Antoine Rostworowski – ACI World
Director, Facilitation and Airport IT

ACI-NA Annual Conference 2015

Making the Connection Personal

Long Beach, California

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The New Digital Airport

- Data and B.I., becoming a "Smart" Airport
- Passengers want to be more in control
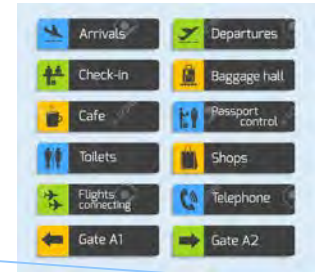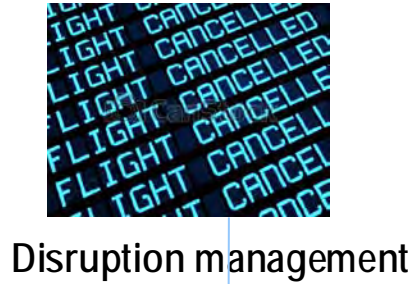- On demand information
- Contextual, Customized information

Provide

- A seamless passenger experience
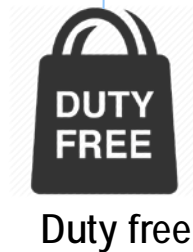- Improved airport process efficiency

Are we there yet ?

Reaching the Passenger

Security Check Point

Restaurant

Baggages

Disruption management

Duty free

Flights Information

Indoor Navigation

Immigration

Responsive design

- Additional tools to reach passengers
- Adapting to hardware
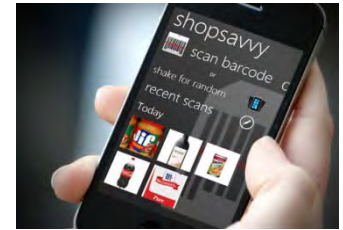- Adapting to context / location

Passenger – Is there an app overload ?
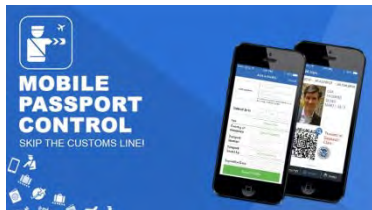

Hotel App

Airline App

Retail App

Airport App

Restaurant App

Customs App

An app to manage other Apps ?

Ground Transportation App

5

Key to Success to better reach our passengers ?

- Web access ("Free" Wi-Fi) .
- Integration (Exemple of Seamless Travel project - ACRIS)
- Big Data and B.I (simplify access to information)
- Data Exchange between industry players
- Facilitate access to information
- Passenger's benefits (« Opt-in » approach)
- Business model (define clear objectives)
- Ease of use.
- Flexibility (over time and technologies)

/Munich Airport

Let's make it happen !

THANK YOU!