

Communications enabling the Future Journey

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SITA

Market Context



THE TRAVEL INDUSTRY IS BUILT ON GLOBAL CONNECTIVITY AND POWERED BY DATA, BUT IT'S FACING UNPRECEDENTED PRESSURES FROM:



— **Fluctuating demand**



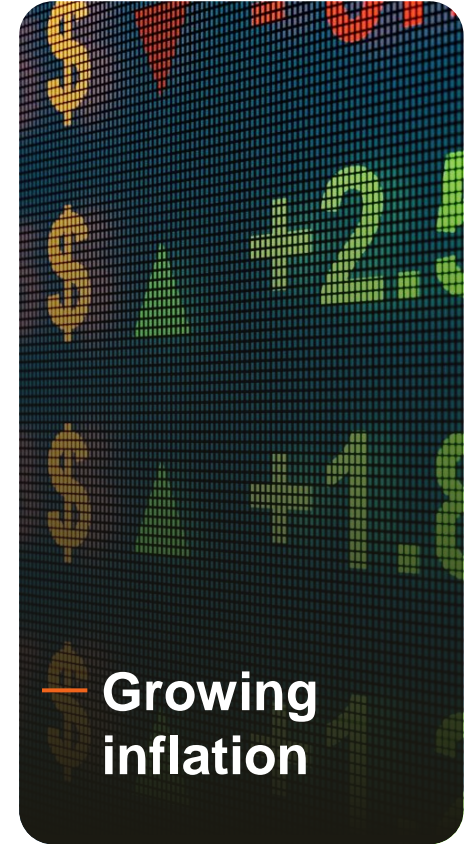
— **Staff shortages**



— **Market uncertainty**



— **Higher energy costs**



— **Growing inflation**

Unlocking the future



Digital Transformation is the only way forward

Outdated or siloed technology systems are still widely in use across the industry, keeping costs high, hampering progress and restricting your agility.



Digital transformation isn't a choice; it's a necessity.

Enabling you to:

- Stay securely connected
- Transition from fixed, global connectivity...
- ... to flexible, agile, high-speed technologies
- Enhance the passenger experience
- Improve operational performance
- Become more profitable



The Digital Passenger Journey





The Digital Passenger Journey



Digital Transformation Enablers



The background features a cityscape seen from an elevated perspective, partially obscured by a thick layer of white, fluffy clouds. The sky is a deep, vibrant blue. On the left side, numerous bright blue and cyan lines, representing data streams or network connections, flow from the top left towards the center, curving and spreading out. The overall aesthetic is modern and technological.

SD-WAN

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SD-WAN

Software-Defined Wide Area Network

- ❖ Separating the network's **control** plane from its **data** plane
- ❖ **Software-based** networking
- ❖ Multiple **underlay** access e.g., Internet, MPLS, and 4G
- ❖ **Centralized** view and control of the entire network
- ❖ **Enhance** network resilience, application performance and cost-efficiency

Software Defined Networking at Airports



Maintain efficient Airport operations



Adapt to increasing connectivity demands



Reduce operating costs by simplifying IT operations



Improve infrastructure management and resilience



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Software Defined Networking for Airlines



Establish new routes and manage cancellation



Accelerate cloud adoption



Optimize operating costs



Agility through self-service & automation



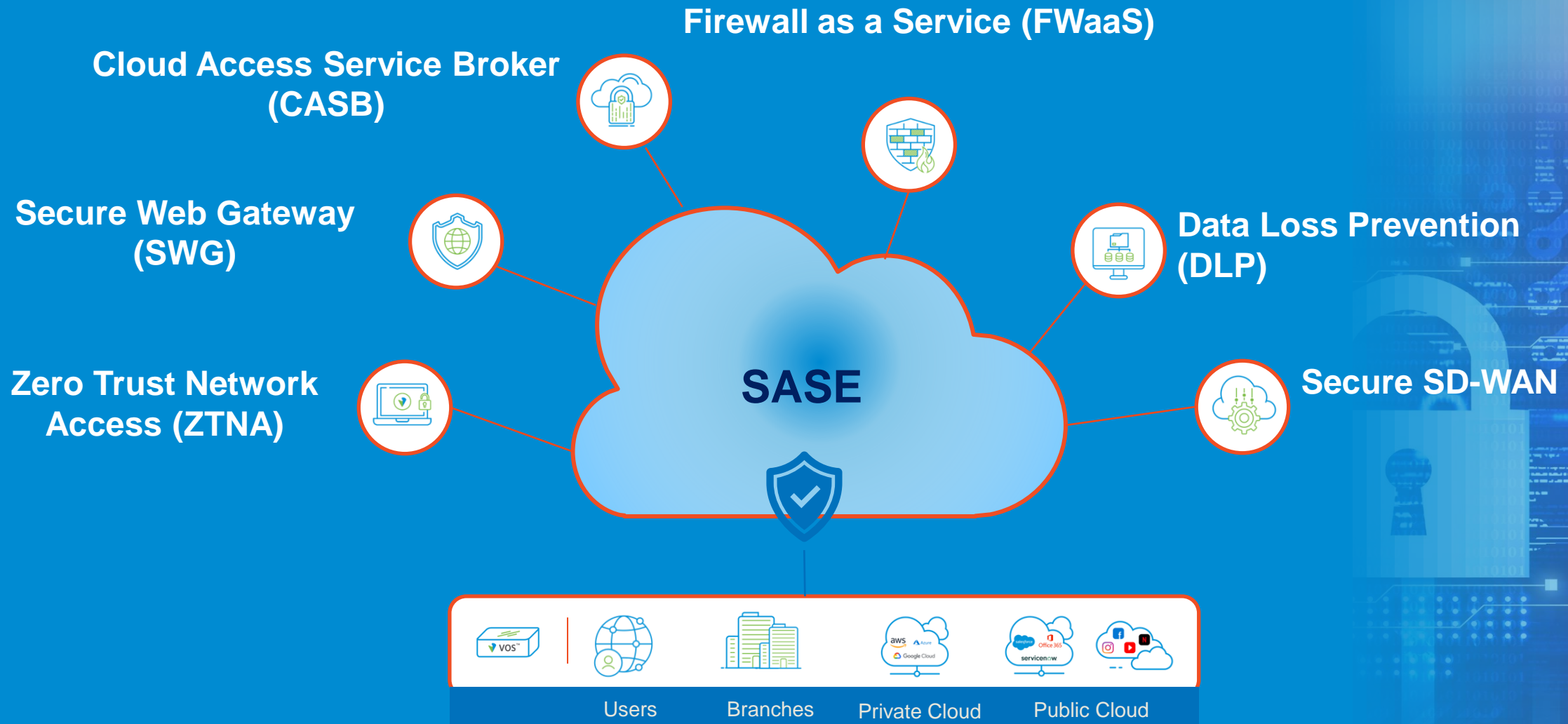
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Multi-Cloud Networking

Connecting and managing network infrastructure across multiple cloud environments



SASE (Secure Access Service Edge)



SITA Connect Go



A flexible and agile global SD-WAN service to better meet the ever-changing needs of the travel industry.

A strong future-proof design with embedded security and access to ATI applications

- Multi-layer **security design** with SASE Offering
- Enhanced Cloud connectivity options with **multi-cloud**
- Seamless access to **ATI applications** anywhere

Flexible packaging and options to support the industry recovery

- **Various profile options:**
Business, Economy & Lite
- **Flexible terms** to serve the seasonal needs of our customers
- Allows customers to **bring their own carrier**

Platform allowing quick deployments, smooth migration and self-service management

- Resilient and Pre-connected at airports with **AirportHub**
- Gateways providing **compatibility** with existing environment
- Customer **self-service portal** for full network visibility & control

At SITA we have the experience and knowledge to support the travel industry digital transformation and cloud journey

Key Takeaways

- ✓ **Rapid technology evolution requires robust, secure global connectivity as enabler**
- ✓ **SD-WAN, Multi-Cloud Networking and SASE are some of the latest technologies we can derive benefit from**
- ✓ **Together we can shape the future of travel journey**