



# THE FUTURE OF COMMON USE – FOR AIRLINES

**A new era of interoperability, rapid deployment and scalability – to reduce costs and better manage staff and resources.**

Many airlines are struggling to cope with the explosion in passenger numbers over the past year or so, with fewer staff, and limited resources. But airline reputations are quickly damaged, and passengers with poor experiences may choose to fly with other carriers.

As a result, some 96% of airlines say they'll be investing more in IT in 2023 than 2022<sup>1</sup> – specifically in areas such as self-service including bag drops, mobility, boarding gates, baggage push notifications and biometrics.

Rapidly evolving common use will soon embrace everything in the airport ecosystem that is touched or used by more than one entity: infrastructure, in other words, in its broadest sense.

Increasingly, common use will be managed by travelers and airline staff using their own mobile devices, biometric tokens and QR codes to interact with innovative airport hardware.

<sup>1</sup> SITA 2022 Air Transport IT Insights

## SITA FLEX IS AN API-BASED PLATFORM, AVAILABLE GLOBALLY, WHICH ENABLES PASSENGER AND WORKFORCE MOBILITY, WITH APPS ACCESSIBLE FROM ANYWHERE, ANY TIME.

### A NEW APPROACH TO COMMON USE

That's why we developed SITA Flex, a brand new approach to common use.

SITA Flex is an API-based platform, available globally, which enables passenger and workforce mobility, with apps accessible from anywhere, any time. Scalability and flexibility allow you to respond rapidly to situations as they evolve.

SITA Flex transforms traditional touchpoints, delivering touchless bag tagging, digital boarding passes, stamps at security screening, and more. It's a cost-effective way to deploy industry standard passenger processing at any location on- or off-airport.

Over 460 SITA common use airport sites are SITA Flex-ready, meaning that your new, cloud-native apps can be deployed quickly, easily and affordably – including off-airport and new mobile features. With open APIs, there's no certification, so instead of waiting up to a year to implement changes, new apps can be switched on just as soon as you develop them.

Today, over 90% of airlines offer mobile applications for check-in, yet almost none of those apps are integrated into airport processes. With SITA Flex, you can finally operate transversally, and fully leverage the power of the devices already in the hands of travelers and staff.

This isn't about digital transformation for its own sake, or simply moving today's processing capabilities to the cloud – this is a fundamentally different vision of the future.



## MAJOR BENEFITS FOR AIRLINES

By leveraging SITA's open, non-proprietary APIs, the cloud, and the Internet of Things, you can use end-to-end mobility to protect and deliver better on-time performance, and benefit from smarter and more predictable operations.

With next-generation common use, powered by SITA, you can make the old world better – and new worlds possible. For every departure, every passenger, every time.

### REDUCE COSTS

Drive down the cost of doing business, optimize your human resources, and maximize self-service opportunities for passengers.

### MANAGE STAFF AND RESOURCE SHORTAGES

With self-service throughout the airport ecosystem, agents can be truly mobile and don't need to be tethered to desks. By enabling remote agent services you can put your staff where you need them most, on- or off-airport.

### DELIVER A RICHER PASSENGER EXPERIENCE

Deliver a fully-mobile touchless passenger experience, with on- and off-airport passenger engagement and processing. Passengers can use apps they're familiar with, in their own language, on a device they know and trust.

### INCREASE FLEXIBILITY

Adopting and / or adapting applications for cloud technologies means new routes can be opened faster, and moves within airports can be managed more smoothly.

### SIMPLIFY MANAGEMENT

Remotely manage and deploy applications in a secure, web-based environment, whether hosted by the airline, the airport, or SITA.

### ADAPT AND UPDATE WHENEVER YOU NEED TO

By using APIs, you can adjust your core applications quickly, on demand. Passengers also increasingly expect the latest functionality to be rapidly and easily available.

### BRING NEW SERVICES TO MARKET FASTER

With SITA, there's no application certification needed, so you have all the freedom you need to innovate and differentiate.

### ENABLE MOBILE AGENT SOLUTIONS

Cloud-native apps deliver increased flexibility and enable services such as mobile agent solutions for queue busting or disaster recovery.

### MANAGE CHANGING REGULATORY REQUIREMENTS

Cloud-based apps make for easier adaptation to and adoption of new and evolving regulations such as GDPR, PCI or ADA.

### REAPPRAISE YOUR RELATIONSHIP WITH YOUR HOST PROVIDERS

With SITA, you're no longer solely reliant on DCS applications managed by airline hosts, allowing seamless integration with common use infrastructure from native applications.

### IMPROVE SUSTAINABILITY

Reduce your physical and carbon footprints – with reduced onsite infrastructure, lower emissions in the cloud, and new, low-energy use devices.



## 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](http://www.sita.aero)

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