SITA Messaging

A reliable, fully-managed service to connect with over 2,400 companies

SITA Messaging is a managed suite of advanced messaging services that supports core ATI operations. It enables the exchange of operational messages between airlines, airport operators, ground handlers and other partners, via a single integrated access point.

BACKGROUND

No ATI player can run its business without **reliable operational messaging** capabilities. Failure to efficiently exchange proper information can result in drastic business impacts.

It is rare for customers to build their own messaging infrastructure to **exchange with hundreds of business partners** through direct-link options. It would be too expensive and complex to operate.

Customers need a managed messaging service with a **large community footprint and the best track record of availability and supportability**.

They need a supplier to manage this complexity for them so they can focus on running their business.

SOLUTION

SITA Messaging acts as a single point of contact for all your operational messaging requirements.

We manage the complexity of exchanging messages with many business partners in a cost-efficient way.

We provide backward compatibility and interoperability between messaging domains, such as Type X and Type B.

SITA aggregates data volume across your entire organization, providing economies of scale and reducing the cost for operational messages.

We provide reporting and expertise to help you manage your messaging usage and align it to your business.
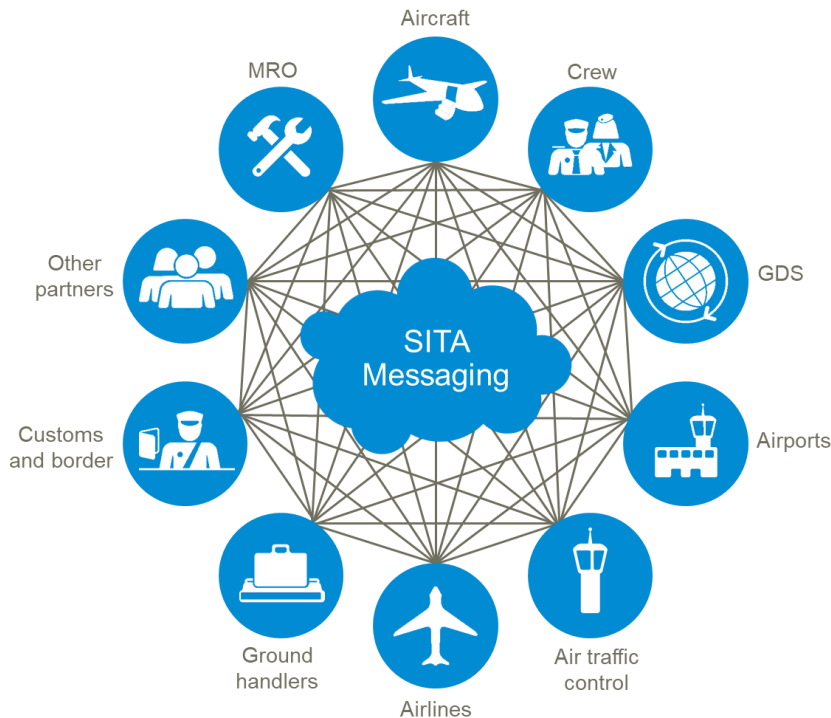
BENEFITS

- **Reach:** Accesses the largest ATI community of over 2,400 members.
- **Expertise and industry relationships:** Provides understanding of usage, how messaging serves your business strategy and day-to-day operations.
- **Economies of scale:** Aggregates data volume across all ecosystems so you get more value for less money.
- **One-stop shop portfolio:** For all messaging needs and any business use across multiple ecosystems.
- **Reliability:** 99.99% service availability for Type B, SMTP and SITATEX services.
- **Compatibility:** Unilateral adoption and backward compatibility allows for message exchange across all industry standards (e.g. Type B and Type X).

RESULTS

2,400+

members of SITA's messaging community

25 million

operational messages delivered each day

SITA

AT AIRPORTS

SITA Messaging

How does it work?

Aircraft · Crew · GDS · Airports · Air traffic control · Airlines · Ground handlers · Customs and border · Other partners · MRO

SITA Messaging

COMPONENTS

SITA Messaging services and features to support ATI collaboration:

- **SITA ATC Messaging Distribution:** Global gateway to exchange flight operations messages with air navigation service providers (ANSPs).
- **SITA GMS Fax:** Secure document delivery over IP applications.
- **SITA Message Relay:** Message exchange from Type B and other formats to SMTP email.
- **SITA Data Connect:** A single middleware product to manage one or multiple connections to the SITA messaging community.
- **SITA Type B Messaging Service:** The industry's largest and most versatile message distribution service.
- **SITA Type X Distribution Service:** Reliable and secure XML data exchange.

CASE STUDY

China Eastern wanted to boost its online sales by selecting online travel agent partners to sell seats globally. Prior to using SITA Messaging, China Eastern was using direct links between their host provider and its top online travel agent to share this data. China Eastern realized that the direct links did not deliver the expected service reliability and performance, which negatively impacted the sales experience.

So, China Eastern started to look for a more reliable service that would support a larger volume of data exchange. This would bring cost savings to the airline.

By connecting to SITA's messaging network, China Eastern no longer needs direct links to share data. This is because they have a single access point to connect and collaborate with the largest community of air transport industry professionals.

By using SITA Messaging, China Eastern enjoys the benefits of a fully managed service. The complexity of exchanging day-to-day business-critical operational messages with hundreds of companies and thousands of destinations becomes transparent and simple. Connect once and collaborate with all.

SITA
AT AIRPORTS

For more information please contact us at
info@sita.aero