How we support you

→ HORIZON®
BUILDING SUCCESS TOGETHER
Putting your business into flight
Maximizing technology to help your airline grow
Your airline is in a constant state of evolution. To assist in its continued growth, you need to maximize the benefits of your technology.

To get the most out of the Horizon® Passenger Services System during your transformation, there are some fundamentals that must be put in place, like ensuring that all Horizon modules are delivered and correctly configured for your business needs. Your staff will need to know how to use each module productively, and the system will need to be stable and available at all times. You’ll also want immediate access to knowledgeable customer support when needed.

Another important part of your business transformation will be training - inducting and transitioning your people to adapt to changing demands.

But even though you are ultimately the author of your company’s success, we are always here to support you in many ways, sharing our extensive knowledge of the global air transportation industry. We can help you make the best overall use of Horizon’s functionality and advise you when there are additional resources, opportunities and solutions that can help you achieve your objectives.
Adopting a new passenger services platform is the equivalent of heart surgery for an airline. Your passenger services system (PSS) is the center of your commercial operation comprising several integrated modules. Successful adoption of Horizon solutions requires close coordination among multiple stakeholders and a good understanding of industry practices and processes.

Project managers must deploy a tried and tested methodology to ensure correct definition, scope, project control and risk management. They will also need processes in place to monitor delivery staging, testing, tracking, staff training and communication.

SITA has a robust program that encompasses implementation planning, testing and go-live. This ensures that you are prepared for rapid transformation and can quickly realize Horizon’s business benefits including efficiency, customer service and revenue generation.

As you would expect of an organization that is dedicated to the air transport industry, SITA is a leader in complex PSS project delivery. We have demonstrated time and again how services can be accomplished smoothly and without disruption for air transport organizations of all sizes and levels of complexity.
How is system security and availability ensured?

Only by maintaining the highest security standards can you ensure your Horizon systems and data are fully secured and that your system is running with optimum availability. You’ll want to know that systems are stored safely and monitored, and that your data is backed-up; plus, you’ll want to know there is a failover solution and recovery process in place.

SITA is dedicated to optimizing performance maintaining reliability and maximizing availability. We deliver an advanced service to our customers, powered by smart technology and people. Our size and global presence gives us the capability to operate and monitor multiple mission-critical applications and infrastructure in real time – it’s all part of our commitment to an industry that transports more than four billion passengers each year.

Time is money – downtime affects your business instantly.
Challenges

How can I be sure I’m making the best use of my applications?

Round-the-clock customer support is necessary for business continuity and productivity. This requires both a quick response and access to subject matter experts that understand the industry and its processes. They will be able to analyze and resolve any setbacks quickly.

Ongoing staff training is needed to quickly bring new users on board, to help meet new demands and ensure continued development.

But how do you know if you are using your system’s capabilities to their fullest extent? Sometimes you need an expert to look closely at what you are doing and understand what you want to achieve. Our team can help you maximize the benefits you get from existing Horizon applications, and also recommend other solutions that may be of benefit.

Ongoing support and staff training are essential requirements, but you’ll also want to take your performance up a level. That’s where we can help.
“Launching a new airline brings many challenges and it is vital to have strong partners supporting the new operations. SITA brought a depth of industry knowledge and commitment which has proven invaluable.”

Key Features
Key Features

Tools for the job
Key Features

Project Delivery
Best practice methodology

SITA’s world-class skills and domain expertise bring a proven record in successfully delivering technology solutions in the air transport industry. SITA consistently sets the highest industry standards for delivering complex PSS projects without disruption to the airline or ground handler and their customers.

We deploy a process for every customer that involves the planning and execution of projects, enabling each delivery stage and activity to be conducted and tracked in the right sequence. It also caters for the uniqueness of every airline and ensures quality, speed and ease of migration, with the additional benefit of post-cutover support.
Key Features

Key delivery processes for Horizon solutions include:

- **Project implementation planning**
  - define project scope, resource and technical requirements, training, testing, communication, governance and timelines for completion

- **Risk management**
  - ensures success by proactively addressing, mitigating or decreasing the degree of project risk. Risks are formally assessed, recorded in the project risk register and actions are reviewed

- **Quality Assurance testing**
  - consists of platform integration, system processes, software development, disaster recovery, unit acceptance testing, regression and end-to-end testing. SITA’s certified representatives ensure quality adherence, and best practices are documented and deployed utilizing stringent exit criteria

- **User Acceptance Testing phase**
  - our dedicated delivery resources support you during this phase through to sign-off and go-live

- **Project Controls**
  - control the scope of the project and establish a method to request changes or additions to baselined functionality

- **Communication**
  - a meeting schedule ensures communication gaps are routinely addressed by SITA and your company’s stakeholders. Additionally, SITA conducts monthly Project Review Board meetings to evaluate the project status and expedite the mitigation of issues and risks, as well as Steering Committee meetings with senior management to address issues that could become bottlenecks.
Key Features

Operational Security and Availability

Application services that your business can count on

To ensure business continuity, you need an ‘always-on’ infrastructure: one that can handle the exponential growth of data processing and storage, manage data security and execute the rapid recovery of critical systems, data and infrastructure in the event of a disaster.

Key components of our service include:

• Tier 3+ Data Centers – the physical locations that host Horizon applications support the day-to-day operations of hundreds of airlines and airports worldwide. They are designed and built to a high physical specification to meet the growing needs of business continuity, data security and on-demand scalability with solutions developed specifically for the air transport industry

• Disaster Recovery – SITA operates redundant Data Centers located in the USA; one facility is the primary production center, hosting mission-critical solutions, and a second hosts dedicated disaster recovery

• Data security – information security, confidentiality, integrity and availability are achieved by adopting a multi-layered in-depth defensive approach based on the best practices in information security. For over 10 years, SITA has complied fully with the Payment Card Industry Data Security Standard (PCI DSS) to proactively protect customer account data

• General security policies – SITA’s comprehensive information security policies include redundant internal and external perimeter firewalls, load balancers, intrusion protection systems, antivirus software, data encryption, operational acceptance testing processes and staffed 24/7 monitoring of security, system, network and applications

• Infrastructure – the Data Centers’ architecture provides the necessary storage, network and server infrastructure to enable Horizon applications to
meet new business needs and respond to real-time requests for increased data capacity in a cost-effective and efficient manner – without interrupting customer operations.

- **Recovery**
  - rapid recovery of critical systems and infrastructure is built into the foundation design and reference architecture of the Data Centers. Mainframe synchronization technology and virtualized open systems allow for rapid recovery of the associated applications. Standardized and duplicated environments aid in delivering faster and controlled recovery of systems.

- **SITA Command Centers**
  - a single unified operational capability provides proactive monitoring of all SITA applications, network and data center infrastructure. They benefit from the highest level of support; leveraging one disaster recovery plan and one global response team utilizing the same best-in-class processes, infrastructure, monitoring, and management tools worldwide to identify performance issues and resolve them before they affect business continuity.

- **Standards**
  - SITA Data Centers are accredited with leading industry standards such as ISAE 3402 and SSAE 18.
Key Features

Customer Support
How we help keep your business moving

A business that’s ‘always on’ needs reliable, responsive IT services. Service disruptions can reduce staff productivity and passenger satisfaction. Horizon Customer Application Support (CAS) provides comprehensive service continuity for customers of the Horizon portfolio and products.

Horizon CAS is fully dedicated to the air transport industry, offering unparalleled depth and breadth of expertise in applications, industry requirements and processes. The CAS support team comprises functional ITIL certified experts in multiple locations globally. Plus, all processes are based on the IT Infrastructure Library (ITIL) for Service Management’s framework for industry best practice. The support engagement is triggered as soon as a customer is deployed into production with a Horizon product.

Horizon Customer Application Support provides:

• Horizon Customer Service Portal
  – a single online portal to register and monitor support requests. Customers can also access community groups and the latest product information including guides, training materials, and important service communications. Available 24/7

• Expert Application Service Desk
  – that delivers the initial response to an incident and, where necessary, assigns it to respective subject matter experts. Available 24/7

• Application Expert Teams
  – with specialized knowledge of individual applications and infrastructure, providing in-depth analysis of the problem, advising solutions and monitoring resolution processes

• Service transition and improvement
  – prepares customers to adopt new products and enhancements.
“...the strong working relationship and support from the SITA local team is very much appreciated.”

Seok-Joo Lee, CEO, Jeju Air in press announcement Jeju Air commits to SITA’s Horizon Passenger Services System, March 2018.
Key Features

Training

Strength in knowledge

Your people are your company’s biggest differentiators. For air transport providers, possessing a highly skilled workforce and having the ability to quickly and efficiently train staff is a must. You need programs in place that enable both new and experienced staff to be quickly trained and re-trained with skills and knowledge as aviation technology continues to evolve.

Our approach to customer training has the following attributes:

- **Training Plan**
  - with each implementation, a plan that details training support is included as a standard component of delivery

- **Train the Trainer Approach**
  - this builds a sustainable and flexible practice within your organization to manage your own internal training program. Training is delivered by our professional instructors and subject matter experts and reinforced by hands-on product familiarization. The staff that is trained then disseminates the knowledge and skills within your organization

- **Flipped classroom methodology**
  - our training approach incorporates this innovative way to maximize productivity. Students are required to complete e-learning before coming to class to maximize time for ‘hands on’ experience

- **SITA University**
  - our online knowledge platform provides access to online training, downloadable documentation, assessments and learning management tools.
SITA University offers courses on every major Horizon product and service via an online Learning Management System (LMS) that can be accessed anywhere and at any time using an internet connection. The e-learning courses are used in conjunction with classroom training for new users and as refresher training for experienced personnel. Materials are available in multiple languages.

Courses are based on granular Learning Objects, including multimedia content such as video demonstrations, that are interactive and easy to consume, giving students a taste of performing a task in a simulated environment. Once courses are assigned to your staff, you can manage your own teams and track progress. Creation of your own branded training environment and custom course content is also possible.
Key Features

Customer Strategy and Experience

Maximizing your investment

As your organization evolves, you need to periodically review your utilization of Horizon functionality to ensure that your systems deliver their intended business benefits, that you are achieving the best performance with them, and to see whether there’s more that can be done to help you achieve your objectives.

The Horizon Customer Strategy and Experience Team provides expertise based on deep industry knowledge acquired by working with companies like yours. A team member works directly with you to make sure you are getting the most from your IT investment.

The team’s mission is to:

- Be in direct contact with you and use industry and business intelligence resources to ensure that SITA has a current understanding of your company, its performance, direction and any changes affecting its business operation
- Ensure that the SITA teams tasked with producing, delivering and supporting Horizon products and solutions also understand your needs and are responsive to them
- Determine that you are using Horizon functionality optimally, and recommend how to further improve results
- Propose additional training to support business continuity, efficiency and growth
- Suggest additional Horizon resources, solutions and opportunities to meet your evolving needs.
“...it is important that we have a passenger management system that takes care of every aspect of operating the airline and delivers a smooth experience for our passengers every step of the way. SITA is a key partner in providing this technology...”

Philippe Bohn, CEO, Air Senegal in press announcement ‘Air Senegal becomes the newest airline to use SITA’s Horizon’, November 2017.
Key Features

Governance

Your opinion counts

SITA’s Horizon development roadmap is constantly evolving. Input for the roadmap comes from a variety of sources including industry directives, the SITA user community, individual users and our own internal processes.

Our goal is to develop products and services that deliver the greatest impact on customers’ business performance, and this is accomplished through a balance of external and internal development needs in line with our service delivery vision. Whether driven by industry mandate or developing best practice, SITA is committed to ensure that Horizon contains all key functionalities expected of a mainstream passenger management solution for airlines.
Key Features

Types of development include:

- **Community Development** – reflects the collective priorities of all Horizon customers
- **Maintenance Development** – ensures functioning of Horizon product as currently defined
- **Industry and Government Mandates** – in response to relevant standards that apply to Horizon products and services
- **Strategic Development** – reflects SITA’s own strategic view of what is required for the Horizon portfolio
- **Private Development** – addresses customer specific needs that are not shared by the community

Product development can be influenced through:

- **Customer Change Request (CCR)** – a request for modifications or customized development of Horizon products and services
- **Horizon Working Group (HWG)** – brings together users to guide and support the development of the Horizon portfolio
- **Product Communities** – working groups related to individual Horizon products or services.
Horizon®
Building success together
The world-class Horizon® product suite comes together with SITA’s in-depth skills and a proven record in delivering technology solutions. Through our history of successful delivery of complex projects, SITA has devised a comprehensive customer engagement process that provides continuity of service from design to ongoing operation, support and training. You can focus on achieving your business success, trusting SITA to operate your systems and to be there for you at every step of the journey.
SITA AT A GLANCE

Easy air travel every step of the way.
Transforming air travel through technology for Airlines, at Airports, on Aircraft and at Borders.

- SITA’s vision is ‘easy air 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 about 4,000 air transport industry members and 2,800 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA.
- Our customers include airlines, airports, GDSs 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 2,000 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 Trends Surveys for airlines, airports and passengers are industry-renowned, as is our Baggage Report.
- In 2017, we had consolidated revenues of US$ 1.6 billion.

For further information, please visit [www.sita.aero](http://www.sita.aero)