

# Airport Council International

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## *Trends in Data Collection*

*September 19<sup>th</sup>, 2017*



Faith Group

# Agenda

- ◁ Industry Overview and The Value of Data
- ◁ Location Data
- ◁ Biometric Data
- ◁ Personal Data



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# Industry Overview and The Value of Data

## ◁ Boeing

- ◁ Airways News – May 12<sup>th</sup>, 2016 – Boeing looking at increasing revenue from aftermarket services, specifically in the domain of support software

## ◁ General Electric

- ◁ Reuters - January 15, 2016 – GE to sell appliances business to China's Haier for \$5.4 Billion
- ◁ Nasdaq - May 13<sup>th</sup>, 2016 – General Electric Company: New Hires Make GE a Solid Software Play

## ◁ Kroger

- ◁ WSJ –Oct 12, 2014 – The Big Mystery: What's Big Data Really Worth? "\$100 Million/year in consumer spending data sales back to consumer good companies"



# Industry Overview and The Value of Data (cont'd)

- ◁ Geneva Airport
  - ◁ Utilized ACDM system data for decision making that has resulted in 2 additional movements per hour on their single runway
- ◁ Airport Company South America
  - ◁ Built advanced system which captures true and accurate performance data for all airport operations
    - ◁ Led to an overall OTP improvement from 75% to 85%
- ◁ Dublin Airport
  - ◁ Dynamically charges Airlines for power & pre-conditioned air through automated metering, utilizing a smart building and controls system, along with an advanced AODB and billing system
- ◁ Denver Airport
  - ◁ Use collaborative Gate Management and Apron Management system
    - ◁ Calculates a \$4 million per year savings in time and fuel for airlines



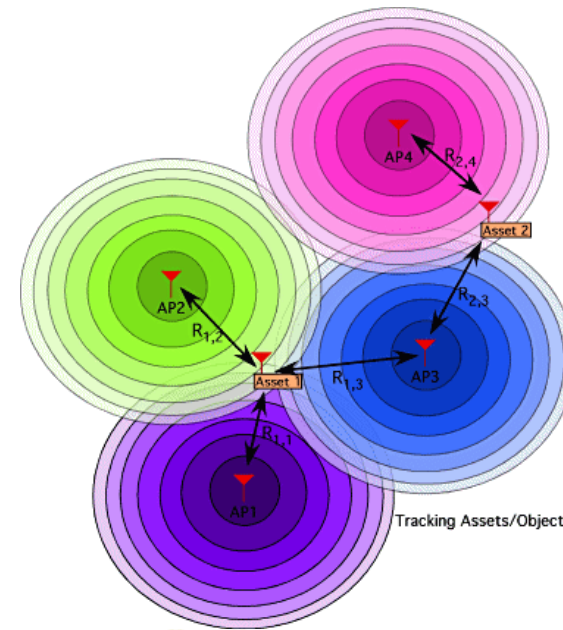
# What's Missing Here?

- ◁ Airport's are focused on operational improvement, but what are we doing for the customers? What data are we gathering? How can it be used? What are the \$\$ opportunities?



# Location Data

- ◁ What's being gathered?
  - ◁ Device Locations
  - ◁ Personnel Locations
- ◁ How is it currently used?
  - ◁ Targeted Ads
  - ◁ Analytics of space utilization
  - ◁ Location based services
  - ◁ Workforce Management
- ◁ What does the future hold?
  - ◁ Personalized, location specific information, provided throughout the entire passenger journey
    - ◁ One building, 1000s of unique experiences
  - ◁ This doesn't only include just on peoples phone, the space around individuals will react to their specific needs, based upon their location (or perhaps the average needs of everyone with the space)
  - ◁ Interconnected traveler experience, with multiple stakeholders (airlines, airports, concessions) working together
- ◁ What does this require?
  - ◁ Sharing of an individual's personal preferences and locations with third parties.



# Biometric Data

- ◁ What's being gathered?
  - ◁ Facial Structure
  - ◁ Fingerprint
- ◁ How is it used?
  - ◁ Passenger Processing "Single Token"
    - ◁ "Airlines roll out facial recognition technology – but some passengers are wary" CBS News, June 1, 2017
  - ◁ Personalized Analytics
- ◁ What does the future hold?
  - ◁ Removal of many different, redundant documents. Full, paperless process.
  - ◁ Risk based identification for passenger screening
- ◁ What does this require?
  - ◁ Inter company and government agency sharing of data
  - ◁ Established ownership between multiple different agencies.



# Personal Data – Names, Emails, Preferences

- ◁ What's being gathered?
  - ◁ Likes, Dislikes, Trends
  - ◁ Social Media Profile
- ◁ How is it used?
  - ◁ Personalization of journey
  - ◁ Tracking and analytics of repeat customers
  - ◁ Data sales
- ◁ What does the future hold?
  - ◁ This is common within the social media space, business such as airports are playing catch up.
  - ◁ Selling information on the personal preferences of travelers to data brokers
  - ◁ Personal Data – Stolen without your knowledge
    - ◁ We Need a Law Requiring Faster Disclosure of Data Breaches—Now – Slate Magazine - September 15<sup>th</sup>, 2017
    - ◁ Equifax should be regulated like a public utility – The Seattle Times – September 17<sup>th</sup>, 2017
- ◁ What does this require?
  - ◁ Establish metrics that are common across airports, and of interest to many different organizations.

While not all companies allow you to see what they know, some offer consumer reports, and most allow you to opt out. If you're looking to opt out, here are some of the biggest data brokers you can contact:

Company	Can you Opt Out?
411.info	Yes
acxiom	Partially
CoreLogic	Yes
datalogix	Yes
eBureau	Yes
EPSILON	Yes
FICO	Partially
HARTER HANSEN CONNECTIONS MADE IMPACT DELIVERED	Yes
infoUSA.com	Yes
checkmate	Yes
INTELIUS Live in the know	Yes
LexisNexis	Yes

**WANT TO OPT OUT FROM HAVING YOUR DATA COLLECTED?**

