



The industry's largest, most versatile messaging distribution service

Type B messaging underpins every operational aspect of air transport. It supports everything from commercial and flight operations to ground support, baggage and cargo handling, passenger services, booking availability and aircraft maintenance.

BACKGROUND

Type B is the most widely used messaging standard in the ATI.

All ATI players need to:

- Communicate reliably and efficiently with a diverse number of industry partners in a cost-effective way
- Control the total cost of your messaging environment without compromising on service, quality, or reliability
- Manage the communications environment and ensure it evolves for continuous business effectiveness

SOLUTION

We apply the latest technologies to ensure interoperability with a wide range of messaging standards for your business needs.

SITA Type B Distribution Service offers you:

- **Fully-managed support** – End-to-end management of all message types through a single managed service
- **Access via IP** – Use either an Internet connection or a private SITA network connection
- **Versatile delivery method** – Flexible addressing and routing options and assured delivery using serial numbering or end-to-end protocols
- **Global support at local level** – We have a presence in 220 countries and territories. Our staff is made up of more than 140 nationalities, speaking over 70 languages. Wherever you are in the world, we can support your unique business needs.

BENEFITS

Managed complexity

- Provides a global ATI reach via a single connection

Business-critical service

- Highly reliable and secure solution

Interoperability

- Allows for easy integration of information between messaging domains

Cost savings

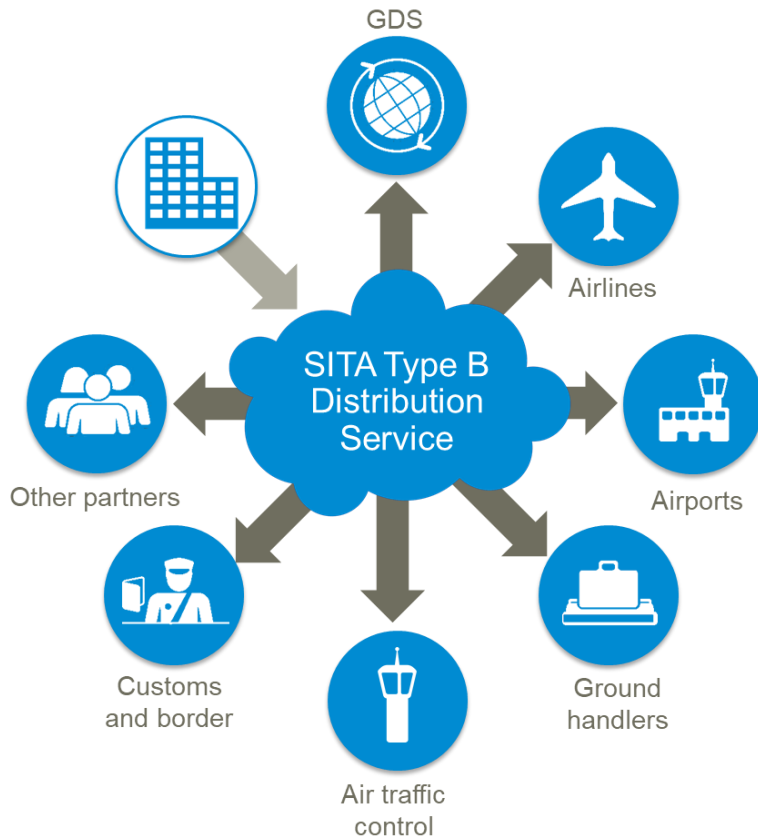
- Reduce your overall costs by having a single source for all messaging

RESULTS

25
million
messages
delivered each day

2,400+
members of SITA's
messaging
community

How does it work?



SOLUTION COMPONENTS

1. Connectivity

Connect via private (MQ/MATIP) or public IP (MQ) according to your needs

2. Message exchange

Communicate with other messaging domains such as SMTP, Type X, AFTN, fax, Telex

3. Cost assignment

With the agreement of your partners, use double signature to assign messaging transmission costs

4. Access controls

Implement controls on how your messaging infrastructure can be used (e.g. limiting the use of double signature or rejecting messages)

5. Message priority

Prioritize your message delivery in the event of queues on message output

CASE STUDY

A Tier 1 Asian airline was looking to increase sales by working with more online partners. They wanted to ensure timely, accurate and reliable delivery of reservation data to facilitate sales. They had also joined an airline alliance and needed to manage the increase in data distribution, for interlining and code sharing agreements.

The airline chose SITA to move traffic from their direct host provider links to the SITA Type B Distribution Service with an availability status (AVS) message distribution package.

The benefits for the airline included:

- Overall improved reliability and performance of message delivery
- Cost of ownership savings
- Fully-managed, scalable and cost-effective solution

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