

T-SYSTEMS SMART AIRPORT SOLUTION: OPTIMIZING PASSENGER EXPERIENCE

Getting a more customer-centric smart airport by using digitalization



NEW TECHNOLOGY WILL CHANGE THE WAY AIRPORTS OPERATE

Digitalization offers new opportunities and challenges also for airports. Key trends already change and will have further significant impact on all airport operations:

- Internet of Things (IoT), e.g. BAG2GO will improve end-to-end baggage handling
- Open data via standard API's will change the way how business partners interact
- Interaction with social media results in more and better information on time
- Liberal information: A broad variety of information will be accessible for everybody
- Complex event processing: Real-time reaction and proactive data analysis based on data streams allow pattern detection in real-time
- Predictive Analytics: Real-time insights enable better-informed business decisions

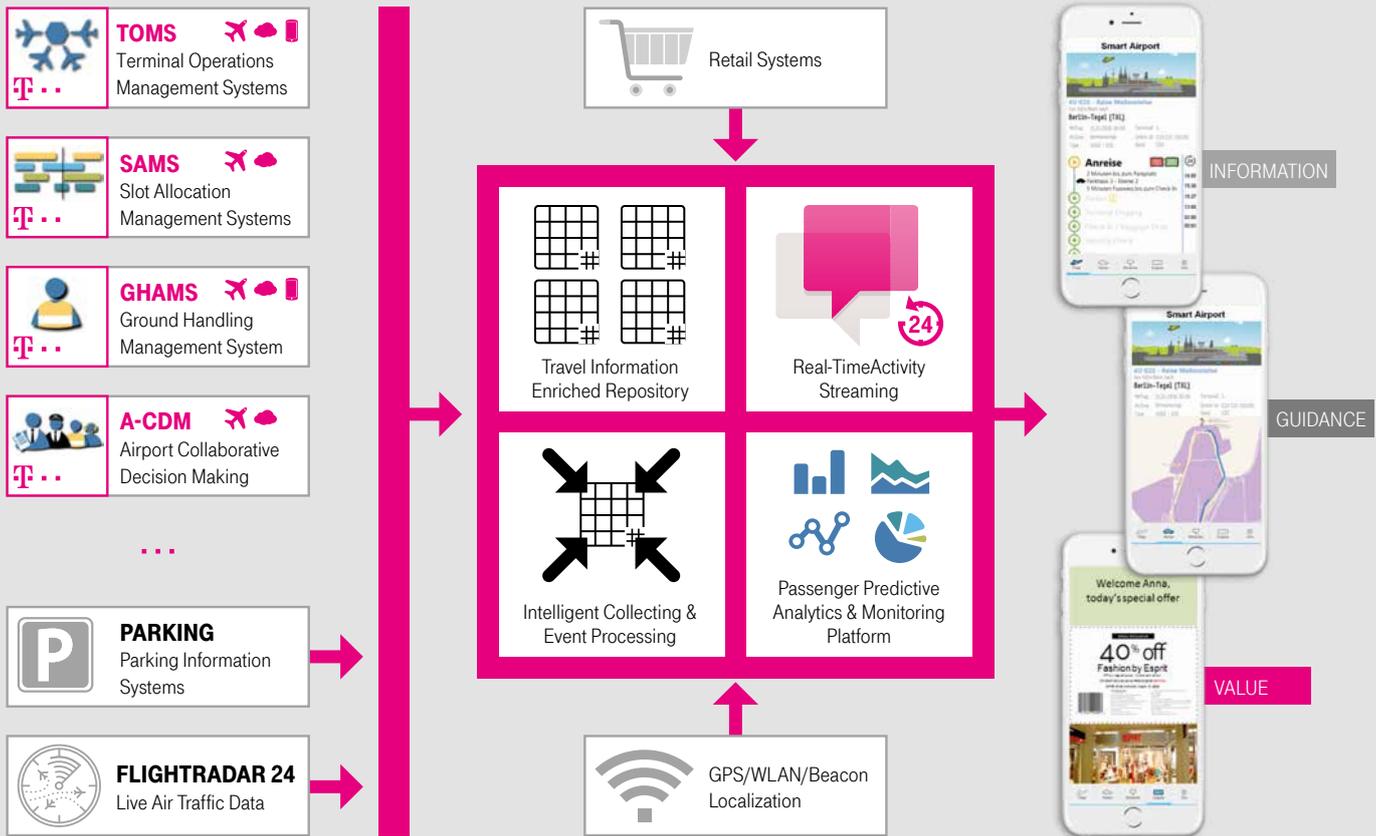
The use of these technologies will be the success factor for modern airports.

THE ERA OF THE CUSTOMER HAS BEGUN

Business success today depends on Zero Distance – the ability to break down the barriers of physical distance, time and content that stand between customers and business. On the same time customer expectations are raising, information, products and services have to be available everywhere at anytime. While reducing the stress level of their passengers, airports can gain multiple benefits by optimizing their passenger experience, in particular by transforming the passenger journey into a customer journey:

- Smart Airport Eco-System: Excellent airport experience, smooth operations, ultimate shopping possibilities and direct flight connections
- Mobility: Do shopping at the airplane via app and receive the purchases after landing
- Payment: Almost half of the purchases in trade are done cashless, a needed service at the airport
- Customer loyalty: Interact with customers easier and efficiently at various customer touch points

T-SYSTEMS SMART AIRPORT PASSENGER EXPERIENCE PLATFORM



AIRPORT SOLUTIONS AND SERVICES

The professional Airport Solutions & Services (PASS) of T-Systems guarantee smooth processing of more than 1.4 million passengers every day world-wide.

For example airport operators provide current information on the passenger's flight, shopping facilities, restaurants and bars on large displays and screens via the Flight Information Display System (FIDS).

The new platform based on big-data technology including complex event processing will take this one step further and move the airport into the digital world providing actual individual information exactly at the right time.

END-TO-END CUSTOMER EXPERIENCE

T-Systems SMART AIRPORT passenger experience platform allows an End-to-End customer journey from leaving home until entering the airplane. It enables airports to gain full benefits out of digitalization to get the focus to their customers.

Airport operators and local retailers can follow the journey of the passenger to and within the airport and can send him individual guidance to improve his travel experience. So, for example the restaurant in the duty-free-zone learns from the system, that the flight to Rome will be delayed and sends the passenger waiting its menu including an access to its WI-FI hotspot on his smart-phone.

Based on a travel milestone concept the system will constantly inform the passenger about e.g. his check-in counter, gate, waiting time at security and if required guide the passenger to find the "fastest way to gate". In addition it generates further benefits by offering value added services to the customer, e.g. a coffee voucher when the passenger passes a coffee shop.

ANY QUESTIONS?

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