

## COMMONUSEANALYZER

A COMPONENT OF THE AIRPORTPULSE PORTAL, PROVIDING A BETTER UNDERSTANDING OF THE DAY OF OPERATIONS ACTIVITIES

The air transport industry suffers from challenges that affect the time and speed of processing passengers through the airport. Lack of access to day of operations data and historical data – in order to analyse, report and benchmark passenger movements at the airport – impacts on the airport's capability to implement improvement initiatives.

### ISSUES

#### Accessing key data quickly

Lack of a single view of operational performance information and analysis delivered at the right time to the airport.

#### Distributing key information to multiple stakeholders

Visualization and distribution of performance information of multiple key passenger touch points across the airport, e.g. check-in, security and boarding.

#### Simplifying KPI reporting and benchmarking

Key performance reporting customized at a granular level to enable proactive SLA and KPIs management.

### SOLUTION

CommonUseAnalyzer is a powerful, agile and customizable analytic engine that presents key information, dashboards and reports, in order to better inform and provide an understanding of the day of operations activities.

CommonUseAnalyzer leverages data from across SITA's common-use platform, including passenger movements data from BCBP (Bar Coded Boarding Pass); print and scan events from kiosks and workstations; common-use platform usage data, which are typically referred to as RTS (Real Time Statistics).

CommonUseAnalyzer is unique in its airport focus and the customization of the world-leading business intelligence capability of the SAP Business Objects Platform.

### BENEFITS

- Presents common-use platform usage data and analysis to airport operations via active reports and dashboards.
- Enables automated SLA and KPI reporting and benchmarking.
- Supports operational and strategic planning and forecasting.
- Provides drill-down capabilities for detailed analysis of issues on the fly.
- Supports passenger facilitation tracking, reporting and analysis.
- Provides a standard suite of reports which combines BCBP and RTS data, as well as ad hoc (user-designed) reporting capability.

# 89%

of airports will use BI to conduct airport service quality data analysis by 2017

## HOW DOES IT WORK?



Data collected via CommonUseAnalyzer is turned into useful information through business intelligence and data visualization tools provided via SAP Business Objects.

## SOLUTION COMPONENTS

### Client support

CommonUseAnalyzer collects common-use platform usage data and bar code information from:

- AirportConnect® Open workstations and kiosks
- Airport iValidate clients
- Third-party systems (via an available web service)

Once the information is collected, the data is sent to an SAP Business Objects server for analysis and report generation.

### AirportConnect platform extension

CommonUseAnalyzer is an extension to the AirportConnect common-use platform. When deployed in conjunction with AirportConnect® Open, AirportConnect® Kiosk, CommonUseAnalyzer becomes part of an enterprise-wide passenger flow monitoring system, along with Airport iValidate.

### AirportPulse

FlowAnalyzer is a component of AirportPulse, SITA's Airport Intelligence Portal. It provides KPI dashboards and a single point of access to a broad range of services, to provide end-to-end situational awareness across the airport. It also provides visibility of passenger movements in order to improve security, increase efficiency, achieve greater non-aeronautical revenues and enhance the passenger experience throughout the airport.

## CASE STUDY

Airports are continually challenged during day of operations to effectively manage and optimize key passenger touch points.

The constant measurement, monitoring and reporting on agreed service levels at key airport facilitation points is known to have a direct impact on that points efficiency.

As implemented in a major European Airport, CommonUseAnalyzer is a key operational tool to measure, monitor and report on CUTE and CUSS-based passenger checkpoints, benchmark performance and non-achievement of agreed SLAs.

By utilizing trigger-based day of operations information, airports have improved check-in desk utilization and throughput, to increase overall check-in capacity. Although still a relatively new product, CommonUseAnalyzer has already been deployed at two airports in Europe.

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