IN THE NEW ERA OF AIR TRAVEL, DATA IS KING. THE FUTURE OF ANY AIRLINE DEPENDS ON HARNESING DATA, IN REAL-TIME, WITH GREAT ACCURACY.
That means taking a whole new look at how next generation passenger systems are designed, so that airlines can access and interpret the torrent of rich information generated within their systems and at all traveler touch points.

The latest SITA Passenger Self-Service Survey shows more travelers wanting to use web-based, social media and mobile technology along the whole journey – from booking to check-in and boarding. In short, they increasingly expect seamless and personalized service on demand, at any stage of their journey, anywhere and everywhere they travel.

**BI CORNUCOPIA**

The upside for airlines is that these trends produce massive amounts of data that can be used to improve processes, drive out costs and enhance the passenger offer.

This cornucopia of business intelligence includes contact, passport and payment information, customer preferences, past experience, spending, loyalty data, entitlements, customer service indicators and much more.

Raise the accuracy and clarity of this data, and there is massive scope for improving services to passengers, as well as improving decisions and processes that impact the bottom line.

**BLACK ART**

But barriers exist. For many airlines, access to this level of interaction is compromised. Many IT systems only cope with older modes of distribution and customer service. Introducing middleware software alongside legacy systems has helped. But getting to the core data has been something of a black art, leading to extra complexity and extra expense. If anything, at a time when the pace of change across the industry has quickened, this has held back innovation and evolution.

“We need to take away the constraints of old passenger management systems and build on new foundations,” says Allison O’Neill, SITA Vice President, Passenger Solutions. “By weaving the new wealth of business intelligence into the fabric of the passenger management system it will be easier to implement and exploit.

“Airlines of all sizes will be able to maximize their use of accurate and complete data, turning it into better service, greater revenues and actionable intelligence.”

**NEW FOUNDATIONS**

“It’s vital to re-engineer the way data is stored, accessed and distributed across the airline enterprise and beyond,” she says.

“This is what we’re doing with SITA’s Horizon, to help airlines provide more channels, more personalization and more precision for the passenger. We’re also offering a platform for the airlines designed for future innovation.”

New techniques such as grid-computing are being incorporated into a layered architecture to deliver service oriented business processes that can be re-used across the portfolio, based on open standards and modern data structures.
RADICALLY BETTER

Air travel today demands new thinking and a completely new approach to passenger management systems. Any new generation portfolio must be built on a highly reliable infrastructure in an open architecture using an in-memory data grid for extreme performance, effectively bypassing older system limitations. And it must embrace the next generation data model.

This approach not only addresses today’s needs for improved operation. It also provides the foundation for continuous innovation well into the future. That gives airlines radically better results – including improved customer service, greater efficiency, more upselling, and better precision with pricing and availability decisions.

“Radically redefining passenger management is not done by copying or wrapping traditional systems and processes,” says O’Neill. “It’s achieved by combining passenger management expertise with the latest technology and future proof design. And it’s done through a new passenger data model, unleashing the data and business intelligence needed to drive a new era of travel.”

‘NEXT GEN’ APPROACH

In line with next generation system development, from the outset the approach to new generation passenger management must be designed to set free the way all components across the passenger management portfolio interoperate and share information.

For example, there must be no copies of databases held in different applications and modules; no caches or stored proxy data; and data updates must be applied in one place only.

That means a single source for schedule, seats and customer trip information. As a result, the user knows information is accurate and up-to-date.

At the same time, the growing number of business functions fed by this data have a full 360-degree view of customers and their travel products. This includes historical as well as current transactions. So it provides a long-term view of the customer that can be used in real-time with business processing.

Information is then readily available for passengers, airline personnel and operational systems wherever and whenever needed. You can view customer preferences at every touch point – and the full value of data can be unlocked for use in all business management processes.
SITA AT A GLANCE

The air transport industry is the most dynamic and exciting community on earth – and SITA is its heart.

- Our vision is to be the chosen technology partner of the industry, a position we will attain through flawless customer service and a unique portfolio of IT and communications solutions that covers the industry’s every need 24/7.
- We are the innovators of the industry. Our experts and developers keep it fuelled with a constant stream of ground-breaking products and solutions. We are the ones who see the potential in the latest technology and put it to work.
- Our customers include airlines, airports, GDSs and governments. We work with around 450 air transport industry members and 2,800 customers in over 200 countries and territories.
- We are open, energetic and committed. We work in collaboration with our partners and customers to ensure we are always delivering the most effective, most efficient solutions.
- We own and operate the world’s most extensive communications network. It’s the vital asset that keeps the global air transport industry connected.
- We are 100% owned by the air transport industry – a unique status that enables us to understand and respond to its needs better than anyone.
- Our annual IT surveys for airlines, airports and passenger self-service are industry-renowned and the only ones of their kind.
- We sponsor .aero, the top-level internet domain reserved exclusively for aviation.
- In 2012, we had consolidated revenues of US$1.57 billion.

For further information, please visit www.sita.aero

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