EASY AIR TRAVEL EVERY STEP OF THE WAY

SITA

EASY AIR TRAVEL
EVERY STEP OF THE WAY

100% INDUSTRY-OWNED AND DRIVEN

- Owned by hundreds of air transport industry members for over 70 years.
- Driven by over 30 air transport industry IT leaders, who sit on SITA's Board and Council.
- Working with our Customer Advisory Board, industry bodies and user groups to meet real air transport requirements.

OUR CUSTOMERS

- Airlines
- Airports
- Ground handlers
- Governments and border agencies
- Aerospace, aircraft and airframe manufacturers
- Air navigation service providers
- Global Distribution Systems (GDSs)
- Air cargo
- International organizations
- And more

AS THE DEDICATED AIR TRANSPORT IT AND COMMUNICATIONS PROVIDER, SITA IS COMMITTED TO MEETING INDUSTRY DEMANDS… EVERY DAY.

For over 70 years, SITA has been at the heart of the air transport community – dedicated solely to meeting the community's needs.

Airlines, airports, ground handlers, governments, international organizations and more, they all rely on SITA's solutions and expertise to help keep the wheels of the industry in motion. They all depend on SITA technology to make air travel easier at every step of the way, helping them to meet the expectations of passengers of the future.

Being owned by the air transport community, we collaborate closely with our members, customers and industry bodies around the world to add value for the community. Because we're industry-owned, our strategic direction, developments and innovations are driven by real industry requirements.

We're guided by the expertise and experience of the SITA Board and SITA Council, and our wider membership. Together, they drive SITA's success. And together, we're shaping tomorrow's air transport IT and communications solutions.

WORKING COMMUNITY-WIDE

> 2800 CUSTOMERS WORLDWIDE – REPRESENTING AIR TRANSPORT

BY SECTOR

TRAVEL DISTRIBUTION
OTHER
AEROSPACE
AIR CARGO
GOVERNMENT
AIRLINE
AIRPORT
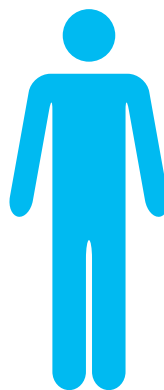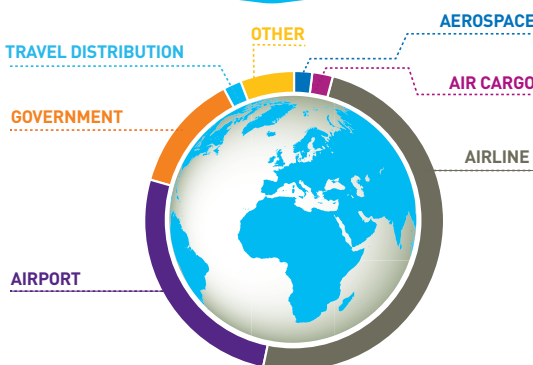
400+
SITA members

30+
AIR TRANSPORT IT LEADERS
On SITA's Board and Council

50+
Customer Advisory Board Members
across SITA's 4 Geographical areas

DELIVERING TECHNOLOGY ACROSS THE JOURNEY

INDUSTRY RECOGNITION

- 'Service provider of the Year 2018' – Air Transport News
- 'Aviation Technology Achievement 2018' - Air Transport World
- 'IT Company of the Year', 2016, 2015, 2013 - Air Transport News (ATN) Awards.
- 'Best Airport IT Service Provider' Emerging Markets. Awards (EMAA) 2016, 2015, 2013, 2011, 2010.
- 'Smart Technology Award' The Wearables 2014, SITA and Virgin Atlantic Airways.
- 'Aviation ICT Service Provider of the Year – Africa', African Airlines Association (AFRAA) 2013/2014.

SITA is a global leader in IT and infrastructure for the air transport industry, transforming areas like passenger processing, airport operations, baggage management, border management and aircraft operations.

Our vision, 'Easy air travel every step of the way', recognizes the need to use technology effectively across every stage of the journey.

We facilitate industry collaboration, bringing together stakeholders across the journey to deliver technology to cope with industry growth and change.

We help to achieve operational excellence, through intelligent, digital technologies to better manage the complexity of industry operations, processes and industry data flows.

We strive to deliver a seamless passenger journey, through self-service across the journey, supported by co-innovations with stakeholders and customers in areas such as identity management, biometrics, mobile and more.

ALMOST EVERY INTERNATIONAL AIRLINE AND AIRPORT DOES BUSINESS WITH US. NEARLY EVERY PASSENGER TRIP RELIES ON OUR TECHNOLOGY.

A BROAD PORTFOLIO FOR AIR TRANSPORT

Airline
Airline communications, data collaboration & business solutions

Airport
Passenger, baggage, operations

Government
Border management
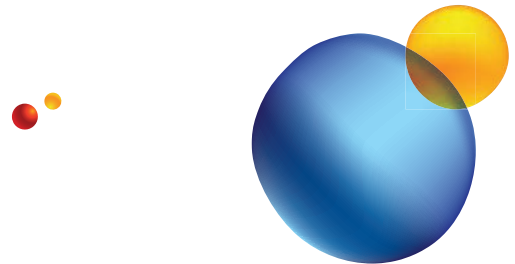
Passenger
Passenger management and distribution

SITAONAIR
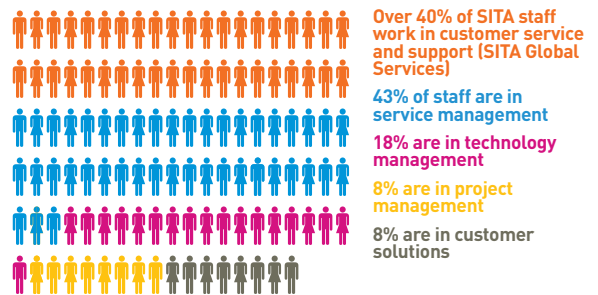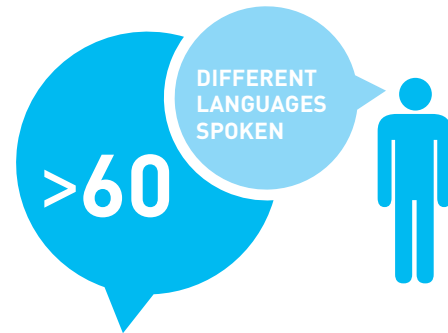Aircraft: In-flight connectivity Air-ground, operations, Connected aircraft

CHAMP Cargosystems
Cargo management, community integration, eCargo

WE'RE WHERE YOU NEED US

A TRULY GLOBAL ORGANIZATION

>135 COUNTRIES HAVE A SITA PRESENCE

4700 EMPLOYEES WORLDWIDE

>2100 PEOPLE IN OUR OFFSHORE OPERATIONS

>140 NATIONALITIES REPRESENTED

SITA people are 'on the ground'. They're where you are, ready to work with you.

Located across more than 1,000 of the world's airports, our staff footprint is second to none. In fact, as one of the most international companies on Earth, we offer services everywhere. We connect all industry players – both large and small, even in remote and challenging locations.

SITA's community ownership, neutrality and independence are highly valued across the globe. Our global customer service team offers local language support and service to our 2,800 customers worldwide, in over 200 countries and territories. Our 2,000-plus dedicated aviation IT specialists and engineers are available on-site and remotely.

>60 DIFFERENT LANGUAGES SPOKEN

Over 40% of SITA staff work in customer service and support (SITA Global Services)

43% of staff are in service management

18% are in technology management

8% are in project management

8% are in customer solutions

WE'RE UNIQUELY CLOSE TO CUSTOMERS – FROM THE AMERICAS TO ASIA PACIFIC, FROM EUROPE TO THE MIDDLE EAST, INDIA & AFRICA.

42%+ Service-focused staff

2,000+ Strong global service team

WE INVEST IN SERVICE EXCELLENCE FOR AIR TRANSPORT

AROUND THE CLOCK SUPPORT FOR AIR TRAVEL'S MISSION-CRITICAL OPERATIONS AROUND THE WORLD.

MULTI-MILLION DOLLAR INVESTMENTS IN SERVICE DELIVERY, OPERATIONS AND CAPABILITY.

- Best-in-class delivery.
- State-of-the-art support with proactive monitoring and management of customer infrastructures.
- Unrivalled local service and support footprint for customers.
- Single point-of-contact for SITA services and 24x7 dedicated support staff at multi-lingual service desks.
- Net Promoter Score at 36.5%, a 17% year-on-year improvement.

More and more, the air transport community relies on IT and communications. Looking ahead to future digital requirements is crucial. At SITA, we embrace the role.

We invest millions in service and operational excellence to support the air transport industry of tomorrow. We aim for the highest levels of customer satisfaction through our multi-million dollar programs in global service and support infrastructure.

From our two SITA Command Centers and our Next Generation Data Centers, to integrated Service Desks and Service Centers around the world, we deploy state-of-the-art global infrastructure and best practices to meet future industry needs.

Our critical focus is on best-in-class service delivery and operational performance for customer applications and infrastructure, end-to-end, no matter where in the world. We manage multiple vendors and integrated Service Level Agreements as part of our proposition.

WE PROVIDE SERVICES IN OVER 200 COUNTRIES AND TERRITORIES

1000+
AIRPORTS – PRESENCE

360
SITES IN 125+ COUNTRIES

4
SERVICE DESKS

2
NEXT GENERATION DATA CENTERS

2
COMMAND CENTERS

100+
SERVICE CENTERS

GROUND-BREAKING RESEARCH

- SITA spends millions of dollars on R&D – at around 7% of revenue a year.
- We constantly commit funds to co-innovation.
- We undertake ground-breaking pilot projects with our airline and airport customers.
- Our innovations and developments have led to an increasing number of SITA patents granted, with around 300 filed, in areas such as baggage, airport platforms, cybersecurity, disruption management and many more.

COMMUNITY INNOVATORS

- SITA has responded to pressing community issues through a set of innovation programs addressing baggage tracking, identity management, disruption management and warning, cybersecurity and IATA's NDC standard.
- On top of that, our innovation agenda for the community includes passenger flow monitoring, geolocation, business intelligence, big data, predictive analytics, collaborative decision making, mixed reality, digital twins, aircraft turnaround, artificial intelligence, robotics, drones and more.
- We are the providers of the www.developer.aero platform, bringing a range of apps for airports, wait times, boarding passes, flight information, baggage management and tracking, and more.
- Our APIs are now being used community-wide to unlock vast amounts of data to support a passenger's 'day of travel', the industry's 'day of operations' as well as the terabytes of data furnished by new generation digital aircraft.
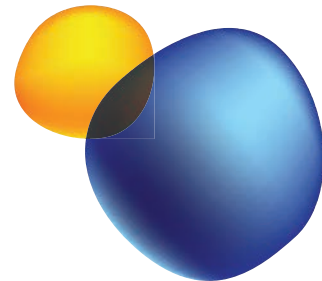
WE INNOVATE. TOGETHER

SITA innovates for the benefit of the entire industry – tackling the issues and trends faced by air transport. We proactively co-innovate with customers, the community and an ecosystem of technology partners. We work closely with industry bodies like IATA and Airports Council International on major industry programs, as well as regional organizations and working groups.

We believe that collaborative innovation will transform the air transport industry, making the industry's ecosystem fitter.

Our innovations for customers are leading to an ever-increasing number of filed patents.

We strive to reduce costs and drive efficiencies. More than that, we aim to deliver transformation of industry processes, putting technologies to effective use in air transport.

We're increasingly winning industry awards for innovation, like our 'IT Company of the Year' awards from Air Transport News.

WORKING WITH THE COMMUNITY

COMMUNITY SOLUTIONS

SHARED INFRASTRUCTURE

INDUSTRY STANDARDS

20 number of industry bodies that SITA works with in setting standards

40 SITA participants to 55 different standards setting working groups

MAIN ORGANIZATIONS
IATA, ACI, ICAO, FAA, CANSO

REGIONAL ORGANIZATIONS
ATA, AEA, ALTA, AACO, AAPA, AFRAA

PLUS
AAAE, ACC, OTA, ITU, WCO, WTO

COMMUNITY RELATIONSHIPS

WORKING GROUPS
IATA TYPE X, IATA COMMON USE, ATA E-BUSINESS, ICAO AFSG, ACI ACRIS, EUROCONTROL SWIM,
AND MANY MORE

High level relationships in all key air transport industry bodies, globally and regionally

OTHER WORK IN THE COMMUNITY
A commitment to Corporate Social Responsibility

SITA Board, SITA Council, customer advisory groups, user groups

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