# COMMUNITY MESSAGING FOR AIRLINE COMMERCIAL OPERATIONS

## Obtaining cost-effective delivery of Type B messaging traffic

An Asian airline with its own in-house reservations and departure control system used both SITA and a competitor's Type B service for the delivery of its Type B messaging traffic, which was split between SITA (60 percent) and the competitor (40 percent). The airline announced that it was retiring its in-house system and was planning to migrate to a competing reservation and DCS system

### ISSUES

**How to obtain the most cost-effective delivery of Type B message traffic**

When changing reservation or departure control systems provider, the provider may offer to include the associated Type B messaging traffic.

In this case however, care needed to be taken to ensure that this action would provide the airline with the most cost-effective deal for the delivery of all traffic and not just the traffic that the competitor can deliver directly to the airline.

### SOLUTION

A two-day workshop was organized to show the airline the weaknesses of the competitor's solution and to highlight the strengths of the SITA offering.

**Competitor product's weaknesses**:
- Unable to deliver all of the airline's Type B traffic, resulting in additional costs and complexity.
- Lack of transparency and reporting available, resulting in a lack of control and management by the airline.
- Type B is not the competitor's core business.

**SITA's strengths**:
More capable than any other provider of delivering the majority of the airline's traffic; delivers transparency and reporting; this is SITA's core business and demonstrates our expertise; ability to provide clarifications on difficult technical and commercial questions.

### BENEFITS

- SITA's solution provides the airline with a significant cost saving. In contrast, the competitor-based solution would also have to have included SITA and other suppliers as additional providers.

- Reduces complexity.

- Provides the airline with clear visibility of what it is doing, and enables it to manage and control this important element of its business both during the planning, migration and post-migration phases of its move to the new reservations and DCS system, as well as in the long term.

**SITA**
Create success. Together

## SOLUTION COMPONENTS

**1. Type B messaging service**
SITA will be the airline's primary Type B messaging service provider for traffic that is generated from the competitor's RES/DCS systems. SITA will also be the main provider for the airline's other applications and systems.

**2. SITATEX Online**
SITATEX Online will be provided to the airline's operational personnel to enable them to send and receive Type B messages from an intuitive operational mail interface.

**3. SMTP Relay (to Type B)**
SMTP Relay will be provided to the airline's operational personnel and for some of the airline's systems, so as to enable these systems to exchange messages between e-mail/SMTP clients and Type B-based systems.

**4. Reporting and consultancy services**
Detailed and regular reporting as well as analysis will be provided, coupled with regular expert review sessions and face-to-face meetings – especially during the airline's migration and immediate post-migration phases.

## CASE STUDY

From a service and technical point of view, the solution contains components which are, for the most part, standard. However, these components are also linked to SITA's reporting and consultancy services, which means that they deliver real value, and serve to assure the customer that SITA is the right service provider to choose as their primary provider.

For more information please contact us at
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