SITA

Top 5 Tips: Airport Management Solutions

Airports are some of the most challenging business environments on earth. They involve complex chains of inter-related processes, precision timing and rigorous safety and security provisions. To optimize operations you need fresh insight, improved stakeholder collaboration and increased agility. At the same time you need to focus on profitability, on-time performance and passenger satisfaction. By combining digital innovations, predictive analytics, and artificial intelligence, you can look ahead – and make smarter decisions, earlier.

So what features should you look for, when choosing an airport management solution?

Control operations

Use decision support to enable proactive reaction to disruption.

Your airport management solution is the airport operations hub. As such it needs to be able o collate information from a diverse set of real-time data sources; apply intelligence to the data through flexible and configurable rules; and anticipate issues, supporting your ability to 'act on alert'.

Your airport management solution needs to understand your airport and generate the correct optimized allocation plan. When disruption does occur, early decisions make for better decisions. Dynamic dashboards provide real-time visibility of alerts and direct access to root causes. System intelligence recommends the best alternative action. Operators can focus on the immediate issues at hand and quickly bring alert levels from amber to green, avoiding red altogether, preventing domino effects that impact on-time performance.

Encourage airport-wide collaboration

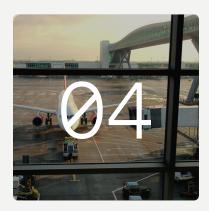**Break down communication silos to share common situational awareness.**

A centralized airport management solution acts as the single source of truth for all operational data, integrating easily to multiple systems and data sources, receiving and sharing information in real-time. Stakeholders across the airport are directly connected to the overall operation of the airport eco-system. They need secure access to view and update trusted data in a user-friendly way that can be used to enhance their own operational performance. Timely, accurate and reliable data needs to be delivered to a device that fits their role and function. This could be a desktop, web view, tablet or mobile, situated in the operations control centre, the passenger terminal, the baggage hall, the ATC tower, or the apron. Key to enabling this collaborative environment is a modular integrated system with flexible role-based configuration of features, functions and user views.

Drive business results

Tailor your airport management solution to achieve your specific goals.

In delivering your airport management solution, knowledgeable and experienced business analysts should work with you to understand your airport's processes. They can then configure a system and process flow that focuses on the key performance indicators (KPIs) that matter most to you. These might be as varied as maximizing on-time performance, improving customer satisfaction, maximizing non-aeronautical revenue opportunities, and reducing environmental impact. By centralizing operational data you can remove redundant process steps, and reduce the cost and confusion of separate data silos and teams of operational staff. Continuous analytics track your KPIs and immediately highlight where action is needed. Timely, complete, accurate and reliable data improves your billing cycle, analytics and business performance.

Own your destiny

Be agile and responsive to the needs of your business.

Although operating within a set of industry norms, each airport has a unique configuration and set of business drivers. Your airport management solution should rely on best-practice standard operating procedures, but also be flexible enough to be tailored as needed. As your airport's needs evolve and grow, your airport management solution needs to be scalable and future-proof. System changes to support your operation should be fully configurable, and not provoke the costs, risks and delays that come from bespoke software development. Transitioning knowledge and ownership of this essential system configurability brings you the agility, responsiveness and lower total cost of ownership you need.

Enable growth with Total Airport Management

Taking a holistic, whole-airport view.

Your airport management solution should pave the way towards Total Airport Management (TAM), in alignment with the air transport industry's direction of travel. The operational data gathering of the solution should be able to encompass all functions airport-wide. Machine learning can then be harnessed to help understand the relationships between airport functions. The TAM solution can then help steer holistic decision making. The operational context can be visualised via a digital twin, and the management context via high-level KPI dashboards for the airport director. Priorities can be adjusted in order to drive optimal outcomes based on operational performance, revenue generation, passenger experience, sustainability, etc. TAM ensures close interaction with existing operational systems and tactical operation centers.

Talk to SITA about airport management solutions: sita.aero