

WIRELESS@AIRPORTS: MOBILE-ASSISTED BOARDING

DELIVERING RELIABLE MOBILE-ASSISTED BOARDING CONNECTIVITY

Mobile-assisted boarding solutions help airlines to streamline their operations and provide additional ancillary services to increase both revenues and customer satisfaction. For every mobile application, Wi-Fi and cellular connectivity are crucial, in order to guarantee business continuity and the best end user experience.

ISSUES

How to find a global supplier who can design and manage an air transport-dedicated solution?

Will your supplier understand air transport industry (ATI) constraints?

Will your supplier adapt to your specific processes?

How to avoid managing multiple contractors?

How to be confident about the compatibility of each component?

In case of troubleshooting, how to avoid suppliers offloading responsibilities to each other?

How to control costs?

How to choose the right technologies, especially for connectivity?

How to combine connectivity technologies so as to optimize the quality/price ratio?

SOLUTION

Boarding is at the heart of an airline's business, and is specific to each company since it directly impacts the passenger travel experience. By leveraging its air transport industry know-how, SITA can quickly understand the process and efficiently customize the airline's mobile-assisted check-in and boarding components, in order to integrate them into the current architecture.

SITA provides a specific combination of standard components, including hardware (ruggedized devices), connectivity (Wi-Fi and cellular) and mobile-assisted applications.

The solution includes connectivity assessment and advanced design, which is critical because radio access depends on a large number of external parameters (cell/access point position, range, topology, device sensitivity, interferences).

BENEFITS

- Air transport industry expertise from SITA
- Understanding of airport and boarding process
- Customization of the components to fit airlines' existing process and meet specific requirements
- One-stop-shop to deliver hardware, connectivity and applications
- Unique support through SITA Support Desk (SSD) dedicated to the air transport industry
- Wi-Fi availability in multiple airports, with new sites added regularly.
- Wi-Fi and cellular connectivity are combined to deliver best-of-breed technologies and achieve the optimal price/quality ratio.

30+ airports already deployed with SITA Wi-Fi infrastructure and managed services in place

HOW DOES IT WORK?



- In the case of the easyJet implementation, Wi-Fi was chosen as the primary connectivity channel, and cellular radio access was the fallback alternative. Other designs can be adjusted to accommodate each specific need and environment.
- Ruggedized devices are managed end to end by SITA, so as to guarantee optimum end user experience.
- SITA supports all components, so as to provide a single solution with a single point of contact.

SOLUTION COMPONENTS

SITA Wireless@Airports provides the following features:

- Business-grade Wi-Fi
- Coverage in 30+ airports with one contract
- Unique SSID (Wi-Fi Service Set Identifier) across all airports
- Interconnection with SITA VPN (Virtual Private Network)
- SITA support 24/7 dedicated to the air transport industry

Other products in the SITA Wireless and Mobility portfolio are integrated into mobile-assisted solutions:

Mobile Data Access

SITA Mobile Data Access provides cellular connectivity in over 180 countries and territories with a central management platform and network redundancy.

Managed Mobile Devices

SITA Managed Mobile Devices offers a full solution for devices (e.g. tablets), including service management and financing. Its Mobile Device Management component helps to deploy a fleet of devices quickly and manage updates or configuration remotely to enforce security policy.

CASE STUDY

easyJet selected SITA to manage the rollout and operation of the mobile infrastructure that underpins its Halo Platform. Halo gives easyJet employees mobile access to a range of applications, thus allowing them to deliver a consistent passenger experience in every airport they fly to.

easyJet leverages SITA's capabilities to provide Wi-Fi in several key airports (Wireless@Airports) as well as cellular connectivity (Mobile Data Access) to back up Wi-Fi, if required.

"SITA delivered a combination of geographic coverage, a great partnership with Motorola and other vendors, and a capability to offer a fully-managed end-to-end service that offers real value for money." Trevor Didcock, CIO, easyJet

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