

YOUR STRATEGIC TECHNOLOGY PARTNER

NOW AND FOR
THE FUTURE

YOU NEED TO MANAGE THE SPECIFIC
CHALLENGES OF YOUR BUSINESS,
YOUR AIRPORT, AND YOUR REGION.

WE'RE HERE TO HELP YOU DO JUST THAT.

2024

SITA

All airports face seasonality and scalability issues, and have to manage short-term demand fluctuations. Most lack economies of scale. And fixed, inflexible infrastructure doesn't help at all – especially when it comes to meeting sustainability goals.

It's also incredibly hard to be as efficient as you'd want to be – with limited resources (especially gates), the push to reduce manual processes wherever possible, and the never-ending drive to shorten turnaround times. Delays, when they occur, aren't just costly; they also have a big impact on passenger satisfaction. And you're always in competition with other airports.

Managing multiple solution providers can also be a big challenge, particularly when it comes to onboarding new airlines, who want to be able to plug straight into your infrastructure.

Choosing the right technology partner

It's key for modern airports to make themselves attractive to both airlines and passengers. That means having the right services in place, and scalable technology that can deal with changes in the business environment over extended periods of time. And it means being able to embrace innovative new technologies as they develop and evolve. Whether that's moving some or all of your operations into the cloud, or harnessing the power of data and AI to boost your business.

SITA is moving to a cloud-first environment to reduce costly infrastructure costs onsite and deliver centralized control and monitoring. Cloud solutions bring new agility and flexibility to scale airport operations efficiently as passenger numbers fluctuate. This approach delivers better security and will help airline partners host new progressive technologies.

Cost is always an important factor, but not the only one. You need to ensure that the solutions you choose now can grow with you, and that your technology partner will help you stay ahead – and stay profitable – over the years to come.

While it's essential to be able to take advantage of the latest smart, flexible, reliable solutions, you also need to be fully-supported every step of the way.

Your strategic technology partner should understand the complexities of your airport business. At the same time, they should be able to work with all the other industry stakeholders you deal with. They should be able to understand the needs and requirements of each – including airlines, ground handlers, governments and more.

SITA is the only technology partner developing unique products in-house that are easy to plug-and-play with your existing systems – and there's no 'tech lock-in'.

At SITA, we offer a range of products and solutions across four domains – passenger processing, baggage management, operations at airports, and infrastructure. We provide you and your passengers with a complete end-to-end proposition. Within each of our four domains we offer unrivaled flexibility to use more sophisticated and advanced technology whenever it suits your business.



Passenger processing

SITA works to deliver improved passenger processing, end-to-end, every step of the way.

- **Delivering an enhanced customer experience**
– we provide dynamic, mobile and visual capabilities to help your passengers feel more relaxed and in control. Targeted at airports that want a cost effective, out-of-the-box, quick-to-implement, cloud-based set-up. Our solution is an industry-leading, next-generation flight information system, combining graphical, video and text information all in one place.
- **Supporting common-use in a secure, cost-effective and scalable solution**
– we can provide the infrastructure to help airports increase or decrease their capacity on-demand, keeping passengers happy and reducing passenger processing time. That way, passengers spend more dwell time airside, with extra retail spend.

SITA Information Display System.

Scalability ✓

Efficiency ✓

Attractiveness to airlines ✓



Baggage management

SITA is the market leader in baggage handling technology, helping to improve operational efficiency and lower costs at every stage of the process.

- **Self-bag drop**
 - new and/or retrofit, adaptable to any process chosen by the airline, adaptable to any needs.

SITA Smart Path Bag Drop.

- **Baggage reconciliation**
 - a simple, cloud-based baggage reconciliation system (BRS).

SITA Bag Manager Lite.

Scalability ✓

Efficiency ✓

Attractiveness to airlines ✓

Operations at airports

Airports are some of the most complex environments on earth, with intricate co-dependent ecosystems that need to interoperate smoothly and efficiently.

At SITA, we offer the potential for unparalleled collaborative power, with the industry's most comprehensive and future-proofed set of products to improve airport operations.

- **Manage your operations from one place**
 - reduce your operational costs, optimize your existing infrastructure, and control all your operations from a central point. We provide a suite of specialized modules and options designed to address the unique business requirement of operations across an airport, including multi-airport operations.

SITA Airport Management.

- **Drive increased efficiencies**
 - optimize existing infrastructure and resources to reduce bottlenecks and flight delays, and increase passenger satisfaction.

SITA Fixed Resource Manager.

- **Improved operational decision making**
 - supporting airports of all sizes that want to implement airport collaborative decision making, whether in full or part. Our new subscription-based framework is a flexible solution, allowing you to build your own selection of services, depending on your specific needs, to enhance airside operations.

SITA Airside Optimizer.

Scalability ✓

Efficiency ✓



Infrastructure

Whatever products and solutions you use, they need to be built on solid foundations that are resilient enough for all your business needs.

- **Delivering optimum operational performance across the airport**
 - for all tenants, within the terminal or airside. Airports and their customers are connected continuously, securely, and efficiently, both wired and wireless, via a fully-managed service. The solution can also include cellular or satellite connectivity options, for quick-start and business continuity. Private 5G networks can provide secure dedicated wireless connectivity for business-critical communications, IoT, automation and monetization options.
SITA Campus Network and Mobility.
- **Offering the ability to create a personalized omni-channel experience**
 - at every step of the journey. By enabling interactive audio-video communications for passenger and/or tenant interactions in almost any device, kiosk, phone, tablet, etc, you can improve the user experience and consolidating support resources and costs.
SITA Omni-channel services.
- **Leveraging software-defined network services**
 - addressing the limitations of older global WAN networks and the challenges of new industry trends. We deliver agility, flexibility, integrated security, and multi-cloud adoptions you need to operate smoothly – both on- and off-airport.
SITA Connect Go.
- **Securing your IT**
 - right across the airport. We can apply a security perimeter for all your airport equipment and applications, scanning incoming and outgoing traffic to the internet or applications hosted in the cloud.
SITA Security.

Scalability ✓ Efficiency ✓ Attractiveness to airlines ✓



SITA – your strategic technology partner

With over 70 years of experience in developing leading technologies for the air transport industry, SITA's unique, valuable and well-proven solutions are already widely used at airports all over the world.

We are the global number one provider for airport solutions, so we are uniquely able to deliver the expertise and help you need to shape your airport's end-to-end strategy and vision for the future.

We continuously invest in new solutions to meet evolving airport and passenger needs. We are steadfastly platform-independent, deploying technology solutions on-prem, or hybrid, or cloud, depending on your specific needs and circumstances.

We are owned by the air transport industry, so we understand your business like no other provider, and we can help you tailor and use our solutions and services in a simple way. Our products and solutions are designed to address your specific challenges and easily integrate into your current workflows. We also work with commercial models that work for you – we understand that no one size fits all.

**SITA is owned by the air transport industry.
So your success is our success.**



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 bridges 45% 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. 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 contact SITA by telephone or e-mail:

Americas

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

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www.sita.aero



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