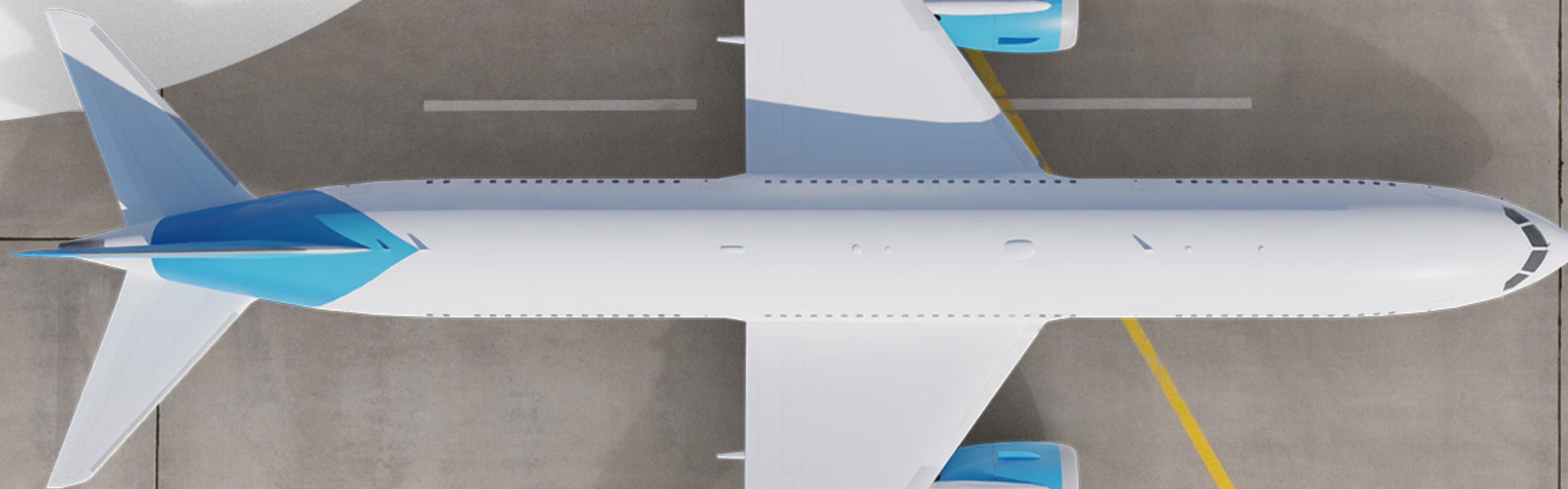


YOUR RUNWAY TO SUCCESS

WHERE TO INVEST FOR SUCCESS IN
THE NEXT 18 MONTHS

SITA





INTRODUCTION

COVID-19 has had a dramatic impact on the aviation industry both financially and operationally. It has required our industry to **reprioritize technology spend**, do more with less, and implement health and safety protocols.

As we start to rebuild following the pandemic, the industry focus is firmly on delivering **healthy, frictionless passenger processing** for a safer passenger experience while ensuring operations are more resilient, more **agile, and more cost-efficient** in what will be a volatile recovery. Technology alone will not be enough; building trust among the various stakeholders in the travel chain and a **collaborative approach to working** will be critical to help manage and successfully overcome the impacts of the pandemic and restart travel.

This paper explores the **five key challenges** facing the industry and the IT investment priorities that have the greatest potential to support governments, airports, and airlines over the next 18 months to **rebuild a strong and agile business**.

Challenge 2:

How do we improve the passenger experience on the ground?

Challenge 3:

How do we improve the passenger experience in the air?

Challenge 5:

How do we improve aircraft efficiency and make it more sustainable?

Challenge 1:

How do we manage new health requirements?

Challenge 4:

How do we deliver more effective and cost-efficient airport operations?

Click each icon to view the challenges



HOW DO WE MANAGE NEW HEALTH REQUIREMENTS?

Governments, airlines, and airports need to access traveler health information for verification and validation purposes securely. How can the relevant authorities **make quicker and informed decisions** on whether a passenger can travel ahead of check-in, **reduce the rise in counterfeit documents**, minimize waiting lines and **avoid additional staffing** for manual checks of health documents at the airport? This will help **improve safety, prevent bottlenecks** as passenger growth resumes, and **avoid costly return flights** of declined passengers.

Why investing in SITA Health Protect could help:

- An industry-wide digital verification service of health passes and certificates.
- Has the ability for passengers to complete a health declaration ahead of travel, which provides an early insight to governments of who is traveling and improving the passenger experience on arrival.
- Provides a real-time electronic check of passengers' health status and their authority to travel as part of the check-in process. Thus, it will enable online and self-service check-in to resume and enable greater efficiency than manual checks.
- Supports a more touchless and efficient travel experience by linking the need to verify someone's health status with existing airport passenger processes.

Since November 2020, the Australian government has used SITA technology to enable travelers to supply digital contact and journey information, and complete an electronic health declaration in advance of travel.

More on [SITA's Border Management portfolio](#)



HOW DO WE IMPROVE THE PASSENGER EXPERIENCE ON THE GROUND?

Airports and airlines must deliver a **safer and near walk-through, touchless airport experience** while maximizing their assets and minimizing costs. The pandemic has accelerated the adoption of contactless technologies. But, how can you **evolve your current solutions** and avoid making costly new infrastructure investments to give you **greater agility** in times of increased volatility? And, which solutions will give you **greater returns on investment**?

Why investing in SITA Smart Path could help:

- A biometric identity management solution where passengers can use their face as their boarding pass at every touchpoint throughout their journey. Enabling a near walk-through experience.
- Leverages existing infrastructure investment as it integrates with existing passenger touchpoints.
- Automates passenger processing and the move to paperless processes.
- Smart Path TS6 Kiosks are the latest generation of self-service passenger processing hardware configurable to individual needs, they evolve as your customers' needs change, maximizing your return on investment.

Smart Path TS6 Kiosks at Prague Airport are paving the way to a completely touchless, mobile passenger journey at the airport in the future.

Why investing in SITA Flex could help:

- Next-generation, low-touch mobile-enabled common-use technology, using APIs, for contactless passenger processing.
- Supports a staged rollout of cloud-based mobile services, utilizes existing shared physical devices, and fully compatible with common-use applications, thereby avoiding costly infrastructure investment.
- Airports and airlines can create new modern cloud-native mobile applications.
- Allows you to take back control of key business applications currently provided by legacy host vendors.

SITA Flex is in place at San Francisco International Airport giving operating airlines the opportunity to offer passengers a mobile travel experience.

More on [SITA's Passenger Processing solutions](#)



HOW DO WE IMPROVE THE PASSENGER EXPERIENCE IN THE AIR?

The touchless travel experience onboard an aircraft is fast becoming the new standard. The next generation in inflight connectivity is opening a **better inflight experience** for passengers. More and more airlines will need to **digitalize through applications** for greater efficiency. How can you improve the passenger experience while **becoming more efficient** and **increasing your profitability** with ancillary revenue?

Why investing in Mobile ONAIR over 4G could help:

- Greater capacity onboard, compared to 3G, allows more users and data exchange for a higher quality service.
- Comes with roaming bundle deals that avoid unexpected roaming charges ensuring a better service for your passengers.
- Installation is via a simple unit and quick (overnight).
- Creates an almost immediate profitable business case because it adapts to actual flight demands.
A flexible business model without high monthly fees.
No usage = no fees.

Why investing in CrewTab and CrewTab Retail could help:

- As an all-in-1 tablet application that digitalizes paper-based cabin crew working documents, such as passenger requirements and seating plans.
- The passenger experience onboard is enhanced because cabin crew are more effective and efficient with better tools and more accessible information.
- The CrewTab Retail module generates ancillary revenues with in-flight sales (catering and duty-free).

Virgin Australia deployed SITA CrewTab to drive customer service to the next level and optimize operational efficiency.

More on [SITA's Cabin Connectivity Services](#) & [Digital Day of Operations](#)



HOW DO WE DELIVER MORE EFFECTIVE AND COST-EFFICIENT AIRPORT OPERATIONS?

The need for agility and optimizing operations at the airport is crucial to **respond to rapidly changing situations**. How do you **gain better visibility and control** and assign your assets and resources better? Why will cloud be a key investment area?

Why investing in SITA Connect SDN could help:

- SDN (Software-Defined Networking) is an application-led network that provides faster, more resilient, and agile connectivity.
- Supports the airline industry's drive to migrate applications to the cloud.
- Allows multiple airlines, ground handlers, and other tenants to access the same virtualized infrastructure in the cloud, delivering more scalable and agile connectivity.
- Drives greater cost efficiencies with on-demand bandwidth to manage unpredictable bandwidth requirements caused by shifting passenger and aircraft traffic volumes.
- Reduces capital expenditure costs by cutting down on expensive hardware network upgrades as technological advances are confined to software upgrades.

Cathay Pacific recently undertook a transformation of its traditional MPLS-based global network, including the adoption of SITA SDN technologies, realizing a 30% saving in its network operation costs while also achieving a 40% increase in available bandwidth.

[Continued on next page](#)



HOW DO WE DELIVER MORE EFFECTIVE AND COST-EFFICIENT AIRPORT OPERATIONS?

Why investing in SITA Airport Management could help:

- From landside to airside and from landing to takeoff, it helps airlines, airports, and ground handlers centralize operations through a single platform.
- It delivers real-time data and alerts, supports the anticipation of events and earlier decision-making.
- Facilitates collaboration among airport stakeholders to plan and control operations, assigning fixed and mobile resources effectively.
- Delivers increased on-time performance and reduced fuel burn on taxiways or in holding patterns, and supports environmental sustainability.

SITA Airport Management helped Toronto Pearson Airport during the pandemic providing shared situational awareness to improve decision-making. The biggest benefits for the airport include reduced taxiing times, optimized de-icing, and reduced congestion.

Why investing in SITA Omnichannel Contact Services could help:

- It's a next-generation one-stop-shop contact center solution in the cloud.
- Enables agents to work from home, keeping remote workforce operational and safe, and still able to assist passengers virtually.
- As a cloud-based service, it makes it easy to adopt - services can be up and running in a few days - and it's scalable.
- Requires little investment and is priced according to consumption.

Heathrow Airport's Business Support Centre implemented the SITA Omnichannel Contact Service, a next-generation cloud contact center. It included a flexible IP/telephony solution to enable remote access to the airport's communications center, providing remote agent capability and reducing complexity.

More on [Operations at Airports](#), [SITA's Communications & Data Exchange](#) and [Baggage Management](#)



HOW DO WE IMPROVE AIRCRAFT EFFICIENCY AND MAKE IT MORE SUSTAINABLE?

For operators, digitalized operations are essential in addressing the new challenges and demands post-COVID-19. Affordable and intelligent solutions will help **achieve greater communication** onboard, in the air, and ground control. What technologies can support **sustainable operations** and more **effective flight pre-planning**?

Why investing in FlightFolder could help:

- Digitalizes pilot briefings so it's entirely paperless.
- Delivers time savings – less time spent waiting for traditional paper upgrades to briefings.
- Quick and easy – it enables quicker responses to route changes, and flight plans are sent digitally.

Why investing in Mission Control could help:

- Allows operational teams to exchange real-time information about all aspects of a flight, enhancing air-ground collaboration and efficiency.
- Helps airlines better manage operational variability, turnarounds, fuel consumption, and ultimately carbon emissions.
- Developed on the Microsoft Teams platform, leverage your current Microsoft infrastructure without the need for any 'extras' to support a separate application.
- Because Mission Control is an app, it's easy to deploy, access, and use with mobile phones, laptops, and tablets.

Why investing in eWAS Pilot and eWAS Dispatch could help:

- Real-time, tablet, and mobile-friendly weather awareness application to help pilots and dispatchers make informed decisions on the safety of all those onboard the aircraft when planning weather diversions.
- More effective fuel use, a decrease in operational costs – including avoiding weather-related disruption costs – and reduced CO₂ emissions are some of the other key advantages.
- A cloud-based flight tracking system with intelligent and flexible flight route plans, which delivers strong on-time performance.

SITA solutions have been supporting Condor's digital transformation and are already delivering benefits such as greater efficiencies, crew and passenger safety, better collaboration and improved decision making.

More on [SITA's Digital Day of Operations](#)

WHO WE ARE

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 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.
- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- 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.
- 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.



For further information, please visit www.sita.aero

TALK TO US

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

Americas

info.amer@sita.aero

Asia Pacific

info.apac@sita.aero

Europe

info.euro@sita.aero

Middle East & Africa

info.meia@sita.aero