MESSAGE RELAY

SOLVING THE INTER-PARTNER COMMUNICATION CHALLENGE

Today, many of the new systems that are being developed for the air transport industry need to be designed in such a way that they are capable of exchanging data with your partners’ existing systems. A large number of these existing - older - systems use messaging formats that may not be compatible with your new systems, or with the expertise of your staff. Using SMTP via Message Relay can bridge this gap.

**ISSUES**

- **The expertise gap**
  Using Type B messaging to communicate with partners, but without having the detailed level of expertise required for communicating with dedicated systems.

- **Simplicity of communication**
  Streamlining the systems needed to exchange information with partners.

- **Multiple sources of data**
  Managing the needs of machine-originated and human-originated messaging.

- **Controlling costs**
  Need to communicate in a cost-effective way overall.

**SOLUTION**

- **SITA Message Relay**
  Connect to SITA Message Relay via private or public Internet Protocol.

  Message Relay connects your company’s existing e-mail infrastructure to the SITA Community Messaging Network.

  Communicate via SMTP to the Type B community by using your standard desktop e-mail.

**BENEFITS**

- **Cost of ownership savings** ensured by using your existing e-mail client and existing SITA or Internet connectivity.

- Access Type B and other messaging domains such as Type X, Telex, etc directly from SMTP.

- Use a **fully managed, scalable and flexible** solution that is adaptable for high-volume application traffic throughput.

- Use a single solution that is also suitable for low-volume, human-originated traffic.
HOW DOES IT WORK?

SOLUTION COMPONENTS

A single connection is all that is required.

Connectivity

A connection via private (VPN) or public IP (Internet) will allow you to join this community, so that you can reliably and securely exchange information with your business partners.

CASE STUDY

A regional airline was planning the replacement of some of its mission-critical operational applications, as its existing provider had retired its product suite.

The provision of the SITA Message Relay service, integrated with the airline’s own e-mail servers, enabled the airline to replace mailboxes that were previously part of an old, third party-hosted application.

The service provision allowed continuity of functionality and service under the control of the airline management team. The airline now has a fully managed, scalable and cost-effective solution for the effective distribution of its messaging traffic.

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