
SITA
SITA'S RUNWAY FOR FUTURE OPERATIONS
RESUMING SAFE, EFFICIENT AND ENJOYABLE TRAVEL AT MANAGEABLE COST
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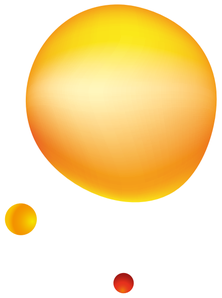
CONTENTS

Introduction: Air travel is being reshaped 4

Section 1: Creating a safer, frictionless journey 7

Section 2: Rapidly deployed on next generation platforms 12

Summary: SITA's runway for future operations 18



AIR TRAVEL WILL BE DIFFERENT. WE MUST RESPOND, AT PACE

- We know passengers will travel differently. Growing passenger demand isn't a given.
- With fewer travelers, we must be more efficient and agile.
- Your passengers want reassurance of safety, which is transforming industry processes now.
- Digital border controls ensure passenger health and safety.
- Our customers tell us they want to explore more efficient disruptive business models.
- We know that passengers and governments want to focus more on aviation's environmental impact.

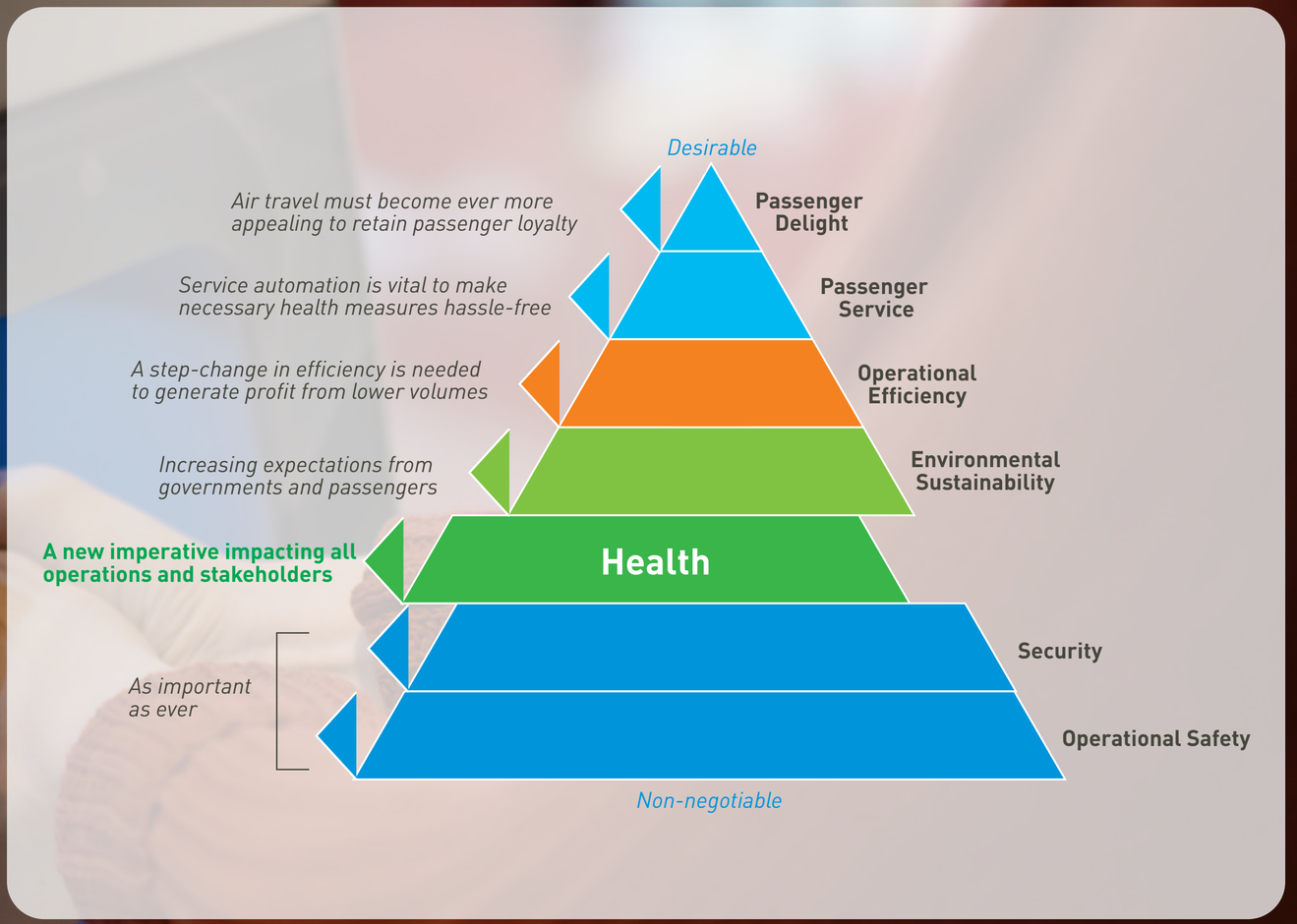
OUR INDUSTRY'S NEEDS HAVE SHIFTED

We're facing a new industry-defining challenge. It will transform everything we do.

'Health is the new 9/11,' which was a time when we entered a world of heightened security.

Airlines and airports must now adopt new safety measures to keep air travel attractive and viable.

We need to focus more than ever on passenger experience, efficiency and sustainability.



WE MUST ACHIEVE FAR MORE, WITH FAR LESS

Current macro trends are in overdrive, pushed by the pandemic

Aviation's future profitability depends on a digital shift. We need:

- Mass-adoption of mobile and biometric self-service.
- 'Digitally extended' airports and borders.
- Intelligent, automated operations to reach new efficiency levels.

IATA predicts US$100bn in airline losses (to the end of 2021)

It's critical we innovate, minimize costs and maximize assets. We must:

- Evolve our current solutions and infrastructure.
- Embrace re-use, interoperability and future-proofing.
- Be more agile, using shared services, on demand from the cloud.
- Build more flexible operations to support new business models.

WE MAKE INDUSTRY OPERATIONS EFFICIENT & FUTURE-PROOF... QUICKLY

We lead the world in airport and border operations. So we can deliver safer, easier travel – anywhere.

1. **Creating a safer, frictionless passenger journey**

   Before, during and after travel



2. **Rapidly deployed on next generation platforms**

   Simple, cost-effective rollout everywhere



CREATING A SAFER, FRICTIONLESS PASSENGER JOURNEY

We must reassure passengers, put them in control, make them feel safe, and create a hassle-free journey.

Ready to fly – before reaching the airport

Safer, easier steps through the airport

Safer on arrival, and beyond

A SAFER, FRICTIONLESS PASSENGER JOURNEY

We deliver a frictionless, low-contact, efficient passenger journey – aligned with IATA, ACI, ICAO and WHO safety recommendations.

DOWNLOAD THE PAPER
'Enabling the low-touch airport'
www.sita.aero/whitepapers

AIRPORTS COUNCIL INTERNATIONAL

IATA

PRE-TRAVEL



TRAVEL AUTHORIZATION | MOBILE CHECK-IN | OFF-AIRPORT BAG DROP | ARRIVAL AT TERMINAL

We're moving processes off-airport. Passengers can arrive checked and 'ready to fly'.

AT THE AIRPORT

They'll have a contactless airport experience, thanks to mobile, biometrics and personal guidance.



CHECK-IN | SELF-SERVICE BAG DROP | SECURITY SCREENING | OUTBOUND BORDER | LOUNGE ACCESS | RETAIL AND WAYFINDING | BOARDING

ARRIVAL AND ONDWARDS

This safer travel experience continues on arrival and beyond.



INBOUND BORDER | BAG COLLECTION | LOST BAG REPORTING | ONWARD TRAVEL

‘READY TO FLY’ BEFORE REACHING THE AIRPORT

Health Electronic Travel Authorization

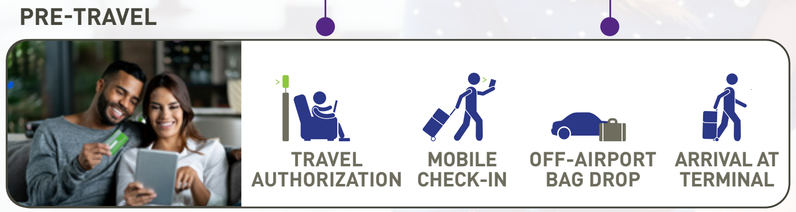
We use biometrically enabled, secure mobile technology. Governments engage passengers before they travel.

With digital declarations checked before their trip, passengers arrive pre-checked at the airport – minimizing hassle and queuing.

SITA’s eVISA, Electronic Travel Authorization (ETA) and mobile-enabled landing card solutions now include passenger health declarations.

Government ‘approval to travel’ checked before departure

SITA Border Management checks a passenger’s border security status when they check-in, via **Advance Passenger Processing (APP)**. We are now making it possible for governments to approve boarding based on health status and effectively implement ‘travel corridors’.



Extending the airport to any location

We can extend service beyond the airport to make passenger journeys smoother and safer, with cloud-based **SITA Flex** to help deploy industry standard passenger processing at any location.

Contactless document checks

Airports can check passenger documentation digitally as part of contactless approval to enter the terminal, with **SITA’s PaxCheck**.

SAFER, EASIER PASSAGE THROUGH THE AIRPORT

Mobile as your remote control

Passengers auto-connect to Wi-Fi by scanning an on-screen barcode with the camera on their mobile. They can then use their mobile as a mouse and enter text via a virtual keypad.

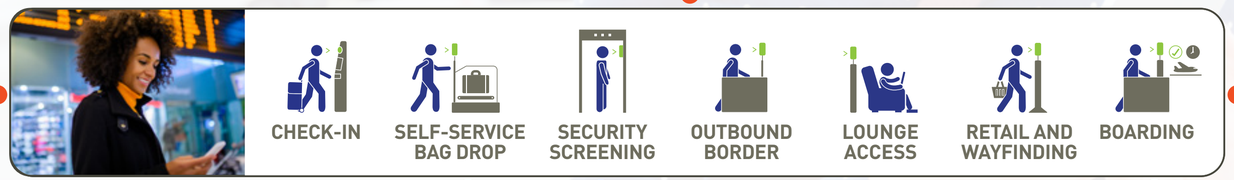
Biometrics and mobile 'Your face is your boarding pass'

SITA Smart Path is the industry's most comprehensive whole-journey identity management solution where 'your face is your boarding pass'. With Smart Path, biometrics are easily integrated into your existing common use airport infrastructure and airline systems.

Mask-aware, health sensing touchpoints

We are making our biometrics 'mask aware'. Touchpoints invite passengers to remove their mask if needed for biometric matching, and at kiosks, bag drops and face pods, we are also integrating temperature sensing into the touchpoint workflow.

AT THE AIRPORT



Touchless bag tagging

With SITA's 'super-fast tagging' feature, passengers scan their boarding pass to print their bag tags. No contact is required.

Paperless boarding pass stamps

A touchless, digital alternative to physical security stamps on paper boarding passes, staying secure without the need for contact.

Biometric boarding gates and face pods

SITA Smart Path supports automatic biometric boarding gates and face pods, reducing the need for physical contact and allowing the boarding process to be controlled to avoid clustering.

SAFER ON ARRIVAL, AND BEYOND

DOWNLOAD THE PAPER
'Leveraging self-service for faster, safer baggage claims'
www.sita.aero/whitepapers

Health-aware border checks

Border checks on arrival are linked to pre-checked identity, journey and health information. Processing passengers via biometric-enabled gates or traditional border checkpoints is faster than ever and completely touchless.

Mobile lost bag reporting and tracing

WorldTracer® Self-Service lets passengers submit a lost bag claim, check on progress and contact the airline, all from a web browser on their own device.

ARRIVAL AND ONWARDS



Bag arrival notification

We deliver personal notifications to passengers to advise them when their bag is arriving on the belt, helped by **SITA Bag Journey NetScan** arrival scanning. This improves customer service and avoids clustering in the baggage arrivals hall.

Passenger outreach

Care for individuals can be greatly improved by identifying and contacting at-risk travelers after their flight, alerting those who may have come into close contact with them.

We support intelligence-based passenger outreach to keep passengers safer and increase the effectiveness of border health controls.

CREATING THE JOURNEY ON NEXT GENERATION PLATFORMS

SITA's global platforms enable a faster, cost-effective transition to new normal operations at airports and borders, anywhere.

SITA SMART PATH SITA FLEX

Make a smart transition to next generation passenger processing

SITA BORDER MANAGEMENT

Move to digital border controls for a safe and seamless journey

SITA AIRPORT MANAGEMENT

Manage at-airport operations safely and efficiently

SITA OMNI-CHANNEL COMMUNICATIONS

Always be available to help passengers as they travel

IDENTITY MANAGEMENT: SITA SMART PATH

The most comprehensive whole-journey biometric and mobile identity management solution: 'Your face is your boarding pass'.

Passengers have a near walk-through, touchless airport experience with **SITA's Smart Path** biometrics self-service and mobile-enabled platform.

DOWNLOAD THE PAPER
'Enabling the low-touch airport'
www.sita.aero/whitepapers

SITA SMART PATH IS ALREADY USED IN AIRPORTS WORLDWIDE, INCLUDING HAMAD INTERNATIONAL AND BEIJING CAPITAL AIRPORTS.



Enroll in seconds

With SITA Smart Path, passengers easily and quickly enroll their facial biometric and journey details, in advance, via their mobile device or at any touchpoint on arrival at the airport.

Your face is your boarding pass

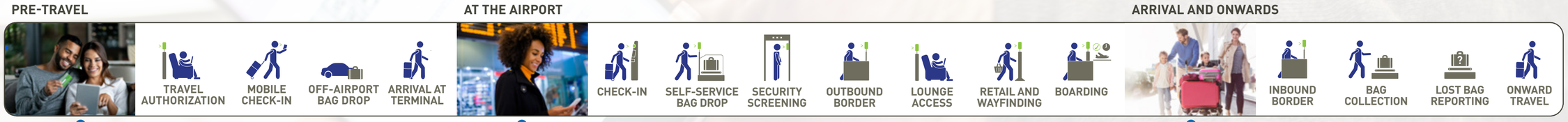
Once enrollled, **SITA Smart Path** recognizes the passenger at any touchpoint for fast, touchless identity verification. Where suitable cross border arrangements exist, this simplicity can be maintained at all airports on the passenger journey.

SITA SMART PATH BIOMETRIC SOLUTIONS CAN BE DEPLOYED AT AROUND 500 SITA COMMON-USE AIRPORTS, LEVERAGING EXISTING INFRASTRUCTURE INVESTMENTS AND REDUCING THE COST OF 'YOUR FACE IS YOUR BOARDING PASS' SOLUTIONS.

CLOUD AND MOBILE: SITA FLEX

Airlines can transform their passengers' journeys, building on existing passenger processing infrastructure and software, with SITA Flex.

WATCH THE VIDEO
The features and benefits of SITA Flex
www.sita.aero/resources/type/videos/sita-flex



Apps to transform the journey

Moving from the traditional passenger journey: a queue-heavy, congested model reliant on numerous ground agents and passive passengers, with all processes tied to the airport...

To the digital passenger journey: self-service and automated solutions for active and digitally empowered passengers, with on-site and off-site processing for seamless passenger flow at airports.

Simple, efficient transition to cloud

SITA Flex is backward compatible with industry standards such as CUTE, CUPPS and CUSS, so all existing airline apps continue to work. It's fully cloud-based, suitable for airports and airlines of all sizes and it allows workforces to use their own mobile devices to interact with the platform.

So transitions are easy and risk-free, extending the lifetime of your investments.

Consistent service, worldwide

Airlines who want to transform passenger processing face challenges providing consistent service at all the airports they serve. **SITA Flex** offers a next generation platform in airports across the world.

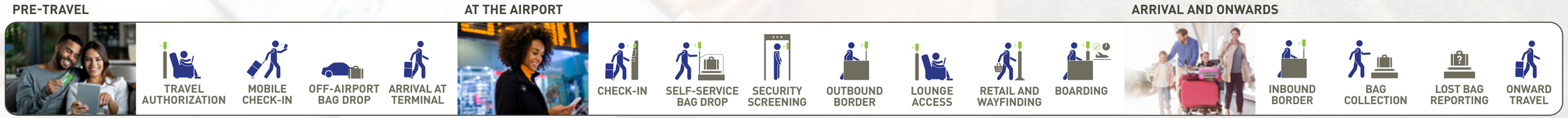
SITA FLEX IS BEING ENABLED AT AROUND 500 SITA COMMON-USE AIRPORTS. IT ALLOWS EASY AND AFFORDABLE DEPLOYMENT OF NEW AIRPORT PROCESSES, AND NATIVE AIRLINE APPS, INCL. OFF-AIRPORT AND NEW MOBILE FEATURES – ALL LEVERAGING EXISTING INFRASTRUCTURE.

SITA FLEX IS IN PLACE AT SAN FRANCISCO INTERNATIONAL AIRPORT, GIVING AIRLINES THE OPPORTUNITY TO OFFER PASSENGERS A MOBILE TRAVEL EXPERIENCE.

SITA BORDER MANAGEMENT

SITA reduces the cost and complexity of border control. We make it safer and easier for passengers, less costly for airlines and more secure and responsive for governments.

DOWNLOAD THE PAPER
'SITA border solutions to mitigate public health risks'
www.sita.aero/whitepapers



Pre-checked passengers

Passengers arrive pre-checked at the airport – minimizing hassle and queuing. Digital declarations are checked before their trip.

We're extending our **SITA Travel Authorization solution**: eVISA, Electronic Travel Authorization (ETA) and mobile-enabled landing card solutions now have passenger health declarations.

Approve boarding in real-time

The safest and most cost-effective approach to air border security is to check a passenger's security status before boarding, using **SITA Advance Passenger Processing (APP).**

We're the leading global provider of APP, and will enable governments to approve boarding in real-time based on passenger health status.

Border control – a walk through

Once border checks are done on departure and arrival, linked to pre-checked identity, journey and health information... then processing passengers with biometric-enabled gates or traditional checkpoints is faster than ever and totally touchless.

Intelligence, targeting, health analytics

Analysis of passengers' data and details of their travel helps governments assess risks and provide follow-up services if passengers need to be contacted for health reasons.

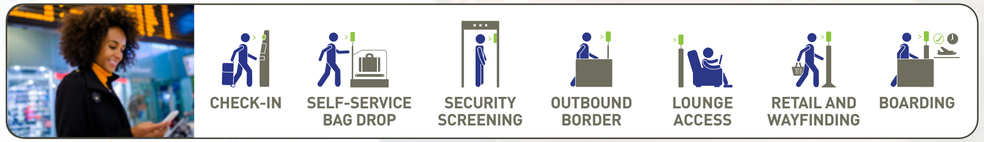
SITA Border Management can enable efficient use of border security resources based on analysis of incoming flights and passengers.

GOVERNMENTS CAN USE SITA'S EXISTING BORDER MANAGEMENT SOLUTIONS WITH SIMPLE ADDITIONAL HEALTH FEATURES, TO SIMPLIFY AND REDUCE THE COST OF BORDER CONTROL.

SITA AIRPORT MANAGEMENT

The future airport experience must be frictionless, with safety and distancing. SITA helps airports to 'mind the gap', keeping passengers moving safely.

AT THE AIRPORT



SITA Airport Management

Airports can easily define 'areas' containing resources such as gates, counters and immigration desks.

They can use flight schedules and estimated arrival and departure times to calculate passenger numbers in an area at any time.

Staff can quickly identify how to ensure safe distancing, through a visual dashboard.

SITA Passenger Flow Management

New health checks, more passenger screening and social distancing means airports will need greater control over passenger flows and crowd density.

We enable airports to manage crowd density, tracking and controlling passengers as they move through the airport.

SITA Passenger Information

More safety concerns make it critical to communicate promptly and accurately. Airport stakeholders can inform passengers easily using a configurable template, with **SITA Information Display System**.

For example: "Your gate was disinfected 11 minutes ago", "You may now proceed to gate 5", and "Your row is now boarding at gate 5".

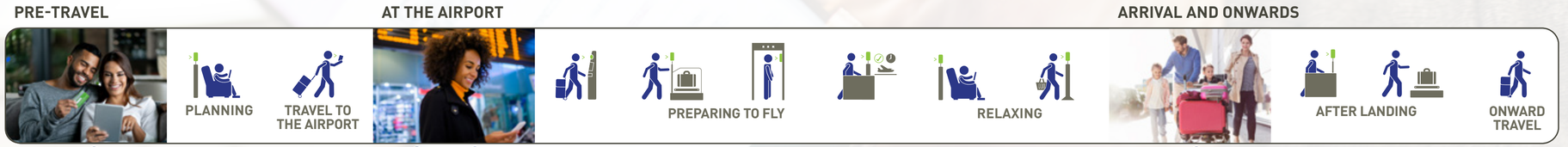
SITA'S AIRPORT MANAGEMENT AND PASSENGER FLOW MANAGEMENT SOLUTIONS ARE DEPLOYED IN NEW YORK'S LA GUARDIA AIRPORT NEW TERMINAL BUILDING.

AIRPORTS CAN USE SITA'S AIRPORT MANAGEMENT AND PASSENGER FLOW MANAGEMENT SOLUTIONS OUT OF THE BOX. THEY CAN ALSO EMBRACE NEW EASY-TO-USE FEATURES, TO ENSURE SOCIAL DISTANCING AND HEALTH CHECKS, SO TRAVEL CAN RE-START SAFELY AND COST EFFECTIVELY.

SITA OMNICHANNEL SERVICES

When self-service just isn't enough, SITA makes it easier to support your passengers with flexible contact center solutions deployed in days.

DOWNLOAD THE PAPER
'Stay connected to your passengers'
www.sita.aero/whitepapers



Being there when plans change

More than ever, passengers need help when their plans change or something out of their control disrupts their trip.

Keeping journeys stress-free

With new health measures and procedures in place, supporting passengers throughout their trip is more important than ever.

Helping them on their way

Passengers love to 'land and go' - so being on call to ease any problems when far from home makes all the difference.

SITA offers end-end managed passenger communication solutions as a one-stop shop, with an integrated service and support model from one team with end-to-end SLAs.

CLOUD CONTACT CENTER

SITA offers a one-stop shop contact center in the cloud, with full collaboration features and a light footprint browser-based client. Easy to adopt, it can be up and running in a few days.

SMART CALL COLLECTION

SITA's call collection solutions provide burstable capacity and global reach with 'on-the-fly' configurable intelligent call routing and load balancing via an online administration GUI.

SMS BROADCAST

SITA can enable automated, personalized information pushed to passengers. That helps lower costs while increasing satisfaction and loyalty.

MANAGED VOICE PORTAL

SITA offers a cloud-based IVR on a pay-per-use model, large capacity, easy integration and GUI portal for 'live' changes.

SITA'S RUNWAY FOR FUTURE OPERATIONS

We can rapidly deploy solutions to keep passengers **safe**, thanks to **global platforms** already in place at over 460 common-use airports. We're delivering a way to meet **today's and tomorrow's challenges**.

1. **Solutions to create a safer, frictionless passenger journey**

   Before, during and after travel



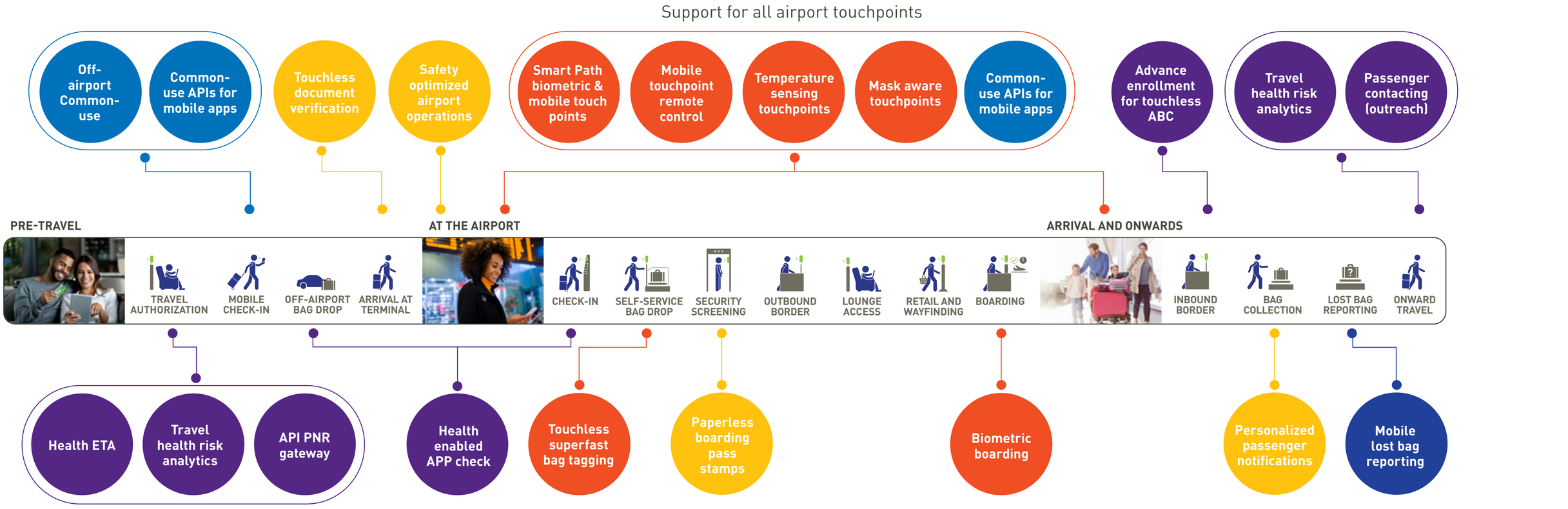
2. **Next generation global platforms – the easy path to the future**

   Simple, cost-effective rollout everywhere



SITA SOLUTIONS FOR SAFER, FRICTIONLESS TRAVEL

We're fast-tracking solutions that reassure your passengers and keep them safe at every step, enabled by the global presence of our next generation platforms.



SITA'S GLOBAL PLATFORMS: A SMOOTH PATH TO THE FUTURE

SITA's platforms are already in place at airports and borders across the world.

Saving costs with shared infrastructure and services.

Easing the transition to next generation operations.

SITA SMART PATH

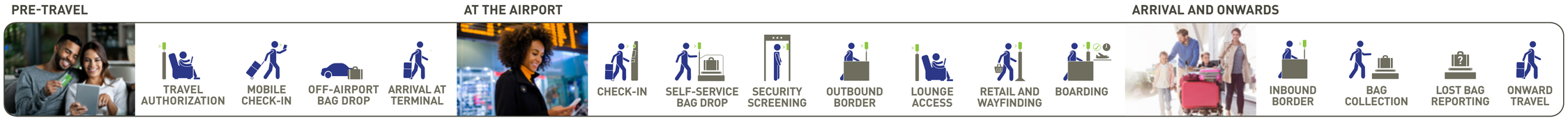
The industry's most comprehensive whole-journey identity management solution where your face is your boarding pass.

SITA FLEX

The next generation of mobile-enabled common-use technology enables contactless passenger processing, improved operational efficiency and a seamless, enhanced experience for passengers.

SITA AIRPORT MANAGEMENT

Provides airports, airlines and ground handlers the most comprehensive and future-proofed solutions to enhance the passenger journey and optimize operations.



SITA BORDER MANAGEMENT

A complete set of integrated solutions to help government agencies make informed decisions and airlines and airports to comply with border regulations.

SITA BAGGAGE MANAGEMENT

The most advanced, comprehensive and flexible baggage solution available serving more than 500 airlines at 2,800 airports.

GLOBAL CONNECTIVITY

An unrivalled range of global communications services tailored for air transport, with over 600+ AirportHubs now being upgraded with SDN tech for connectivity on-demand.

WE ARE ALL IN THIS TOGETHER

COVID-19 is a human challenge that affects us all, whether we are a passenger or a worker at the airport and onboard the aircraft.

As part of the industry, we support almost every airline and airport in the world.

We're dedicated to keeping the industry moving, working with airlines, airports and governments to adapt operations quickly.

Our solutions and platforms provide the way forward now, and a path to the future of air transport industry operations.

For you, and for your passengers.

Everywhere.



WHO WE ARE

SITA AT A GLANCE

Easy air travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with about 400 air transport industry members and 2,800 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA.
- Our customers include airlines, airports, GDSs and governments.
- Created and owned 100% by the industry, 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.
- With a customer service team of over 2,000 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.
- In 2019, we had consolidated revenues of US$1.8 billion.

For further information, please visit **www.sita.aero**

TALK TO US

For further information, please contact SITA by e-mail:

Americas
info.amer@sita.aero

Asia Pacific
info.apac@sita.aero

Europe
info.euro@sita.aero

Middle East, India & Africa
info.meia@sita.aero

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