SITA

FAST 》 FORWARD

Into the future with SITA Flex

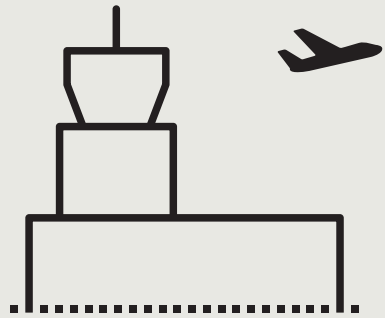# SITA FLEX:
NEXT GENERATION
PASSENGER
PROCESSING
YOU CAN TRUST
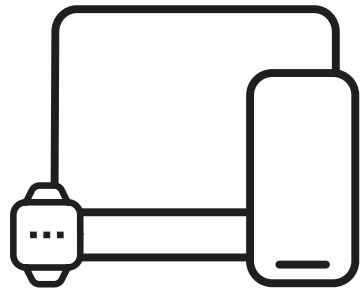
Get ready to take your airport to the next level with SITA Flex: the future of common use passenger processing (CUPPS). SITA Flex underpins the entire airport ecosystem, supporting every passenger, every flight, end-to-end. And it's already available in close to 500 airports globally.

Our modular platform meets you where you are. In the cloud, on-prem, or hybrid. In the airport, and beyond the airport. So, you can deliver an exceptional customer experience. And passengers can spend less time managing their journey and more time shopping and dining.

Let's get digital

Travelers' first and last impression of any country is the airport. If you're going to be remembered, you want it to be for your world-class passenger experience.

But today's travelers anticipate more from their interactions with the passenger journey. They want to feel in control. They want smarter, seamless travel.

You need to meet the evolving needs of your customers. You need to optimize your operations to increase passenger flow. The answer lies in digitalization.

SITA Flex helps you digitalize with ease.

Say goodbye to the traditional queue-heavy passenger journey and embrace the digital. No longer will you rely on numerous ground agents and inflexible onsite activity. SITA Flex combines self-service and automated solutions for active and digitally empowered passengers. Supported by onsite and offsite activity, SITA Flex ensures seamless airport flow.

`Over 90% of airlines offer mobile apps. Almost none are integrated into airport processes.`

SITA Flex harnesses the power of passengers' own mobile devices and integrates them with your existing system. So, it doesn't matter what solutions your airlines are using – we support them all.

SITA Flex: What does it do for you?

Enhance operational efficiency.

SITA Flex ingests data to produce clear, intuitive dashboards for effective monitoring and reporting. You have a live view of the airport and the data you need. So, you can monitor passenger flows and ensure you're making the right operational decisions.

Modernize your infrastructure.

SITA Flex modernizes your infrastructure and removes technical limitations. So, you can move away from the constraints of fixed-location agents and processes. And you'll avoid the need for costly and bulky IT infrastructure onsite.

Maximize your retail space and revenues.

SITA Flex removes unnecessary counters, so you can maximize space for retail and avoid overbuild. With more retail space and faster passenger processing, you'll unlock more opportunities for revenue.

Revolutionize your workforce management.

SITA Flex enables dynamic staffing. With fewer staff manually processing passengers, you can deploy the staff you have where they are most needed. our airport becomes less like a static environment and more like, for example, an Apple Store, with roaming agents on hand to help and guide passengers.

Expand your boundaries. And your mind.

SITA Flex allows you to take your exceptional passenger experience out beyond the airport – to transport hubs, hotels and car rental agencies. Or anywhere and everywhere you want.

With self-service devices and agent-assisted applications, you can offer remote passenger and baggage processing anywhere. And when you offer these services outside the airport, you offload processing, allowing you to combat peak bottlenecks and to process more passengers and bags, without the need for extra investment in infrastructure or staff.

SEIZE THE DATA

As soon as passengers are processed off-campus, this information is passed back to the airport. So, you know where passengers are in real-time. You know when you can expect them to arrive onsite. You can also target passengers with special offers or upgrades while they're on their way. Why not let them know they can go straight to an airport lounge?

SEAMLESS AND SECURE

You control the data.
We help tailor it to your needs.

SITA Flex allows full integration with all user and identity management platforms – across airports, airlines, and ground handlers. That way, the data and responsibility stay with the customer.

Our platform is designed to meet your need for data sovereignty. You can be confident that you're secure and compliant, with your data stored and processed in line with your local needs and regulations. SITA Flex ensures strict security and privacy. And we even guarantee full compliancy at the solution level.

FLEX, YOUR WAY

SITA Flex guarantees flexibility, agility, and scalability.

SITA Flex functionality is enabled when you're ready for it. Self-service, payments, analytics, biometrics. Or APIs for native agent-assisted tablet applications. Or allowing passengers to print a boarding pass from their airline app directly on an existing kiosk.

We do everything on your schedule. You can leverage your existing investments and expand only when you're ready. So, you can experiment with new scenarios – such as printing bag tags at the car park or public transportation hub. Your investment is protected, but your ideas can quickly be brought to reality.
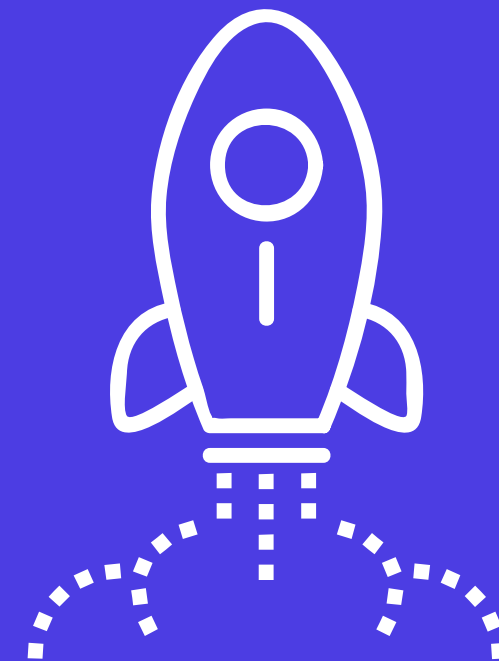
YEARS AHEAD.
Now and in the future.

SITA Flex provides countless opportunities to enhance your passenger experience. So, you can reinforce your reputation for excellence and stay at the top of world rankings. It's an innovative solution that guarantees continuous improvement. Imagine an airport experience that keeps getting better and better.

Many different solutions and systems will power the airport of the future – and each one will be enabled by SITA's future-proof Flex platform. It's designed from the bottom up to support the new technologies of today and tomorrow.

Moving forward, SITA empowers you to use accelerated technology to solve future challenges. So, you can find the right balance between the passenger experience, on-time performance and sustainability. All you need to do is choose SITA Flex, today.

WHY SITA?

We have more than 75 years of airport expertise. In this time, we've had quite a few ground-breaking, world-beating innovations. We are the global leaders in digital travel. We don't believe in broad-brush promises of an unattainable future. We actively leverage new technologies to make a positive change.

SITA works with more airports than any other provider, offering local and global coverage in over 200 countries around the world. Our applications and infrastructure are engineered to your needs. So, you can use SITA anywhere, at any time.

SITA

Your world-leading partner

Smoother air travel
every step of the way.

- Through information and communications technology, SITA helps to make end to-end journeys easier for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.

- We work with around 400 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.

- 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 customers include airlines, airports, GDSs and governments.

- Created and owned 100% by the industry, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.

- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.

- Our annual Air Transport and Passenger. IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.

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