demand. FaaS helps you increase self-service, and make more effective use of touchpoints by passengers and agents alike, throughout the airport ecosystem.

By moving the app to the personal device of the passenger or agent, interaction with touchpoints will be natural, easy and safe. Airline agents will be truly mobile and only assist passengers using the same device.

Airline developers can create apps using SITA's Flex APIs to engage any device – so bag tags, for example, can be printed anywhere you like, straight from the cloud.

Another example is remote agent services, so that passengers can be assisted by video conferencing, for example. This means that staff can work from anywhere, even home, cutting costs and making recruitment and staff retention easier.

4.2 DRIVE DOWN COSTS

With higher energy costs and growing inflation, airlines need to reduce costs wherever they can. FaaS drives down the cost of doing business, optimizes your human resources, and maximizes self-service opportunities for passengers. Touchpoints can be reimagined to be used by agents and passengers alike, as well as optimized to suit your operational need. Remote agent support also helps bring down costs.

Flex APIs allow passenger processes to take place anywhere – in train stations, hotels, resorts or shopping malls, or even home baggage collection, using small, lightweight devices connected to the internet. By taking some of the passenger processing off airport you reduce congestion and the number of touchpoints in the terminal, reducing your dependence on airline staff.

4.3 DELIVER A SAFE AND SEAMLESS EXPERIENCE

FaaS encourages travelers to embrace a safer, fully-mobile touchless experience, with on and off airport passenger engagement and processing. They can print boarding passes or bag tags, drop bags or make payments through your airline app, on their own mobile device, without having to use a kiosk touchscreen. With complete emotional and functional control of their journey from their mobile phone, passengers can continue to use the airline app they're familiar with, in their own language, on a device they know and trust.

Passengers will also have a consistent user experience across different airports. This way, airlines can stay close to their passengers, owning the relationship through the app, and look after the passenger user experience, end-to-end.

As passenger's expectations grow ever higher, these enhancements will help you transform your passenger experiences, and meet the digital generation's demands for seamless and efficient service. This, in turn, will help your airline to extend your advantage over the competition.

4.4 IMPROVE SUSTAINABILITY

FaaS helps you reduce your physical and carbon footprints – with reduced onsite infrastructure, lower emissions in the cloud, and new, low-energy use devices. Processing power moves from the airline and airport into the passenger's hands.

FaaS makes airports safer environments, too, enabling the fully touchless mobile experience.

5

SITA'S UNIQUE POSITION

SITA is uniquely aligned to the air transport industry and is solely focused on delivering world-class solutions to meet today's and tomorrow's needs. As the market leader in ATI technology for over 70 years, we underpin every aspect of air transport, supporting you with:



Global coverage in over **200 COUNTRIES** worldwide

460

Flex-enabled airports



99.9%

Service availability

Investment protection as **FAAS IS HARDWARE AGNOSTIC** and compatible with current touchpoints



SUSTAINABILITY
at our core

6

TRANSFORM YOUR BUSINESS: IT'S SIMPLE

We've made it easier than you might think to transform your business. It's quick and simple for your developers to use our APIs to create new apps that can revolutionize passenger processing. Our foundation of agile and efficient APIs are easy to use and already available. And with FaaS, there's no infrastructure required, and no hidden costs – once implemented, it's a simple pay-as-you-use service.

In May 2022, we ran a hugely successful hackathon with Microsoft. This saw a small group of developers deliver a completely touchless API-based solution to print boarding passes and bag tags directly from a mobile phone. The solution was developed in the space of 24 hours – a process that would normally take weeks or even months.

SITA Flex as a Service frees you from the constraints of fixed desks and kiosks, and lets you put your staff where they're needed most – even off airport. With it, airline developers can create apps to make the passenger experience – and the whole passenger journey – better, safer, touchless, and fully-mobile. In the process you reduce costs, deal better with staff or resource shortages, and improve your sustainability.

DISCOVER HOW SITA FLEX AS A SERVICE SETS YOUR AIRLINE FREE TO REIMAGINE PASSENGER JOURNEYS

TALK TO SITA TODAY

FLEX YOUR PASSENGER PROCESSING WITH SITA FLEX AS A SERVICE



SITA AT A GLANCE

Easy and safe travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier and safer for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.
- 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 to strike the balance between secure borders and seamless travel.
- Created and owned 100% by air transport, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected in every corner of the globe and bridging 60% of the air transport community's data exchange.
- With a customer service team of over 1,700 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our UN recognized Planet+ program. In 2022, we committed to setting science-based emission reduction targets aligned to the Science Based Target initiative Net-Zero Standard.
- We also develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.



For further information, please visit www.sita.aero

For further information, please contact SITA by telephone or e-mail:

Americas

+1 770 850 4500
info.amer@sita.aero

Asia Pacific

+65 6545 3711
info.apac@sita.aero

Europe

+41 22 747 6000
info.euro@sita.aero

Middle East & Africa

+961 1 637300
info.mea@sita.aero

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