



INTRODUCTION

The emerging wave of digital technologies is changing the way Airlines and consumers interact and the way Airlines manage operations. Digital has disrupted Airlines more than any other technology-driven change in the recent past – with many Airlines struggling to adapt and compete with "born digital" companies. Expectations of personalized interactions, real-time decision-making and data-driven decisions are pushing Airlines to transform themselves to compete in this Digital Era.

HCL's approach towards Digital enables Airlines achieve the capabilities which can help them drive a differentiated customer experience and a highly optimized and efficient operation. These capabilities include:











Flight Planning



In-flight



Arrival



Baggage/ Cargo



Post Trip



Maintenance

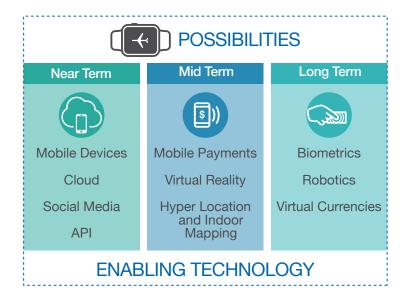
Being at the forefront of Digital transformation, the Airline industry has opportunities to drive change in both Customer Engagement and Operations including Omni Channel Commerce, Ancillary Revenue, Digital Crew and Predictive Maintenance among others. Unfortunately the pressure to go Digital quickly is driving Airlines to implement silo point solutions which will hamper their ability to keep changing in the fast changing Digital world.

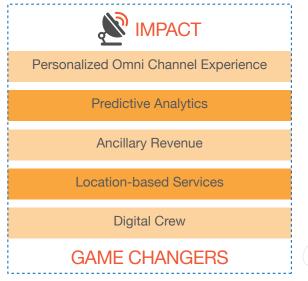
As you read ahead, you will get to see HCL's unique platform-driven approach that provides the right foundation for Airlines to drive Digital into every facet of their operations and provides them the flexibility to keep evolving to meet the ever changing customer demands. Utilizing this approach can help Airlines set the foundation for incorporating Digital into every facet of their Operations and, differentiating themselves from their competitors.



DIGITAL AIRLINES









THE DIGITAL AIRLINE DNA



Powered by Modern Architecture

Web-oriented Architecture

Responsive Design

API/SOA

Real-time Data Services

Digital First Architecture



Driven by Standardization

Governance for IT Tool Selection

Standards-based Integration

Standards-based APP DEV

Open Architecture

DEV OPS



Empowered by Consolidation and Integration of Apps, Data

Single View of Customer

Data as a Service

API-based Consumption

Lightweight SOA

Third Party Integration



Enabled with Customer Experience Apps

Omni Channel Experience

Eco-system Enablement

Unified Experience

Real-time Engagement

Location-based Services



DIGITAL CUSTOMER EXPERIENCE



Booking

Personalized Omni Channel Experience

> Ancillary Revenue

Partner Enablement



Pre Check In

Ancillary Revenue

Flight Alerts

Way Finding



Airport Experience

Location-based Offers (IoT/ Beacons)

Partner Offers

Way Finding



In-flight

Personalized Interactions

Wi-Fi and Entertainment

Digital Passenger Management



Arrival

Proactive Baggage Management

Way Finding

Digital Signage



Post Trip

e-Survey

Social Media Interactions

> Goodwill Gestures

DIGITAL OPERATIONS



Flight Planning

Real-time Flight Monitoring

Profitability and Route Analysis

Digital Cockpit



Airport Operations

Automated Disruption Management

loT-driven Airport Operations

Real-time Information and Decision Making



Crew

Onboard CRM

Digital Crew Management

Electronic Flight Bag (EFB)



Maintenance

Predictive Maintenance

Real-time Supply Chain Visibility

Interactive Manuals



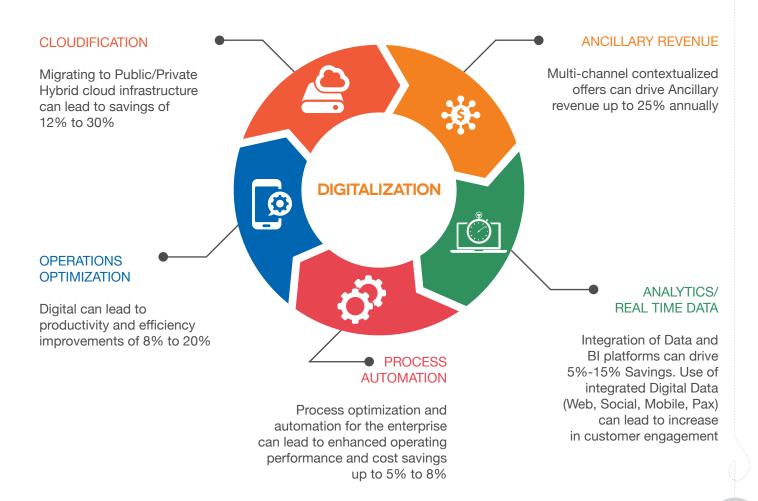
Baggage/Cargo

Proactive Baggage Management

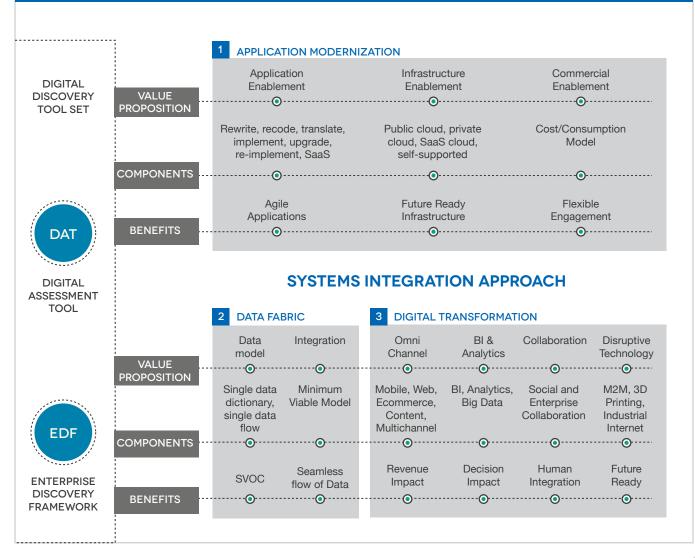
E-commerce/ Mobility

IoT-enabled Containers

IMPACT OF DIGITAL ENABLEMENT



HCL'S DSI ECOSYSTEM TO TRANSFORM YOUR ORGANIZATION TO A DIGITAL ENTERPRISE



DIGITAL AIRLINE SUCCESS STORIES

Mobile Baggage management platform provided 100% real time baggage status visibility and drove reduction

in handling time by 20%.

(HCL's Baggage **Operations Platform** implemented at a Large US Airline)

HCL helped a leading airline transform inventory management in its maintenance division.

(HCL's Airline Operations Platform implemented at a Large US Airline)

Digital On-board platform to enable Passenger Management, On-board CRM and Crew Operations drove 12% productivity increase of cabin crew and increased customer satisfaction

> (HCL's Digital Crew Solution implemented for a Global Middle Eastern Carrier)

Digital Maintenance (MRO) platform provided real time inventory visibility and drove \$25 Million annual savings

(HCL's Digital MRO solution implemented for a

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BEYOND THE CONTRACT

