

Product Snapshot

SITA
Create success. Together

HORIZON[®]

BUSINESS INTELLIGENCE

Data clarity for
a smarter airline





Horizon® Business Intelligence



Horizon Business Intelligence

SITA's Horizon Business Intelligence dashboards give you actionable insights into your airline that can improve your operational performance. They enable you to evaluate and analyze your business, identify issues, spot trends and uncover opportunities. As a result, you can make better-informed decisions more quickly and improve business planning.



Find instant answers to these questions and more...

“Which travel agents cancelled the most PNRs last week?”

“What ancillary services are generating the most revenue right now?”

“What are my most popular routes?”

“What are my self-check-in trends by city?”



Challenge: Managing your data

1

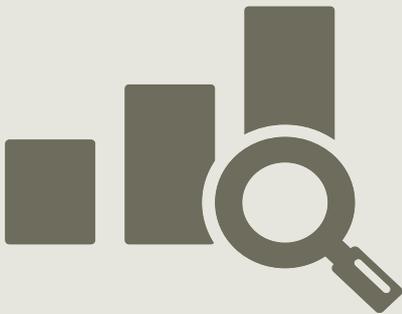
Information is the lifeblood of your airline, but data management can be a big challenge. As the volume, velocity and variety of data continues to increase, it's harder to analyze, understand and integrate its different sources. For airlines, analytics expertise is needed to ensure that decision-making is relevant, current, complete and error-free.

How it works:
make your data work
harder for you

Horizon Business Intelligence cuts through complexity by delivering the insights you need to make the right decisions. You are supported by SITA's airline industry experts who understand the data and the technology, making it ready for you to explore.

Results:
data management
made simple

- Turns raw data into actionable insights
 - Provides three years' worth of clean, correct and organized data – ready for you to explore
 - Displays the right information to enable you to analyze your business.
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Challenge: Seeing the big picture

2

If you're going to resolve issues and problems quickly, you'll want to be able to discover insights fast. From profit-drivers to loss-makers, what are the trends? And where should you focus effort for the greatest reward?

How it works:
view your business from every angle

The graphical user interface (GUI) visualizes the data into charts and customized dashboard displays. These give you an instant view of what's important to your business. Intuitive point-and-click navigation requires little or no training, so you can easily find what you need. Plus, you can access the dashboards anywhere, at any time, on any device.

Results:
faster and actionable insights

- Quickly uncover opportunities to take timely action
 - Monitor your key performance indicators (KPIs)
 - Freely explore data with intuitive navigation and point-and-click technology.
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Challenge: Gather wider, go deeper

3

Data holds the answers to your pressing business challenges. But analyzing multiple sources and formats requires reporting flexibility. You need the freedom to explore and drill-down deeper. And when a fixed menu of reports is not enough, the ability to create custom reports on the go.

How it works: answers in a few clicks

Horizon Business Intelligence gives you the control to explore data and analyze results.

With a 3D view, you can zoom from a macro level right down into specific data, whether it's a market, route, flight or single passenger. It's easy to build reports – you just click on criteria to create a customized chart. As a result, you can solve even your most complex business challenges.

Results: explore your business

- Freely explore and experiment with your data at any level
- Analyze data in depth to reveal answers to business and operational issues
- Generate reports that are unique to your business needs
- Pinpoint opportunities and challenges through easy drill-down filters.

SITA AT A GLANCE

SITA transforms air travel through technology - for airlines, at airports and on aircraft.

- 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 about 400 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.
- In 2015, we had consolidated revenues of US\$1.7 billion.

For further information, please visit www.sita.aero



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