



# SITA API PNR GATEWAY FOR CARRIERS

SITA PRODUCT BROCHURE

# Contents

Introducing SITA API PNR Gateway for Carriers	03
A single-window data feed	04
Technical ins and outs	05
Your challenges	07
Our solution	08
What do our clients say?	09
SITA at a glance	11

# Introducing SITA API PNR Gateway for Carriers

As a major carrier of world travelers, global airlines must play their part to ensure safety and security by submitting accurate passenger data to governments, in the right format and in real time. The volume of information and technical requirements involved can be daunting, and fines for non-compliance are punishing. Fortunately, SITA's single-window data delivery platform provides a flexible and visual solution that works effectively for both airlines and governments.

## Overview

Developed in line with the single-window concept recommended by the International Air Transport Association (IATA) and International Civil Aviation Organization (ICAO), the SITA API PNR Gateway is a data delivery solution that facilitates the transmission of traveler details captured in two formats: Advance Passenger Information (API) and Passenger Name Record (PNR).

The SITA API PNR Gateway visualization tool packages this quality data in a usable form that simplifies the process of submitting passenger data by carriers. This gives governments a clear, real-time snapshot of exactly who is entering, departing or transiting through their country.

Complying with international regulations, as well as the different requirements of a variety of governments and regions, is non-negotiable for global airlines. These carriers must provide the essential information governments need to make proactive decisions at their national borders. If carriers fail to do so, they face potentially serious sanctions from affected governments.

These exacting requirements come at a time when the air transport industry is battling its own pain points, from tight budgets to limited resources, and the after-effects of the Covid-19 pandemic.

In addition, airlines are also seeking innovative ways to meet the growing global demand for air travel, which the Airports Council International's World Airport Traffic Forecasts 2023-2052 anticipates will reach 9.7 billion in worldwide passenger traffic by end-2024, rising to 19.5 billion by 2042. These rising numbers pose significant logistical challenges for airlines, while putting increased pressure on national borders to process ever larger numbers of travelers.

Fortunately, technology and automation have a vital role to play in streamlining operational systems. Single-window solutions like the SITA API PNR Gateway, which consolidates multiple data sources into a highly visual and easy-to-use format, ensure that governments get the complete, correct, on-time and semantically accurate data they need to pre-screen passengers ahead of departure. This enables governments to take a proactive border stance by weeding out potentially high-risk travelers.

Ultimately this means more secure national borders and an improved air travel experience for low-risk citizens, tourists and business travelers.

“SITA API PNR Gateway offers a unified interface for governments to collect data from carriers which can be analyzed further. It helps governments fulfil their international obligations under United Nations Security Council Resolutions (UNSCR) pertaining to counter-terrorism. It also allows carriers to seamlessly fulfill all government data obligations reliably in a single feed at the right time in the right format.”



Keith Surrige  
Product Manager SITA API PNR Gateway

# A single-window data feed

GDPR  
compliant

Security by  
design

Continuously  
upgraded to the  
latest standards

The SITA API PNR Gateway is widely used by carriers around the world as an effective and strategic solution to distributing quality, validated data to governments.

Our single-window, secure data-as-a-service solution helps carriers reduce the costs associated with implementing various IATA formats. At the same time, it ensures enhanced data quality by proactively detecting invalid data. As an end-to-end managed service, our solution is functionally rich, quick to deploy and offers optimized performance. Most importantly, the SITA API PNR Gateway helps carriers to avoid government fines and censure for transporting ineligible passengers and crew.

## The SITA API PNR Gateway:

- + A secure data-as-a-service capable of validating and submitting a carrier's data feed for passengers and crew to any designated government at the right time in the right format
- + A strategic solution capable of meeting the requirements of various governments in relation to traveler data
- + Cuts development costs associated with developing in-house systems
- + Mitigates fines associated with wrong or missing data due to its validation capabilities
- + Enables visualization of journey centric and traveler centric information
- + Online Manual Submission that ensures compliance, both as a back-up service for scheduled flights if required or for reporting one-off flights
- + Ability to generate compliance and traveler count reports either as ad-hoc requests or on scheduled frequencies

Compliant with standards set by the United Nations Security Council, ICAO, IATA, and the European Union guidelines for the collection of API and PNR passenger data

## Unique service features of the SITA API PNR Gateway:

- + All government engagement facilitated by SITA – if required, a single carrier data message can be sent to multiple government agencies (up to five)
- + Meets mandated submission times as determined by governments
- + Normalizes data into a standard format
- + Flexible, turn-key solution
- + No additional maintenance and operation fees
- + Data visualization per message, journey or traveler
- + Supported by cloud security measures, offsite backups and backup protection, application security measures, access control and authentication
- + Personal information is encrypted, and privacy and access controls are in place
- + Multi-language user interface available if needed
- + 24x7 technical support and future development by SITA



“For the past 25 years, SITA has been working with governments to protect their countries from human trafficking, terrorism and crime, while making it easier to move people and goods across their borders. The key to achieving this balance is providing digital tools that allow law enforcement agencies to assess passengers well before travel.”



Jeremy Springall  
SVP, Borders division, SITA



# Technical ins and outs

The SITA API PNR Gateway is powered by data. Specifically, Advance Passenger Information (API) and Passenger Name Record (PNR).

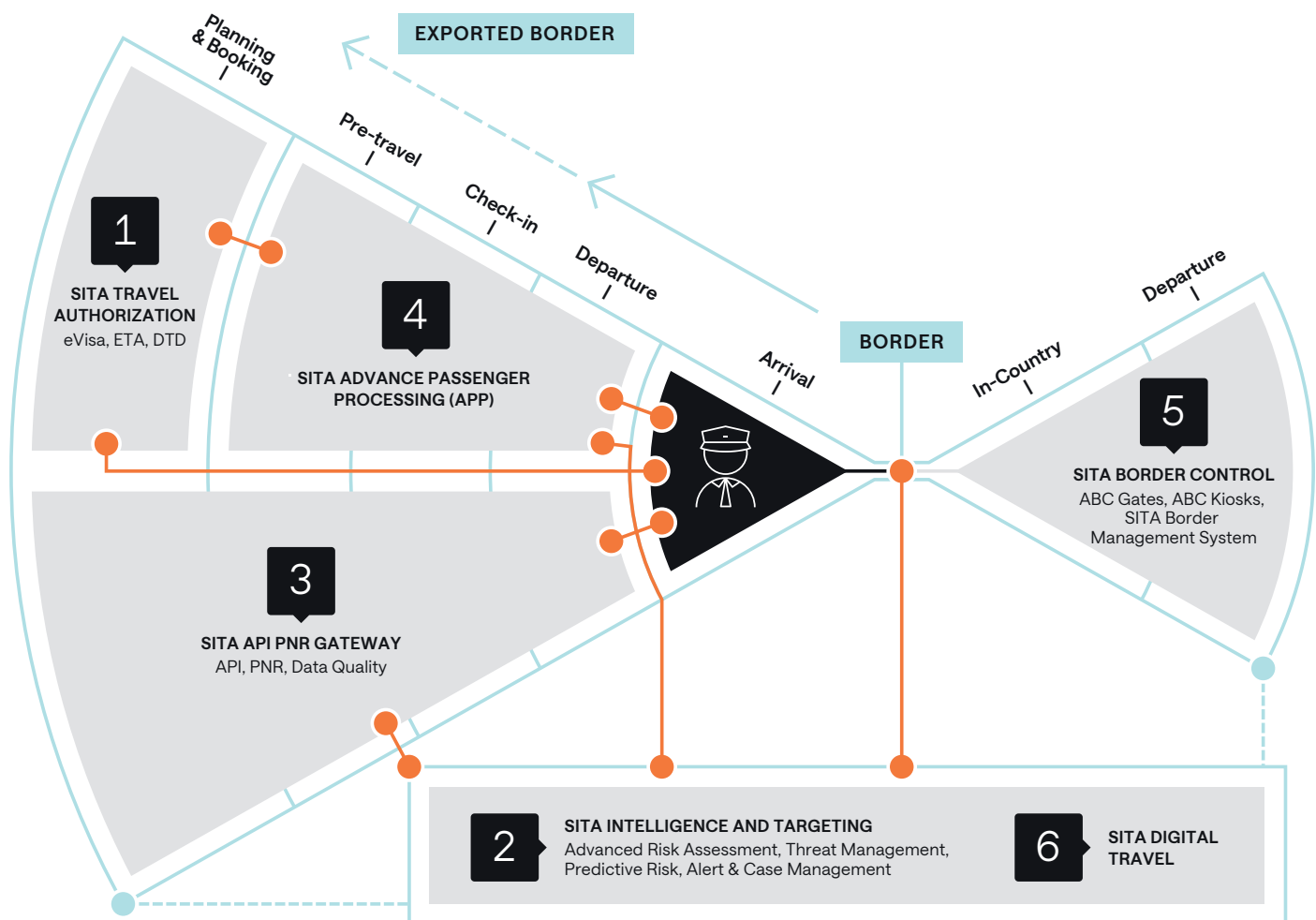
- **Advance Passenger Information (API)** – The API contains all the information about a traveler that is contained in the machine-readable zone of their travel document, with some details about their flight. API defined fields include name,

gender, date of birth and nationality. The API may also include baggage and seat details and, if the booking includes a connecting flight, it could include all legs of that travel history.

- **Passenger Name Record (PNR)** – The PNR contains all the available information about the passenger's entire journey on this specific booking, including name, address, payment method, booking details, contact details, flight details and final destination.

Together, the API and PNR give airlines and governments essential insights into the individual traveler. For low-risk travelers, this information combines to support an enjoyable and streamlined travel experience. This is good news for airlines and the destinations they serve.

It all starts with the provision of quality and reliable data directly from carriers.



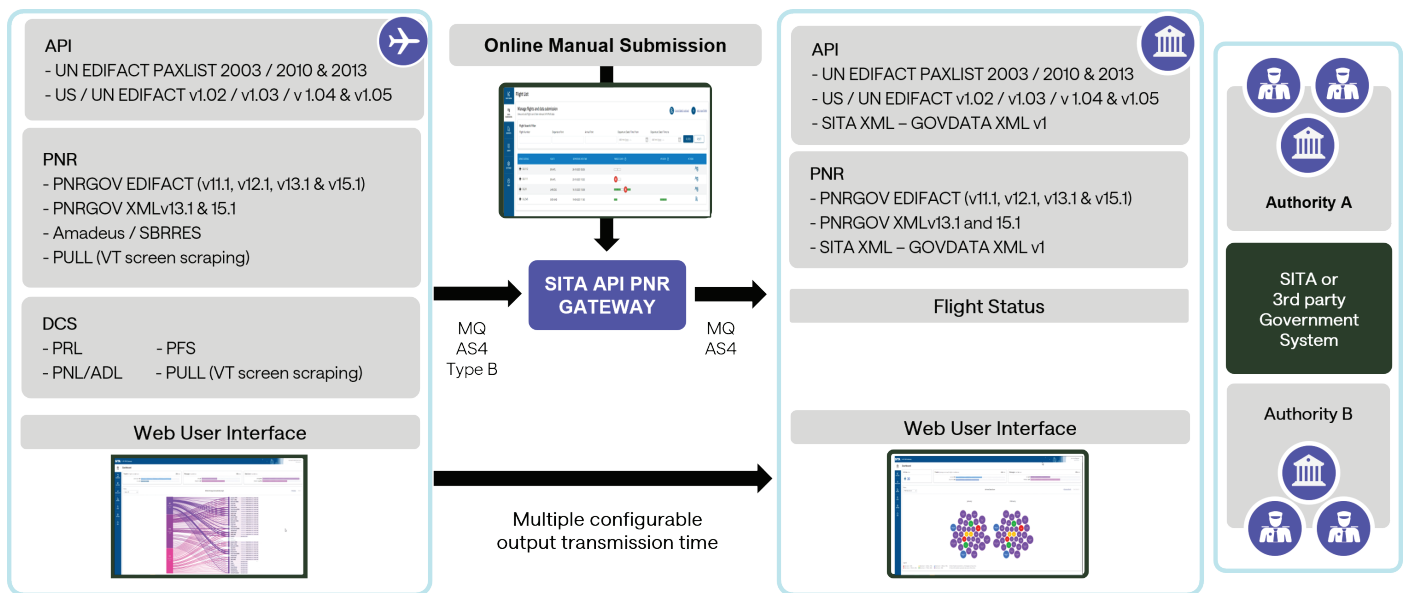
After a simple carrier onboarding process, the SITA API PNR Gateway automatically receives encrypted information from the airline's depart and control system. This applies to both passenger and crew information. Plus, carriers can use a manual data submission portal to report ad hoc flights, charters, and general aviation movements.

This data is validated and, if necessary, converted into the right government format for distribution to the relevant government at the right time.

The SITA API PNR Gateway also provides carriers with:

- A compliance report, which is updated yearly to include the latest message standards
- 24x7 support
- 99.5% system availability for the API PNR product at our Frankfurt-based data centre
- A set product with no hidden costs
- Ongoing and relevant product updates, designed to address the challenges facing the air transport industry

Here's a snapshot of how our data-delivery approach works:



# Your challenges

IATA refers to the air transport sector as “the most global of industries.” It is. After all, the efficient movement of people around the world has the potential to open-up economies, enhance social advancement and share prosperity. Yet, the aviation sector is buffeted by operational and strategic challenges, worldwide geopolitical considerations as well as issues around security and criminality, changing consumer tastes, climate change, sustainability, the impact of crime syndicates, and rapid shifts in technology and innovation.

Alongside the need to increase the infrastructural capacity required to support a growing sector - while still delivering a world-class passenger experience - airlines must support robust border security. This means providing governments with the information they need to assess potential threats while streamlining the travel experience for low-risk business and leisure passengers.

**The SITA API PNR Gateway is constantly being fed information from a variety of sources, including airlines, and presenting this information in a single-window view that gives both carriers and governments a simple, visual overview.**

Our data delivery solution helps to slash the costs associated with repatriating travelers or facing fines for transporting passengers who do not have the right to enter a country. It also helps to address the four major pain points currently facing global carriers:

- 1. Ensuring data quality and compliance**  
Many global airlines might not be aware of quality issues with the data they collect and distribute until it is too late, when they are presented with a hefty fine. This exposes airlines to the risk of being non-compliant due to lax quality assurance – often as a result of third-party solutions - which allow for inaccurate or incomplete data collection.
- 2. Making optimum use of automation**  
With airlines being required to provide consistent, validated and quality traveler data to governments, there is no room for human error when keying in information or for irregular data submission. Governments need accurate information on time, and in a format they can work with. Automation ensures that data submission is regular and reliable, two factors that put carriers in good standing with any government.

**3. Meeting the varying requirements of governments**

Modern air transport companies must adhere to multiple transport protocols while, at the same time, handling a growing volume of traveler data. These carriers must also tread a careful path when it comes to addressing the non-standard needs of the various governments they deal with on a day-to-day basis.

**4. Distributing messages to the right government departments**

Sometimes the same data messages must be distributed to more than one government department, depending on the requirements of the country in question. This opens up potential for costly oversights if systems are being manually driven. Carriers need a reliable system that distributes messages and traveler information to various stakeholders automatically.

“Advances in big data, predictive analytics, sensor technology, processing power, connectivity and storage pose significant challenges as well as offering opportunities for businesses and consumers. Improvements in data and analytics are expected to help airlines predict and adapt to changes in supply and demand in real-time.”



# Our solution

Over 60 countries configured

34 million PNR messages processed

7 million plus API messages processed manually

The SITA API PNR Gateway directly addresses the specific challenges being faced by carriers.

## How do we do this?

### 1. **Your pain point: Ensuring data quality and compliance**

Our solution: Our advanced data delivery solution comes with in-built data quality check capabilities and periodic compliance reports. It supports multiple data formats and transportation protocols, creating a data visualization single-window per message, journey or traveler. This means the SITA API PNR Gateway not only delivers data from carriers to a single government data access point, it also ensures data quality by focusing on four core pillars: timeliness, completeness, correctness and credibility.

### 2. **Your pain point: Making optimum use of automation**

Our solution: Automation and technology lie at the heart of the evolving air transport story. Both are essential tools which can be costly and, at times, confusing. Given the cost and expertise required, opting for an off-the-shelf solution makes sense for carriers that require systems to be updated and constantly improved in line with evolving trends and threats. As a turnkey solution, the SITA API PNR Gateway not only cuts the development outlay required by carriers but, as a turnkey solution, enables carriers to realize benefits in as little as six to 12 weeks (depending on API or PNR message requirements and certification).

### 3. **Your pain point: Meeting the varying requirements of governments**

Our solution: By normalizing data into a standard format and delivering directly to a central distribution point as determined by the government in question, the SITA API PNR Gateway helps carriers meet their mandated submission times and ensure data transferred is verified and of sufficient quality.

### 4. **Your pain point: Distributing messages to the right government departments**

Our solution The SITA API PNR Gateway provides a single window overview that can be used by multiple government agencies, helping officials to work together more effectively.

## Coming soon

A new SITA API PNR Gateway feature is in development. This will enhance the current functionality by adding a notification alert when data is missing. This automated function will alert carriers about missing or delayed data, giving them time to take follow-up action. Notifications will be sent via email and can be filtered according to data type (API or PNR).

## What do our clients say?

“The synergy between SITA and NEOS teams, working closely with weekly meetings and hundreds of emails, has led to the results expected within the timings requested. Moreover, the two live flights monitored for the purpose of UK PNRGOV has underlined the efficiency of the flow: NEOS CRS – GG – UK. I trust that all future actions will be smooth considering the good job done to date!”

NEOS SPA – Security Operations Manager  
(18 August 2020)



# SITA at a glance

After more than 25 years in this business we have proved our worth as a capable and innovative borders technology partner to the air transport industry.

We are trusted by over 600 airlines and more than 70 governments around the world. Each year, we process more than 100 million travelers using our SITA API and PNR solutions. This is because our solutions work. Numerous airlines and governments have tried and tested our solutions, and they all give SITA the thumbs up when it comes to effectively leveraging the potential of technology to streamline the air transport industry and answer the pain points of both airline carriers and governments.

At SITA, we pride ourselves on being agile, innovative and constantly improving our offering in the face of evolving global threats, risks and opportunities. We listen, we track the trends, and we continuously bring solutions to the table.

## How do we do this?

- We use information and communications technology to make travel easier and safer.
- Almost every airline and airport in the world does business with SITA.
- Nearly every passenger trip relies on SITA's advanced technology.
- Our solutions span pre-travel touchpoints, check-in and baggage processing, boarding, border control and inflight connectivity.
- Founded in 1949 by 11 pioneering airlines, today we boast an extensive community. We have more than 400 air transport industry members and 2,500 customers in over 200 countries and territories rely on our services.
- 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 balance the need for secure borders and seamless travel.
- We continually invest in our business, innovating and working in collaboration with our air transport customers, industry bodies and partners.
- We provide services over the world's most extensive communications network. This vital asset keeps the global air transport industry connected and bridges 45% of the air transport community's data exchange.
- Our customers enjoy 24/7 integrated local and global support from our customer service team of more than 1,700 people around the world.
- We develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies.
- We are a certified CarbonNeutral® company, reducing greenhouse gas emissions for all our operations through our United Nations-recognized Planet+ program. In 2023, our near- and long-term emission reduction targets were validated by the Science Based Targets initiative (SBTi) Net-Zero Standard.

### Keen to know more?

Check out this [link](#) for more info and to get in touch:



For further information about SITA, please visit [www.sita.aero](http://www.sita.aero)

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