

Making sense of your Type B Messaging data

For an airline, being able to monitor your Type B messaging usage and content across the organization is key. You need to be sure that messages sent both by you and on your behalf, are accurate and reflect your business needs. Making sense of this data also enables business optimization and efficient usage of Type B operational messaging.

BACKGROUND

Lack of existing tools

Type B users can't quickly and easily retrieve information linked to their usage. Management doesn't have access to a simple reporting capability.

Message content access

In some instances, Type B users need to retrieve the actual messages to check the content in case an error occurred.

Traffic monitoring

You may need to track specific changes, such as ending messaging traffic relating to a route that has stopped flying.

Identification of anomalies

Rejected traffic needs to be identified so corrective action can be taken.

SOLUTION

MessageIntelligence is an online self-service tool that features archive and reporting options. The archive option features a searchable database of Type B messages, allowing you to retrieve full message content quickly and easily. It has a maximum storage period of 18 months from the point of subscription.

The reporting option consists of a set of three Type B standard reports:

- Dashboard report: An executive summary featuring key trends, changes and issue indicators. Provides a quick view and status of your SITA Type B messaging.
- Operational traffic report: Contains the all daily Type B traffic sent, received and double-signed by the customer.
- Reject report: Provides a view of messages that were not delivered or only partially delivered.

BENEFITS

MessageIntelligence gives you a clear view of your Type B messaging activity, anywhere and at any time.

- Allows you to consolidate disparate data across your organization through a single online platform
- Provides a secure archive system that allows you to access data for up to 18 months
- Features advanced reporting tools, with an intuitive dashboard for better insight and analytics
- Provides greater visibility and control of your data, allowing you to streamline your organization and improve operational efficiency
- Increases efficiency as it helps identify areas requiring management's attention

RESULTS

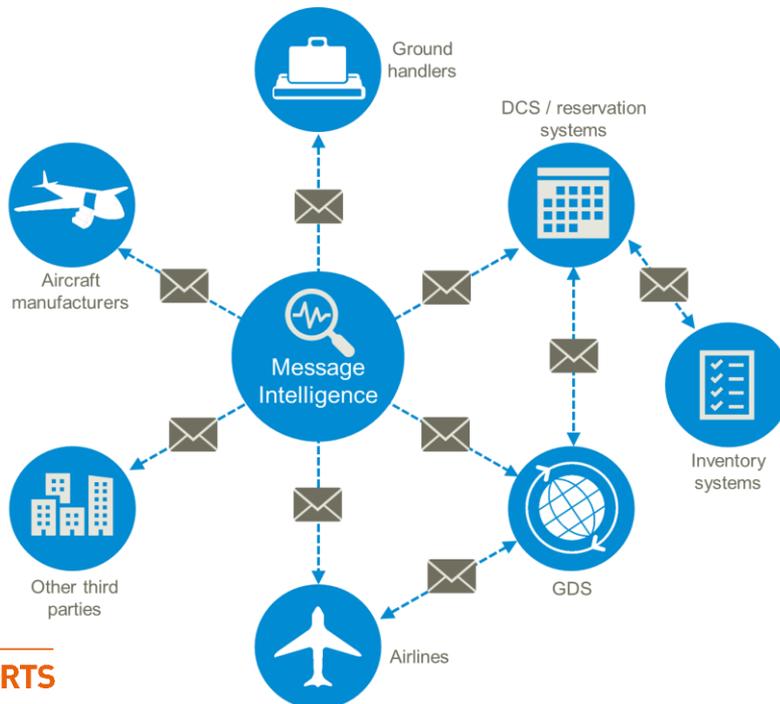
18 months
archive capability

How does it work?

SOLUTION COMPONENTS

MessageIntelligence is a three-layer application:

1. The backend is composed of Oracle databases and an extract, transform and load (ETL) process.
2. The middleware is a web service, hosted on virtual machines for the archive option. It also includes a BusinessObjects application for the reporting option.
3. The front end uses a portlet to display the reporting option. The user interface is accessible through the SITA Customer Portal.



CASE STUDIES

1. An airline has a program to optimize their PSS/reservation system usage. To do this, they follow the lifecycle of their availability status messages (AVS) between these commercially critical applications.

This optimization program aims to improve their sales activities with online flight booking and price comparison services (e.g. Google Flights, Kayak, Expedia).

With the MessageIntelligence archive option, the airline can easily track messages generated by the application provider. They can ensure that the data contained in the message is accurate and that it is being sent to the right partners.

2. A ground handling company noticed an abnormal charge increase in recent months but had no easy way to find out why. After implementing MessageIntelligence, they discovered that one of their new staff members wasn't aware that most ground handler traffic must be double-signed. So, all the messages they had handled so far were being charged to the ground handling company instead of the airline.

With the MessageIntelligence reporting option, the dashboard report allowed the customer to look at the trend and see when the spike started. Thanks to built-in indicators such as the double signature chart, the company was able to quickly identify and address the issue.

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