SITA INTELLIGENCE AND TARGETING

Identifying risk as early and as far from the border as possible is one of the most complex challenges governments face in their duty to protect the nation.

OVERVIEW

SITA's end-to-end solution provides advanced risk assessment and identification, threat management, and alert management for borders across the entire traveler journey.

It has become increasingly challenging to identify risk as early and as far from the border as possible – and to track and manage the movement of people and goods across international boundaries.

The effective management of borders poses a dilemma: in a world that is ever more interconnected, how can governments protect the nation without impeding trade and compromising security? While economic growth depends on the efficient movement of people and goods, some cross-border activities can lead to irregular and illegal migration, smuggling, organized crime, and terrorism. So how do governments identify risk – mitigate threats and solve problems – when it's exceptionally difficult to even know what that risk looks like? That's the challenge government departments, border agencies in particular, confront on a daily basis, every single day of the year.

SITA

THE STUMBLING BLOCKS

The traveler can complete the SITA ETA application at their own convenience either through web or mobile channels. The mobile app improves the data quality by automatically extracting the personal information from the passport data page. It also improves security by biometrically verifying the traveler's identity when the traveler uses an ePassport.

Security Threats: The responsibilities of border agencies include the safeguarding of legitimate travel, tourism, and trade; and identifying and interdicting the movement of high-risk individuals, groups, or goods across borders. However, security threats continuously evolve. Organized crime groups will continually search for – and find – vulnerabilities to exploit. As a result, the role of border management and law enforcement authorities needs to evolve from reactive to proactive. This requires identifying and disrupting criminal activities further up the chain using a broad range of intelligence.

Complex Data Acquisition: Operationally, government departments are further challenged by demands on their resources, particularly those on the frontline whose job it is to decide when, where and how to launch operations to target high-priority risks. They need to acquire and analyze ever-increasing amounts of data as the number of passengers and volume of goods continues to rise. However, both data and intelligence are often fragmented and not always of the highest quality given its provenance from multiple and various systems. This applies to traveler data and also targeting criteria. Indeed, the already fragmented landscape of intelligence systems, with multiple entities responsible for different aspects of securing the border, is made more complex by the use of an expanding range of disparate tools – at both the national and international level.

Reduced Interactions across different stakeholders: To protect the nation and achieve outcomes that facilitate the efficient movement of goods and people across the border, government stakeholders responsible for managing and securing the border, need to work together to share operational information, plan and take decisions. Pressures on public budgets, as a result of the pandemic, rising prices and an ongoing cost-of-living crisis, in turn places pressure on the resources available for border management in terms of staffing levels, training, equipment and IT. A collaborative whole of government approach is essential in the fight against trans-national crime. In parallel, ensuring compliance with international regulations on the security and privacy of data remains of paramount importance.

Addressing these challenges and realizing the vision of Integrated Border Management relies on systems that can seamlessly integrate with a growing number of traveler data sources, turn it into actionable traveler intelligence, perform automatic risk assessment and enable stakeholders to take coordinated informed actions. Systems must also provide a feedback loop to resolve alerts, close the intelligence cycle and continuously augment risk intelligence for future targeting operations.

SITA INTRODUCES THE NEXT GENERATION OF INTELLIGENCE & TARGETING CAPABILITIES

SITA's Intelligence & Targeting solution delivers a 'pre-screening' capability to enable governments to identify and mitigate risk early – and that includes known and unknown security threats in advance of each step in the journey of the movement of both people and goods.

The solution achieves this by accurately analyzing traveler information and events, transforming it into actionable intelligence. It helps secure air, land, and sea borders and expedites legitimate travel. It also promotes tourism, trade and enhances national prosperity while combating terrorism and crime-related activities.

SITA Intelligence and Targeting is integrated with all of SITA's Border Management products,and is designed to be integrated with existing systems used in border management, policy and law enforcement. It enables the acquisition, integration and analysis of data from multiple sources in the travel process, further enhancing intelligence gathering that helps governments detect suspicious activity and take targeted steps to safeguard their borders. It provides a platform for effectively risk-assessing travelers as part of processes such as eVisa/ETA approval, API/PNR data analysis, pre-clearance via Interactive API (iAPI), and Border Control at points of entry. It allows comprehensive collaboration across multiple government agencies, secure sharing of traveler intelligence databases and the deployment of effective agency-specific risk assessment systems and procedures, which help to facilitate the processing of low-risk individuals.

"States are transitioning from the traditional reliance on completing a single step traveler identification and risk assessment at entry controls, towards continuous identification of travellers and risk assessment repeated at each phase of the journey as new information becomes available."

UN ICAO Trip Guide on Border Control Management

The design of SITA Intelligence and Targeting is informed by 25 years' experience in traveler pre-clearance and risk assessment and the support SITA provides to our 70+ government customers to help them solve unique and complex challenges at the border. Applying the knowledge and experience we have garnered from working together, SITA's solution delivers an advanced targeting capability that drives down risk and allows comprehensive collaboration across multiple government agencies, sharing of intelligence databases and the deployment of effective risk assessment systems and procedures, to facilitate the processing of low-risk people and goods.

It enables greater focus on higher-risk activities, reducing false positives and ultimately accelerating processes at the border, minimizing the impact of health risks, and providing a single window for processing all traveler-related information.

With the right procedures in place, SITA Intelligence and Targeting allows for a better border process and traveler experience that helps increase tourism and employment. Border management policy can be managed dynamically in response to evolving security, policy, and health protection requirements. Traveler information can be managed safely, protecting their privacy and without introducing additional burden on their journey.

With all these capabilities combined, SITA Intelligence and Targeting empowers governments to secure the border efficiently, detect suspicious activity, and mitigate future threats while gathering and enhancing intelligence. This is augmented by data science and machine learning algorithms highlighting unusual or questionable behaviours or events from the broadest set of traveler and operational data available.

IDENTITY MANAGEMENT

Extract and resolve identity information to manage a comprehensive view for each traveler. Perform biographic and biometric identity resolution with leading AI-based name matching algorithms.

RISK ASSESSMENT

Adaptive risk assessment for each data source and event type, aligned to threat levels, borders policy and legal basis. Configure risk assessment and alerting rules, and case categorization for multi-layer decision making.

EVENT HISTORY MANAGEMENT

Collecting and receiving information from multiple sources, turning into actionable traveler intelligence across their journey and for the entire travel history.

THREAT MANAGEMENT

Easily manage watchlists. Manage and fine tune risk profiles based on extensive criteria. Enhance risk assessment with data and machine learning algorithms that highlights travelers of interest and reduce the number of false positives.

ALERT AND CASE MANAGEMENT

Qualifying, prioritizing and assigning alerts for effective follow up by the right stakeholders. Supporting large-scale investigations and interventions. Secure a feedback loop to inform future risk intelligence fine tuning.

REPORTING AND DASHBOARD

Mission-specific situational awareness, prioritization of activities, trend analysis and resource management. Configurable analytics support rapid decision making in an unpredictable environment with countless global security and health threats.
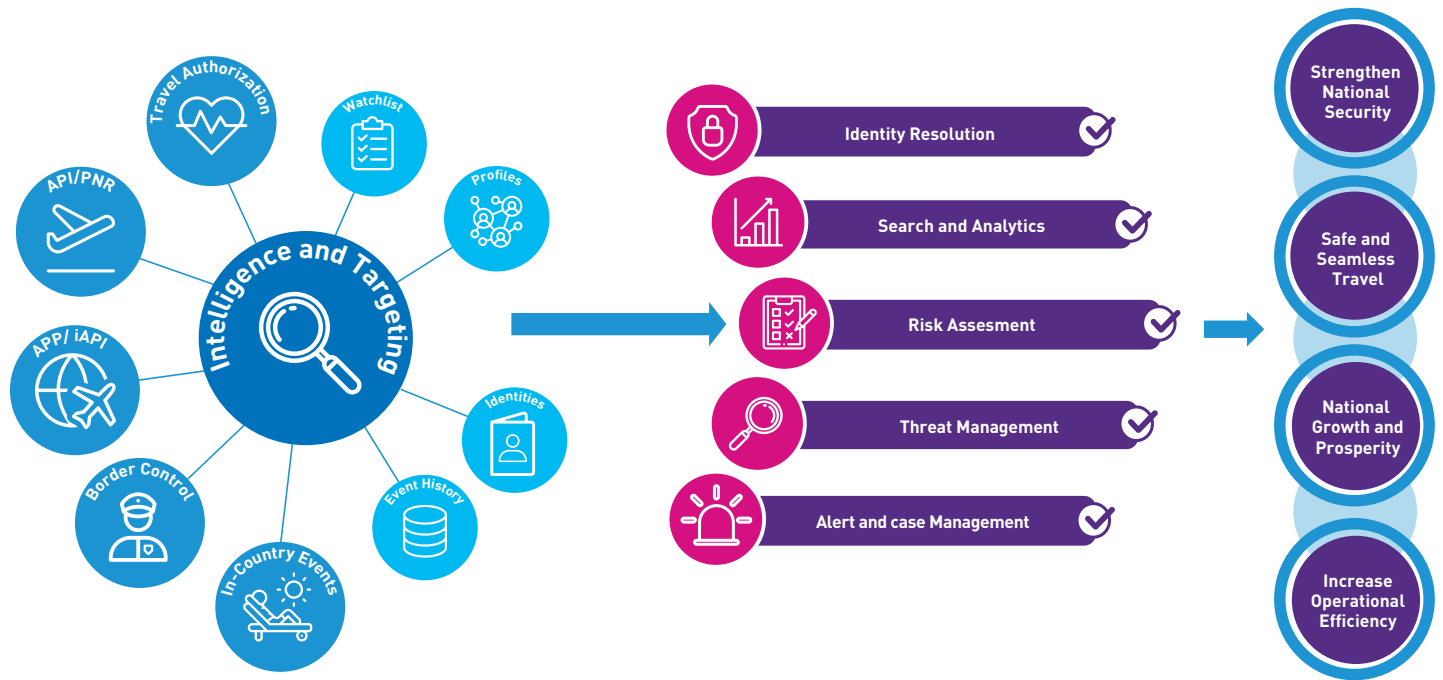
WHY SITA INTELLIGENCE AND TARGETING?

SITA's most advanced Intelligence and Targeting system mitigates a nation's security threats, increases operational efficiency, enables national prosperity, and supports seamless travel. SITA Intelligence and Targeting integrates with SITA API PNR Gateway and SITA Advance Passenger Processing. They are the most well-structured, comprehensive, and highest-quality sources of information of any service provider.

SITA Intelligence and Targeting can also risk assess travelers at any air, land or sea border crossings complementing SITA Border Control solutions and any eVisa or ETA applications received through SITA Travel Authorization.

Our Border Management capabilities offer the complete set of flexible border intelligence capabilities to take customers on a journey to a fully integrated information-driven border, complementing our customers' diverse and unique border management and intelligence processes.

These solutions have been built based on our long history and expertise in providing intelligence and targeting solutions and have previously been supplied to countries with the most advanced border processes and the greatest border security threats in the world.

WHAT MAKES OUR SOLUTION POWERFUL?

Security

- Market leading Authentication & Authorization
- Data Access Controls, Auditing & Logging
- Profile travelers, detect links and patterns
- Detect suspicious behaviour and blacklisted travel agencies
- Intercept known targets, even if using multiple identities or different names
- Detect intentions of illegal trade

User Experience

- Common Visual Language
- Designed for efficiency
- Intuitive and easy to use
- Customization and Personalization
- Statistical and data analysis

Flexibility

- Multimodal system (land, sea, air)
- Large number of integration points with defined APIs/Interfaces
- Continuous product evolution

Customer in Control

- Configurable rules and workflows
- User-created analytics
- Extensibility

Reliability

- 24x7 operational support
- In-country, resilient solution
- SLA assurance

HOW IT WORKS

SITA intelligence and Targeting is a readily configurable engine that provides a streamlined flow of acquisition, analysis, risk assessment of border management events for travelers and goods.

It allows adapters to receive data from all other products in the SITA at Borders portfolio and other government systems, building a comprehensive view of every movement of people and goods throughout their journey. SITA Intelligence and Targeting provides a single window view for all data exploration, analysis, and risk assessment of past and expected traveler events.

Once the data is acquired, it is analyzed and transformed into intelligence through enrichment with other available historical data. It is then subject to automatic real-time risk assessment methods such as watch-list matching, profiles, and validation against government databases. It also verifies and resolves biographic and biometric identities through integration with identity systems.

Combining all intelligence gathered, the system identifies links and patterns between past and present travelers and events.
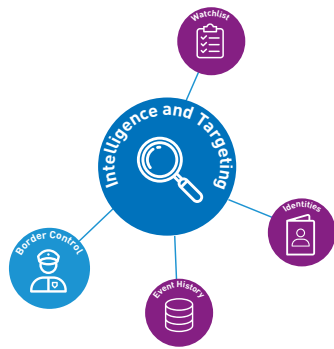
Analysts can discover further threats with powerful and optimized search and analytics capabilities. Any search can be saved for matching against future events. Officers can narrow down the search by a particular event, range, or specific elements, such as the event type or nationality. They can also select or unselect specific details of this search as required.

Finally, it provides the tools needed to support government action and intervention of high-risk people or goods, or criminal networks through configurable automatic alerts and notifications. Case management is provided for further investigation and intervention of major threats or networks.

Four phases of SITA Intelligence and Targeting

1 Acquire

- ✓ SITA API-PNR Gateway
- ✓ SITA Advance Passenger Processing
- ✓ SITA Travel Authorization
- ✓ SITA Border Control
- ✓ In-country events
- ✓ Cargo
- ✓ Other events

2 Augment

- ✓ Reference data
- ✓ Flight status data
- ✓ Identity data
- ✓ Relationships
- ✓ Other sources (e.g. Bag journey)

3 Analyze

- ✓ Risk assessment
  - Watch Lists
  - Profile
  - Visa
  - Document
  - Interpol
- ✓ Business rules management
- ✓ Reporting
- ✓ Predictive AI
- ✓ Relationship Analysis
- ✓ Search, filter, drill down
- ✓ Exporting

4 Action

- ✓ Case management
  - Workflows
  - Referrals
  - Alerts, notifications and escalations
- ✓ Collaboration

EXAMPLE OF USE CASES FOR VARYING REQUIREMENTS

Immigration Watchlists

Combines data from Border Control systems, Watchlists, Identities and Event history. This approach can combat the increasing use of fraudulent travel documents and multiple identities.

Passenger Information Unit (API, PNR, iAPI and EES)

Receiving API, PNR, iAPI information in advance, combined with existing government databases and Interpol, border officers can mitigate threats from irregular migration and trans-border crime, integrated with their Border Control systems.

Customs

ETA/Declaration vetting Validated in real time through Pre-Clearance and at the border.

Reduce pressure on border resources by exporting the border.

Integrated Border Management

Immigration, Customs, Law Enforcement and Intelligence Risk assessment and validation of every event on every journey for air, land and sea borders.

ADDITIONAL BENEFITS

Secure Collaboration Platform

Authentication and access control

Data Modeling

Secure access for other government departments

Multi-Language User Interface

APIs for easier integration

Business Process Management

Regulatory Compliance (GDPR, archiving, audit)

Manage data securely

Enforces GDPR date protection, privacy and access controls

Scalable, reliable and high performance

Scalable from thousands to 100M+ travelers per year

Flexible, extensible and configurable

Extensible to support new feature and integrations

Securely integrate with government security databases, watchlists, passports and visa databases

CUSTOMER REFERENCES

SITA has been at the forefront of Borders technology for more than 25 years, helping countries enhance the security and processing of billions of travelers who transit, enter, and exit their borders every year. More than 431 million travelers are risk assessed each year by our SITA Intelligence and Targeting system. It has been field tested by multiple governments to ensure it is efficient, effective, and capable of continuously improving as threats and risks change.

Find out more and contact us

https://www.sita.aero/solutions/sita-at-borders/border-management/sita-intelligence-and-targeting/

SITA
AT BORDERS

SITA AT A GLANCE

Easy and safe travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier and safer for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.

- We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.

- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.

- Our solutions drive operational efficiencies at more than 1,000 airports, while delivering the promise of the connected aircraft to customers of 17,000 aircraft globally.

- We help more than 70 governments to strike the balance between secure borders and seamless travel.

- Created and owned 100% by air transport, 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 in every corner of the globe and bridges 45% of the air transport community's data exchange.

- With a customer service team of over 1,700 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.

- We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our UN recognized Planet+ program. In 2022, we committed to setting science-based emission reduction targets aligned to the Science Based Targets initiative Net-Zero Standard.

- We also develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.

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

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