



### An effective, reliable e-commerce strategy is key to the success of any airline

Consumer habits are changing, with more and more people buying their goods and services online. Air travel is no different – most passengers now book flights and check-in via the Internet. To maximize ticket sales, airlines need an effective, reliable e-commerce strategy. SITA Content Delivery Network (SITA CDN) is a simple, single platform solution, designed to optimize key web applications and deliver a positive user experience.

#### BACKGROUND

##### How do you ensure e-commerce web performance meets the user experience expectation of your customers?

Recent Google research shows that user experience is paramount to maintaining conversion rates. For example, an increase in page load time from one to three seconds increases the probability of bounce by 32%.

##### How do you encourage an increase in web check-in?

Airlines can reduce costs by encouraging passengers to check-in online rather than at the airport. To achieve this, website performance must meet the customers' expectations.

##### How do you ensure a cost-effective web application performance for end users worldwide?

Airlines must implement a global CDN strategy to ensure user experience is consistent across the board.

#### SOLUTION

In partnership with CDNetworks – a world-leading content delivery provider – we'll optimize your web applications and help you implement a successful e-commerce strategy.

**Static and dynamic content is cached,** accelerated and delivered over the Internet via the CDNetworks platform. This improves the performance of e-commerce applications, ensuring a positive experience for the end user.

**We closely monitor the Internet last mile** and the end-user experience, providing detailed monthly reports. Statistics are stored, benchmarked and analyzed to identify areas for further investigation, including 'abnormal' response time per application per country.

**Using a proven methodology,** we'll assess and quantify the benefits of the service before successful deployment and management. Our expert team will provide low-level design scoping and validation, PoC, and coordination of all activities during deployment.

#### BENEFITS

##### Booking/check-in websites:

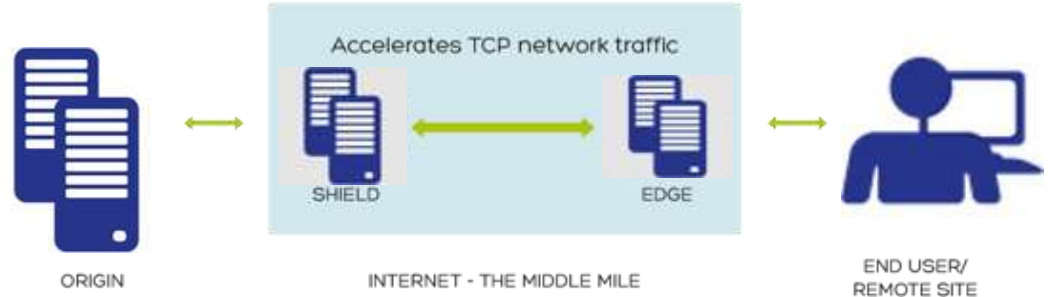
- Improve conversion rates and maximize ticket sales
- Cut costs for check-in operations
- Reduce e-commerce total cost of ownership (TCO), with an infrastructure to cater for peaks and crisis management
- Reach new markets, such as BRIC countries, by providing a fast, reliable and positive experience for the end user
- Maintain a powerful, consistent brand image across the world

#### RESULTS

**2-5x**  
improvement in  
response time of  
web applications  
worldwide

## How does it work?

SITA has partnered with CDNetworks to deliver a cost-efficient, single platform web application optimization service. Together, we will help you reach new markets, maximize your online sales and provide the best possible user experience.



## SOLUTION COMPONENTS

- 1. Web application optimization:** We provide a robust and scalable CDN service through our strategic partnership with CDNetworks.
- 2. Future proof:** SITA Content Delivery Network service caters to airlines' future expansion needs into mobile applications.
- 3. Superior support model:** We provide a single and consistent service management capability for all SITA services, including SITA CDN. This streamlines and reduces airlines' resources by interfacing and utilizing the CDN service.
- 4. SLAs with superior commitments:** Quality of service is assured and backed up by SLAs. These are supported by robust infrastructure and management and not simply based on commercial commitments.
- 5. End user performance first:** The SITA CDN service features enhanced reporting which can reduce or minimize an airline's risk when launching web applications. Our CDN monitoring service utilizes synthetic monitoring tools with analysis and recommendations carried out by SITA engineers.
- 6. A variety of options to keep applications on top:** Should end-to-end application diagnostics and visibility be required; we will offer our range of SITA Application Acceleration services.

## CASE STUDY

A proof of concept was carried out by SITA using CDN web optimization services. The aim was to improve flight booking, frequent flyer and home pages in several countries across the US, Europe and Asia.

### Key points:

- Improvement of all three applications for all nominated countries, increasing end-user response time by two to three times
- Applications required both static and dynamic content optimization
- Web page content delivery became more consistent
- Slow response times affecting flight reservations were identified in multiple locations
- Enhanced reporting determined that the first-byte time (time for the end user to receive the first HTTP packet from the server) was the cause of major issues

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