

BAGMESSAGE

GLOBAL MESSAGE DISTRIBUTION FOR AUTOMATED BAGGAGE SYSTEMS

Airlines need to reduce baggage message connectivity costs while ensuring that delivery is fast and guaranteed. Airports need to reduce administration of these connections and do not want to incur the extra costs associated with providing a message distribution service. Airlines also need a system for tracking baggage throughout each of the airports where they provide flight services.

ISSUES

- **Reduce Type B costs** - airlines are aware of messaging costs and physical connections, and they want to reduce them.
- **Reduce connectivity costs** - providing point-to-point connectivity from airline hosts to each baggage system at an airport or terminal can be expensive.
- **Reduce administration overhead** - airports need to reduce their management of connections and messaging problems.
- **Reduce local management** - airports need to reduce their footprint and costs in their datacenters.
- **Airlines need a fast, reliable message service** - delivered in sub-second response times from baggage check-in.

SOLUTION

- BagMessage offers a hub-and-spoke solution, so airlines can send messages over one resilient, redundant connection.
- BagMessage allows airlines and airports to connect over MQ or TCP/IP on IPVPN legacy protocols.
- Full usage reporting is available to the airport.
- Fully managed, centralized baggage operations center.
- All IATA-recommended Practice 1745 messages supported.
- Fast connectivity to new airlines and airport customers.
- Provides access to WorldTracer rush BSMs.
- Provides access to new message generation services from BagConnect.
- Independent of CUTE supplier

BENEFITS

- BagMessage can remove legacy Type B costs.
- Eliminates cost of implementing multiple airline interfaces to connect to the airport's baggage system vendor.
- The cost of adding new baggage systems which require BSMs is reduced.
- Airports using the reports can recharge the airlines on a proportional basis.
- No on-site administration and management costs for multiple airlines at an airport.
- Any messaging issue arising from airline hosts or connectivity is dealt with proactively by SITA.
- Reduces mishandling of rush bags, when configured with WorldTracer.

2.5+ billion
IATA messages handled

99.99%
availability

250+ airports

550+ airlines

SOLUTION COMPONENTS

1. Fully managed support

24/7 managed support by baggage messaging experts with direct access to airline host control centers enabling SITA to proactively manage inbound and outbound connectivity.

2. 24/7 monitoring

Support centers proactively monitor all connections for late message reception and connectivity uptimes, enabling us to resolve issues before bags are on the ground.

3. IP and legacy protocols supported

TCP/IP, MQ, Type B are all outbound and inbound connectivity methods, whereas Type A and Matip are inbound only.

4. Delivery over IPVPN

Messages delivered over secured BaggageNet IPVPN networks.

5. CUTE independent

No reliance on CUTE provider for BagMessage connectivity – everything is handled centrally. Should airports change CUTE provider, baggage messages will be unaffected.

6. Baggage statistical reports

Self-service reporting is available for airline usage at airports through our customer portal.

7. Intelligent routing

BagMessage can route messages to specific terminals and baggage systems if flight details change.

CASE STUDY

SITA's BagMessage service handles the inbound and outbound baggage messages for one of the world's largest international airports.

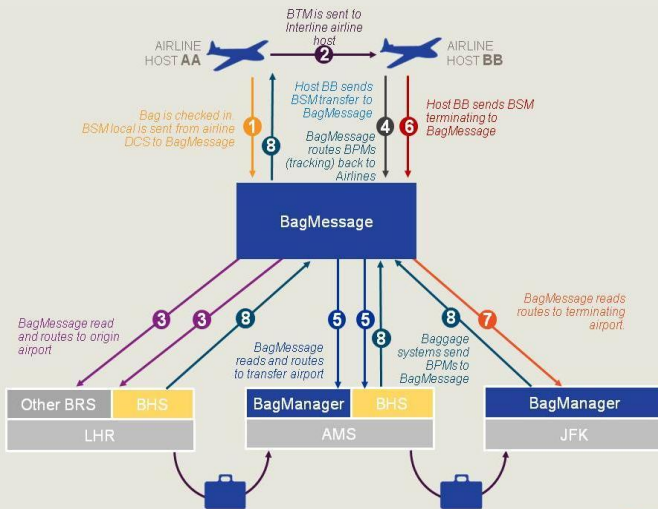
The system has been in use for over 15 years and routes messages to multiple baggage systems at multiple terminals.

These baggage systems encompass;

- baggage handling systems
- baggage reconciliation systems
- baggage tracking systems
- baggage reflighting systems

Over this 15-year timeframe, CUTE suppliers have changed many times at different terminals at different times, but the baggage service has remained consistent.

The system in place also enables the Baggage Processed messages (tracking) to be sent back to multiple airlines globally.



- Baggage Reconciliation System (BRS)
- Baggage Handling System (BHS)
- Departure Control System (DCS [host])
- IATA Baggage Source Message (BSM)
- IATA Baggage Transfer Message (BTM)

For more information please contact us at info@sita.aero