

WORKING IN PARTNERSHIP WITH DNATA AT ERBIL INTERNATIONAL AIRPORT



CUSTOMER STORY

dnata

SITA

“SITA INFORMATION DISPLAY SYSTEM FOR CLOUD HAS HELPED US DELIVER ON OUR PROMISE TO KEEP PASSENGERS AT ERBIL INTERNATIONAL – IN SEVERAL DIFFERENT LANGUAGES – BETTER INFORMED THAN EVER, AND MORE IN CONTROL OF THEIR JOURNEY THROUGH THE AIRPORT. WE’RE DELIGHTED TO HAVE DEPLOYED THIS FUTURE-GENERATION SOLUTION IN PARTNERSHIP WITH SITA.”

TOM ALWYN-JONES

MANAGING DIRECTOR, DNATA ERBIL

SITA is pleased to be working with dnata at Erbil International in the deployment of its first fully-cloud-based SITA Information Display System, bringing state-of-the-art flight and airport information to passengers in multiple languages.

THE AIRPORT

Erbil International Airport is situated in the autonomous region of Iraqi Kurdistan. Inaugurated in 2005, it's one of Iraq's busiest airports, with close to 20,000 flights carrying up to two million passengers a year ahead of the COVID-19 pandemic. Erbil International boasts one of the longest runways in the world, at 4,800m.

THE PARTNER

dnata is one of the world's largest air services providers. It offers ground handling, cargo, travel, and flight catering services at over 130 airports across six continents. As a trusted partner for over 320 airlines, dnata is committed to delivering on the promises that airlines and airports make to their customers.

dnata has a long history of cooperation with SITA and has been a SITA partner since 2006.

THE CHALLENGE

dnata has been expanding its range of services and geographic coverage for many years.

In a challenging environment where business isn't always easy, dnata worked with SITA to deliver a future-generation information display system (IDS) at Erbil International. This was done in conjunction with other SITA solutions, including common use technology, a baggage reconciliation system, and a local departure control system.

SITA took time to discuss the requirements, existing processes and reporting with the dnata operations team on the ground. This helped SITA understand exactly what was needed at Erbil International and to tailor SITA IDS for Cloud to meet those needs with its first fully-cloud implementation.

THE SOLUTION

SITA Information Display System (IDS) for Cloud has been deployed at Erbil International as part of a five-year project with dnata. Erbil represents SITA's first fully cloud-hosted flight information display solution, with 113 screens operational since August 2021.

SITA IDS for Cloud delivers comprehensive flight data management and airport information, ensuring the right visual messaging reaches all passengers in an accurate and timely manner.

SITA IDS for Cloud is dynamic and media-rich, with combined graphical, video and textual information, maximizing airports' investments by improving passenger flow and helping to manage disruption. "With web-based management, flexible integration options, and intelligent monitoring, SITA IDS for Cloud brings benefits right across the airport environment," says Jihad Boueri, SITA's Vice President Airports, Middle East & Africa. "It's been a pleasure to partner with dnata to bring this comprehensive, bandwidth-efficient solution to Erbil International Airport."

SITA Information Display System for Cloud

- Reduce costs with a single system – no onsite infrastructure, and full compatibility with any type of screen.
- Communicate simultaneously with passengers speaking multiple languages – Arabic, Kurdish & English.
- Improve passenger flow with better signage.
- Increase ancillary revenue via advertisements and promotions.
- Manage disruption by providing timely airport information to all stakeholders.
- Intuitive user interface for ease of use.
- Available via the cloud.

THE BENEFITS AND RESULTS

SITA IDS for Cloud is a state-of-the-art FIDS solution with minimal CAPEX and no onsite infrastructure to manage – it's compatible with any type of screen and avoids the need for expensive controllers.

“dnata chose to partner with SITA on this project because we know SITA well, and it has a proven track record, with numerous installation sites,” says Tom Alwyn-Jones, dnata operational manager, Iraq. “SITA has broad experience, and a significant customer base across the region, as well as globally.”














Since the implementation of SITA IDS for Cloud, there have been no technical issues or system breakdowns at Erbil International, and passengers have been benefitting from clearer, more comprehensive flight and airport information. But it's also good to know that if problems do occur, SITA IDS for Cloud is supported by SITA Global Services, which provides global business continuity through a flexible service model.


It all makes sense for Erbil International. dnata was already providing ground handling services, so the move to more advanced services and a better passenger experience in the hands of a known partner was a logical one.


الوقت	الخطوط	الرحلة	البواب	الهدف
09:20	فرانكفورت	IA 231	203	الرحلة تأخرت
10:00	إستنبول	IA 229	105	الرحلة تأخرت
13:00	دمشق	IF 921	206	الوقت 18:50
15:45	البصرة	IA 912	106	الرحلة تأخرت
17:00	بغداد	IA 944	105	الرحلة تأخرت
17:55	صبيحة	TK 4383	104	التوقيتات متغيرة
20:00	بغداد	IA 908	203	على الموعد
20:15	بغداد	IA 942	201	على الموعد
20:25	عمان	FZ 204	205	على الموعد
20:40	عمان	RJ 821	103	على الموعد
20:50	بغداد	IA 232		على الموعد
21:55	إستنبول	TK 317	206	على الموعد
22:10	الدوحة	QR 451	204	على الموعد

DEPARTURES

Where is my Gate?

CITY	AIRLINE	FLIGHT	GATE	STATUS
09:20 FRANKFURT	 IBERIA	IA 231	203	DELAYED
10:00 ISTANBUL	 IBERIA	IA 229	105	DELAYED
13:00 DAMASCUS	 IRAQI AIR	IF 921	206	NOW AT 18:50
15:45 BASRA	 IBERIA	IA 912	106	DELAYED
17:00 BAGHDAD	 IBERIA	IA 944	105	DELAYED
17:55 SABIHA	 TURKISH	TK 4383	104	CHECK IN OPEN
20:00 BAGHDAD	 IBERIA	IA 908	203	ON TIME
20:15 BAGHDAD	 IBERIA	IA 942	201	ON TIME
20:40 AMMAN	ROYAL JORDANIAN 	RJ 821	103	ON TIME
20:50 BAGHDAD	 IBERIA	IA 232		ON TIME
21:55 ISTANBUL	 TURKISH	TK 317	206	ON TIME
22:10 DOHA	QATAR AIRWAYS 	BA 6183	204	ON TIME
02:40 SABIHA	PEGASUS 	PC 817	205	ON TIME


09:34



“WE WORKED HARD TO UNDERSTAND WHAT ERBIL INTERNATIONAL NEEDED, AND HOW WE COULD WORK BEST WITH DNATA TO DELIVER SUCCESSFULLY ON THOSE NEEDS. IT’S BEEN A TERRIFIC COLLABORATIVE EFFORT, AND WE REALLY APPRECIATE THE SYNERGIES WE’VE ACHIEVED WITH DNATA IN DEPLOYING SITA IDS FOR CLOUD AT KURDISTAN’S BUSIEST AIRPORT.”

JIHAD BOUERI

VICE PRESIDENT AIRPORTS, MIDDLE EAST & AFRICA



SITA AT A GLANCE

Easy and safe travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier and safer for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.
- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- Our solutions drive operational efficiencies at more than 1,000 airports, while delivering the promise of the connected aircraft to customers of 18,000 aircraft globally.
- We help more than 70 governments to strike the balance between secure borders and seamless travel.
- 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 in every corner of the globe and bridging 60% of the air transport community's data exchange.
- With a customer service team of over 1,700 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 Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our UN recognized Planet+ program. In 2022, we committed to setting science-based emission reduction targets aligned to the Science Based Target initiative Net-Zero Standard.
- We also develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.



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