



INTELLIGENCE & TARGETING

How can technology help?

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SITA AT BORDERS**

To tackle any form of criminality, the right agencies need the right intelligence at the right time. Intelligence comes from data, but one of the biggest challenges is finding the nuggets of useful information from the flood of data available.

Likewise, the profile of risk and threats to a nation and its borders continuously shift and evolve as international criminals are looking for gaps in the net. Their modus operandi changes to exploit alternative vulnerabilities of the border management and government functioning. As we have experienced all too evidently over the last years, the threats to a border don't just come from criminality or illegitimate movements, but also from the health status of travelers.

The task of border management and law enforcement has turned from reactive to proactive, identifying and disrupting criminal networks up-stream thanks to larger sets of intelligence. This means working with the entire digitized travel journey against the backdrop of historic data and experience, with new and more detailed data processing needs and often the requirement for multiple agencies or governments to analyze and provide feedback on the same data while delivering a consolidated response for action to the front-line officers.

HELPING PREVENT DATA OVERLOAD

While nothing can beat the skills, training, experience, and even "gut feel" of border and intelligence officers, in times where the volume of data is growing dramatically, there is the danger of any part of the system becoming overwhelmed. Effective data management and analytics tools can help manage the intelligence flow and allow the skilled personnel the time and space they need to identify risks.

Similarly, for specific risk threats, the intervention should take place before boarding in the origin-destination – rather than having to deal with the disruption, cost, and risk of the threat at arrival; effectively digitally exporting the border.

Of course, while the security of its own citizens is always a nation's first priority, it must maintain national prosperity by enabling legitimate travel, trade, and tourism. So systems and processes must get the balance between security and facilitation correct. At SITA we have worked with border agencies for more than two decades to develop, evolve, and deliver such systems. While every border has its unique challenges, there are common needs of the intelligence needed for effective border operations. Firstly, the ability to ingest and enrich data from all modes of transport and multiple data sources. Second, accurate matching of identities, or entities, across numerous languages and variations. The systems need to highlight unusual patterns and trends and automatically identify and analyze entity relationships enabling the identification of known and unknown threats and criminal networks expected or attempting to cross the border. And of course, facilitate inter- agency collaboration and provide alerts, escalations, qualification, and intervention management.



THE TRAVELER CONTINUUM

In addition to the needs above, many agencies are now recognizing that borders are no longer a line in an immigration hall or on a map. Instead, they are a continuum of possible interaction and intervention from the moment a traveler (legitimate or otherwise) decides to travel to their destination address and possibly onward travel too. This creates a layered approach to integrated border management. If effectively implemented, this integrated border can enable earlier insight on who is travelling, allowing governments to plan their activities before a traveler arrives at the border.

Of course, early engagement leads to increasing amounts of data gathered, which should be turned into actionable intelligence that can be applied at the right location and time. However, securing the border and facilitating national prosperity demand a digital transformation of this end-to-end process.

RELATIONSHIP BETWEEN TRAVELER AND GOVERNMENT

Even before the Covid pandemic, we saw an increasing interest in nations looking to deploy Electronic Travel Authorization (ETA) systems, many following the world's first system deployed by the Australian government more than 20 years ago. These allow an early initial relationship between traveler and destination government and the ability

to carry out primary vetting of individuals. As recommended by the International Civil Aviation Organization (ICAO), these ETAs are combined with the ability to deny boarding to those without one, or who have failed vetting using interactive systems such as

Advance Passenger Processing (APP), to create Electronic Travel Systems (ETS), so that the exporting of borders can be truly effective. The need for personal health status information, as now being required to start to help travel recover from the impacts and threats of Covid, has strengthened the need for this direct relationship between governments and travelers and is likely to see an increase in the use of ETA and ETS.

But of course, the travel authorization is just the first point of contact. All other interactions, particularly when carriers submit travel document information (API) and details from the travelers booking data (PNR), and naturally when the traveler actually presents at the border crossing point, must be combined, collated, and processed efficiently. These data inputs could come from a range of sources and system providers in a bewildering array of formats and configurations.

Ideally, a nation will work with system integrators to simplify and consolidate this data ingest to allow for easier processing. As well as the pure ingest aspects, the data should be enriched with additional data sources, identity information, and relationships. In addition to the input side of the equation,



there is a need to combine the intelligence aspects of border management; the analytics, managing watchlists, risk assessment, threat management, and alert and case management across multiple agencies.

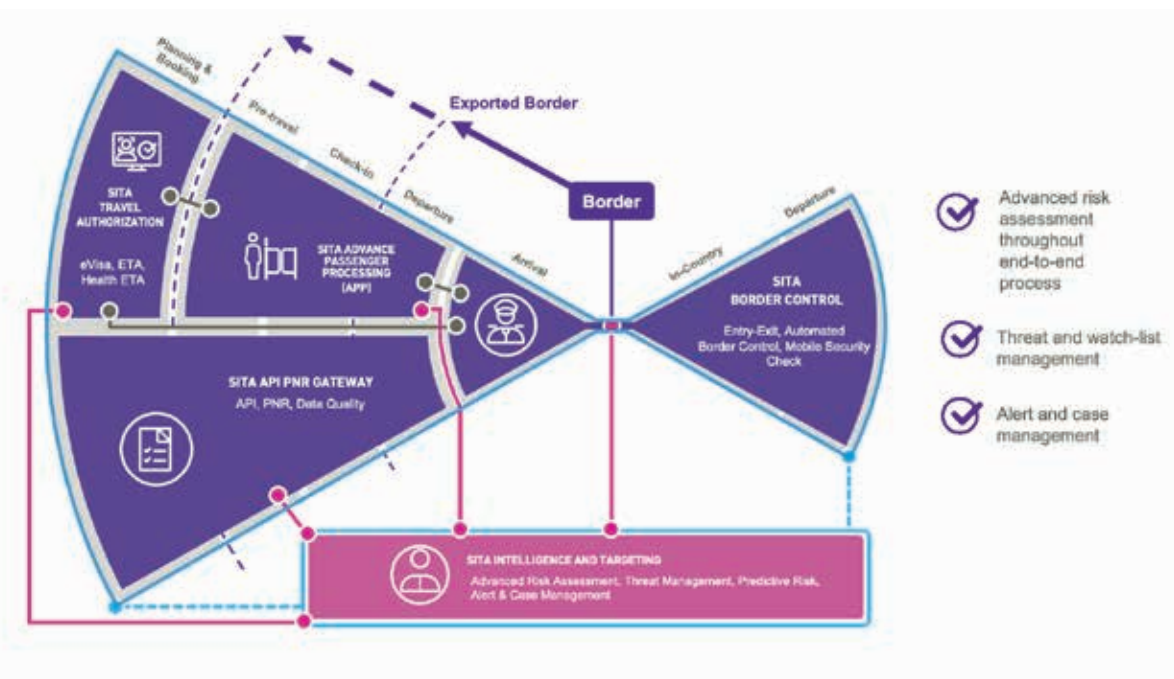
SITA's Intelligence and Targeting system works alongside any or many of these products to provide an event history record, real-time risk assessment, and analytics tools to assist governments in identifying and intercepting high-risk individuals at any stage of their journey. It builds a comprehensive view of every traveler, across multiple sources of data and throughout their entire journey. Once this data is received, it is turned into intelligence through enrichment with other available and historic data. It is then subject to automatic real-time risk assessment methods such as watchlist matching, profiles, and validation against government databases. Finally, it provides the tools needed to support government action and intervention of high-risk individuals or criminal networks, in collaboration with many stakeholders.

SITA's Intelligence and Targeting system has proven its value to nations by processing billions of traveler journeys and enabling that balance between security and facilitation.

However, perhaps one of the less publicly apparent benefits of such a system is that the operationally effective melding of data sources enables the identification of suspicious behavior against previously unknown individuals. With sufficient historical data, this can help identify criminality such as smuggling or human trafficking.

There is no doubt that the volume of data will inexorably rise, particularly as health status information is likely to be a feature for several years to come. And it is just as likely that criminals will continue to seek vulnerabilities in borders, mainly when resources may be limited or perceived to be distracted by the pandemic, to conduct nefarious activities. Systems such as SITA's Intelligence and Targeting give border and intelligence agencies the tools to combat this activity.

EFFECTIVE DATA MANAGEMENT AND ANALYTICS TOOLS CAN HELP MANAGE THE INTELLIGENCE FLOW AND ALLOW THE SKILLED PERSONNEL THE TIME AND SPACE THEY NEED TO IDENTIFY RISKS.



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 18,000 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 bridging 60% 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 our greenhouse gas emissions for all our operations through our UN recognized Planet+ program. We also develop solutions to help the aviation industry meet its carbon reduction objectives, including reduced fuel burn and greater operational efficiencies at the airport.

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