

SITA AIRSIDEAPP

MOBILE GROUND STAFF BUSINESS PROCESSES FOR AIRLINES, AIRPORTS AND GROUND HANDLERS

SITA AirsideApp is a tablet-based solution which integrates and processes data from back-end systems and delivers it in real time to ground staff.

ISSUES

Paper-based operations

Most ground process are still relying on paper forms and manuals. This induces a lot of delays in processing the information and significant admin costs in back-office.

Lack of visibility of events

Ground staff at airports have limited communication means and do not always have the right level of visibility and understanding of events, especially in case of disruptions.

Limited access to data

Information is typically stored and available within various airline and airport back-end systems. Data is often fragmented and available to a limited number of users, thus making access to business-critical information difficult and time-consuming.

SOLUTION

SITA AirsideApp integrates and processes data from back-end systems and displays it in real time, providing ground staff at airports with the right information at the right time.

SITA AirsideApp powers information sharing between ground agents. This helps to minimize the impact of disruption thanks to better staff collaboration.

Monitoring features provide advanced visibility of operational activities (events, billing,...), helping track performance and identify issues.

SITA AirsideApp allows ground staff to collect and process passenger data, as well as sell ancillary services on the move (merchandizing, lounge access, meal upgrade, seat upgrade, etc.)

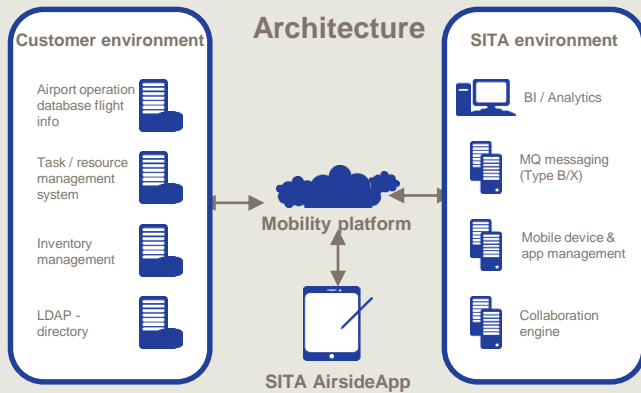
BENEFITS

- Improved business process efficiency by moving paper-based reporting to digital
- Reduced operational costs and processing time
- Advanced visibility on operations
- Enhanced passenger interaction and more personalized service through data collection and profiling
- Increased revenue potential through ancillary sales

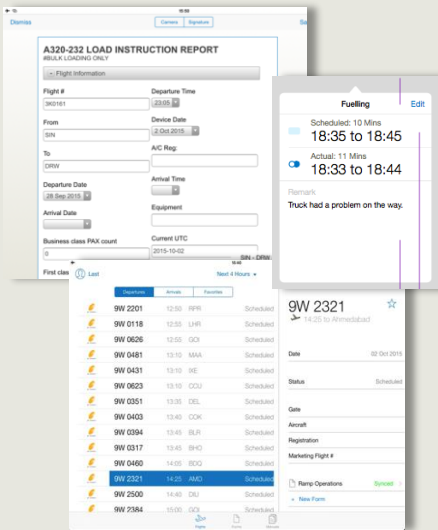
Up to **30%**
admin time reduction
to process forms &
manuals (source: SITA
customer trials)

Up to **25%**
increase for accuracy
of events (source: SITA
customer trials)

HOW DOES IT WORK?



Mobile app screenshots



SOLUTION COMPONENTS

SITA AirsideApp is a cloud-based solution. It ensures a high level of scalability and provides a future-proof infrastructure. SITA AirsideApp offers the following components:

Paperless operations

Moves paper-based business processes to digital.

Mobile Payment & Retail

Enables ground staff to upsell ancillary services on the ground, on the spot. Mobile point of sales integration enables the processing of credit card payment.

Airport Collaboration

Application enabling instant messaging (IM) collaboration across various airport-based groups.

Precision Timing

Enables users to record and log operational events on the move, helping track completion of tasks and performance.

Business Intelligence & Analytics Dashboard

Processes data collected by SITA AirsideApp and provides a mobile dashboard to supervisors.

Customer integration

SITA AirsideApp is back-end agnostic and integrates data from various airline and airport systems, such as Type B/X, director, scheduling, task & resource management.

CASE STUDY

Airline case study

An Asian airline was looking for a solution to record, archive and retrieve necessary documents at aircraft take off and landing.

They chose SITA AirsideApp to digitize all paper-based processes, including: daily flight performance report, flight departure & arrival report, general declaration outward-inward, passenger assistance request form, traffic load summary, and special handling check-list.

This resulted in significantly enhancing ground operations.

Airport case study

In another example, SITA AirsideApp helped a Middle-Eastern airport digitize multiple check-lists used by ground staff in the airside area, thus improving access to mission-critical information and improving efficiency.

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