

REASONS FOR CHANGE

WHY NOW'S THE TIME TO FLEX YOUR PASSENGER JOURNEYS WITH SITA FLEX AS A SERVICE

Discover why it's time for a new era of freedom in passenger processing. And learn how your airline can quickly start to save costs, gain competitive advantage, and return to profitable growth with SITA Flex as a Service (FaaS).

THE STATUS QUO:

THE AIRLINE INDUSTRY TODAY

The aftermath of COVID and global uncertainty are creating multiple challenges:



RISING PASSENGER NUMBERS

... demand has rebounded to – and even surpassed – pre-pandemic levels.

SITA Passenger IT Insights 2022



HUMAN RESOURCING ISSUES

... employment delays may act as a **constraint** on an airline's ability to meet passenger demand.¹

1: Global Outlook for Air Transport, IATA, June 2022



INCREASING COSTS

Cost pressure will be a focus for airlines this year.

30% higher fuel bills.¹

1: Global Outlook for Air Transport, IATA, June 2022

DRIVERS FOR CHANGE:

WHAT TODAY'S PASSENGERS WANT

Passengers increasingly expect the same seamless digital experiences at the airport as they do when streaming a movie or shopping online.

Old truth: You are competing with your competitors.

New truth: You are competing with the last best experience your customer had.

Harvard Business Review, 2021

As we emerge from the COVID-19 pandemic, passengers are showing **pent-up demand for air travel** and **enthusiasm to further embrace the mobile and touchless technologies.**

SITA Passenger IT Insights 2022

#1: check-in is the area where passengers most want to see contactless tech.

49% of customers rate this as their top priority.

ACI ASQ Barometer, 2021 Q1 - Q4

ENABLING CHANGE:

HOW AIRLINES CAN RESPOND

Airlines and airports need a way to break free from existing airport constraints, to better meet their own needs and those of their passengers.



SEAMLESS EXPERIENCES
Putting passengers in control of the functional and emotional aspects of their journeys.



TIGHTER COST CONTROL
Redesigning check-in areas so they're more cost-efficient.



AGILE PLATFORMS
Supporting innovation to enable competitive advantage and grow passenger loyalty.



SMARTER RESOURCING
Increasing passenger self-service and agents' mobility.



SUSTAINABLE APPROACHES
Reducing environmental impacts and acting socially responsibly.



HEALTHIER SPACES
Offering hygienic, low-touch experiences so passengers feel safe.

CHANGE IN ACTION:

HOW FAAS CAN HELP

Using a simple set of APIs, FaaS enables your airline to provide safe and seamless passenger processing journeys at a sustainable cost. All passenger interactions with airport infrastructure are touchless, using just the passenger's mobile device and a QR code.



Check-in



Bag tag



Bag drop



Boarding pass printing



Gate access



Payments

On or off airport

CHANGE WITH CONFIDENCE:

WHY FAAS IS THE SMART CHOICE

With SITA, you can drive digital innovation, with the added reassurance of working with an established global industry leader.

70+
years of airline partnership and collaboration.

460
SITA Flex-enabled airports worldwide.

Zero
delays waiting for certification: deploy at your own pace.

2,500
airline and airport customers.

17,000
aircraft digitalized globally.

100%
owned by the air transport industry.

24 hours
to start realizing the possibilities of FaaS²

Microsoft's Azure
platform provides enterprise-grade resilience.

Protect your investments
runs on or alongside existing infrastructure.

2: See SITA Flex Hackathon with Microsoft

READY FOR CHANGE?

LEARN HOW EASILY YOU CAN FLEX PASSENGER PROCESSING WITH FAAS.

[READ OUR STEP-BY-STEP GUIDE](#)

READY FOR A CONVERSATION WITH A FAAS EXPERT?

FLEX@SITA.AERO

Or contact your local SITA representative.