

FLEX INNOVATION IN PASSENGER PROCESSING

with SITA Flex as a Service



**STEP-BY-STEP
GUIDE**



SITA FLEX AS A SERVICE (FAAS) BRINGS A NEW ERA OF FREEDOM TO THE AIRLINE INDUSTRY.

It empowers your airline to overcome cost and resourcing challenges while powering innovation and sharpening your competitive edge. So if you'd like to take a fresh approach to passenger processing that can help your airline achieve profitable growth, SITA offers exactly the solution you need.

GETTING STARTED IS EASY

Our Step-by-Step Guide introduces the main reasons to consider FaaS, identifies the benefits you can expect to realize, and takes you through the straightforward implementation and adoption process.





1

WHY YOU SHOULD CONSIDER FAAS

The simple set of APIs in FaaS give you the flexibility to reimagine your passenger experiences, and to put mobile devices at the heart of your passenger journeys.

- **Gain competitive advantage:**
Deliver industry-leading passenger experiences and service quality that build passenger loyalty.
- **Drive innovation:**
Initiate major transformation projects to digitize your passenger journeys, and/or quickly introduce new features to your existing apps and services.
- **Improve passenger journeys:**
Enable touchless self-service at every step through the airport.
- **Get more from your resources:**
Increase passenger self-service, and make smarter use of passenger and staff interactions.
- **Reduce power consumption and emissions:**
Rethink your check-in areas so they're more energy-efficient and sustainable.

2

ASSESS THE COST OF DOING NOTHING

Maintaining the status quo could mean potential missed opportunities, for example:

- Your brand being overtaken by agile competitors who offer more enjoyable digitized passenger experiences.
- Higher operating costs in areas like human resourcing, hardware and software.
- Declining app penetration within your customer base because your app is unable to support processes like bag drop and bag tagging (this could also mean you miss capturing valuable passenger data and insights).
- Delays to innovation caused by certifying new services for common-use.
- Lack of control over passenger journeys leading to inconsistent passenger experiences in different airports.

More generally, a lack of innovative new experiences risks reducing the overall appeal of air travel over time.

IT'S TIME TO FLEX YOUR APPROACH...



3

EVALUATE THE BENEFITS OF FAAS



The cloud-based FaaS APIs give you near-infinite freedom and flexibility to innovate alongside your existing common-use systems.

Help passengers feel more in control

Enhance self-service capabilities so your passengers feel more in control of the emotional and functional aspects of their journeys, and can move through the airport in the way that feels most comfortable, with as much or as little assistance from your agents as they need.

Digitize every stage of the passenger process

Enable touchless journeys all the way from remote check-in support to bag drop-off, bag tagging and boarding pass printing, payment and gate access.

Mobilize your staff

Enable your agents to perform key tasks at check-in and boarding via mobile devices, so they are no longer restricted to desks and kiosks, and can assist your passengers wherever needed.

Reduce congestion

Take key steps in your passenger journeys outside the airport, by enabling passengers to print their bag tags and drop off their luggage from a hotel lobby or home, using just their mobile device. Or by equipping agents to check-in passengers in their hotels using mobile devices, to reduce airport congestion that leads to delayed flights.

Shrink your carbon footprint

By putting mobile devices at the heart of your passenger journeys, you can downsize the number of desks and kiosks, which in turn will drive down your airline's overall power consumption and emissions levels.

Reduce your training burden

Enable agents to fulfil their duties using intuitive apps on ultra-familiar smartphone and tablet devices.

Increase ancillary revenues

Create opportunities to open new income streams: for example by introducing chargeable services like bag drop-off at passengers' hotels, to offer passengers a premium experience.

Offer a consistent brand experience

Enable a familiar mobile passenger journey across all the airports your airline flies to, with the passenger's mobile device at its heart, starting with SITA's network of over 460 Flex-enabled airports.

Lead the way in industry innovation

Set a new standard for enjoyable and digitally-enabled passenger journeys in order to attract more customers to air travel.

4

UNDERSTAND THE IMPLEMENTATION PROCESS

As a service that uses the Microsoft Azure cloud platform, and QR codes to interact with airport hardware, FaaS is designed for quick and easy implementation, so you enjoy a fast return on your investment.

SITA FaaS

Easy implementation

Hardware agnostic

Compatible with your existing devices.

Simple APIs

Support quick and easy integration.

Free POCs

Get your transformation initiative underway.*

Expert support

Helps you to achieve the best outcomes.

Simple pay-per-use pricing

Keeps costs predictable and low.**

Streamline hardware

Enables new touchpoints that only require power and internet connectivity.

*By agreement with SITA.

**Subject to a simple one-off configuration charge.



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START YOUR ADOPTION

Ready to flex your passenger journeys with SITA Flex as a Service? Getting started is simple.

- **Contact** your local SITA representative or get in touch for a full introduction to FaaS.
- **Register** and access our APIs at www.developer.aero
- **Discuss** your goals with our experts, so we can help define the scope of your project and provide targeted support.
- **Integrate** the FaaS API into your new or existing apps and services.
- **Go!** Deploy FaaS-enabled apps on- and off-airport to save costs, drive innovation, delight passengers and gain competitive advantage.

Experience innovation in action

Watch highlights from Microsoft and SITA's hackathon and see how quickly and easily you can develop fully-working solutions with FaaS.

[Go to our information hub](#)

READY TO FLEX YOUR THINKING?

Get in touch with our FaaS specialists on flex@sita.aero or contact your local SITA representative.



SITA AT A GLANCE

Easy and safe travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier and safer for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.
- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- Our solutions drive operational efficiencies at more than 1,000 airports, while delivering the promise of the connected aircraft to customers of 17,000 aircraft globally.
- We help more than 70 governments to strike the balance between secure borders and seamless travel.
- Created and owned 100% by air transport, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected in every corner of the globe and bridging 60% of the air transport community's data exchange.
- With a customer service team of over 1,700 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our UN recognized Planet+ program. In 2022, we committed to setting science-based emission reduction targets aligned to the Science Based Target initiative Net-Zero Standard.
- We also develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.



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