



### A cost-efficient, secure, and reliable enabler for real-time communication services

Airlines, airports, and ground handlers continuously need to innovate to integrate cutting-edge technologies that passengers are adopting. This applies to real-time communication services such as voice, video, and messaging. However, utilizing these services worldwide brings five challenges: cost, interoperability, flexibility, compliancy, and security. Thus, SITA Managed SBC is the solution to these challenges.

#### BACKGROUND

##### Digital Passengers

Digitally savvy passengers expect to contact airlines, airports, or ground handlers through a range of technologies like voice calls, video sessions, SMS/emails/Chat.

##### Scalability

Routes open and close, business rises and falls. The ATI requires a solution that scales with your business.

##### Technology Evolution

Technologies are changing faster than ever – you need solutions that adapt seamlessly and update without downtime.

##### Compliancy

Enterprises are required to comply with regulatory requirements such as GDPR and PCI DSS

#### SOLUTION

It is a Managed Service Solution.

- End to End managed service which includes, equipment replacing and refreshing, licensing optimization, and 24x7 monitoring.
- Available in 3 different flavours: on premise, hosted and cloud. Hybrid solution can be utilized for any customer.
- Supplementary services such as telco management and quality monitoring can be added as needed.
- A single solution for any CC/UC.
- Customized SLAs can be offered to meet customers' needs.
- SBCs, Gateways & SBAs can be combined in a single site.
- Several types of redundancy & availability are possible per site.

#### BENEFITS

- Enrich PAX experience
- Secures large footprint coverage: over 145 countries with local field engineers and employees, working in airports.
- OPEX model provides flexibility, scalability, cost control, and ability to quickly adapt to changing business needs.
- Adapt quickly – on-demand capacity increases via licenses to meet business fluctuations.
- SITA bears the risks. No hassle for end-of-life or upgrades nor devices not working properly.
- Offer a solution to each customer where latter can reap the benefits without bypassing security or regulation.
- Can expand the solution to any future location or support additional traffic.

#### RESULTS

**145+**  
Connected countries  
for real-time  
communication  
services.

**~30%**  
Cost-efficiency

## How does it work for CCAS & CVS Coverage Extender Use Case?



# SITA

AT AIRPORTS

### SOLUTION COMPONENTS

The SBCs interconnect customer's contact centers in all sites across several countries. With that solution, SITA's customers improve operational efficiency, and provide a more personalized service to passengers (30% average cost reduction).

#### SITA Managed SBC a Managed Service:

- Managed SBC appliances installed per site according to the availability factor defined by customer (based on business KPIs).
- Devices delivered on site by SITA deployment team.
- Central monitoring and management available for all managed devices.

#### Integrated with SITA Omnichannel

- Combines the Internet, local access, and QoS capable networks such as MPLS and SD-WAN for voice services.
- Reliable distributed architecture N+1 redundancy as standard.

### CASE STUDY

Cathay covers more than 200 cities in 52 countries. Cathay carried more than 40million passengers in 2019, operates 18 contact centres globally. The contact centre is a high touch point for customer engagement. However, as more and more passengers are buying through social media platforms, Cathay needed a solution which:

- Engages passengers on Social Media Apps or digital channels.
- Matches the passenger with the right agent globally.
- Supports secure transactions on any digital and voice channels.
- Delivers resiliency & scalability instantly for major events or peak requirements.

On top, Cathay considered staying with their incumbent network service provider.

Therefore, SITA Collaborated with global Professional Service company, Accenture, to strengthen our offering. SITA presented a next generation Omnichannel Communication Service to help them to digitally transform their customer engagement journey. SITA Managed SBC was a key enabler of this Service.

For more information, please contact us at [info@sita.aero](mailto:info@sita.aero)