

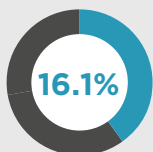


**CONNECTED**  
**EXPERIENCES**  
TECHNOLOGY DELIVERING BUSINESS IMPACT

**AIRPORTS**  
**OF THE FUTURE**

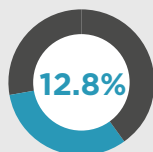


## HOW AIRPORT SHAPES YOUR TRAVEL EXPERIENCE



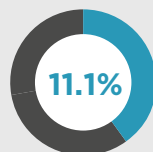
### At the airport:

- Security
- Retail



### Connection:

- Information
- Way finding



### Post Flight:

- Baggage
- Transportation

***40% of the passenger travel experience is impacted by their Airport experience***

# TRENDS



## CUSTOMER ENGAGEMENT

- Air traffic is expected to grow by **5.4%** per year which will impact the airport infrastructure and customer experience. To mitigate this airports are investing in technology to drive an enhanced customer experience
- **74%** airports plan for context aware and location based technology in the next 5 years
- **84%** of airports plan to provide airport services purchase via mobile by 2019
- **50%** of airports will provide self service baggage check-in services



## DIGITAL TRAVELERS & EMPLOYEES

- Travelers expect interactions to be in real time, be location driven, delivered via mobile and have a social media component
- Airport staff have similar expectations and to address this - **41%** of airports plan to provide staff with wearables like smart watches



## AIRPORT SAFETY & SECURITY

- Increasing threats and terrorism continue to impact the travel experience
- **36%** of airports plan to deploy single biometric travel token for identity management



## ASSET MANAGEMENT

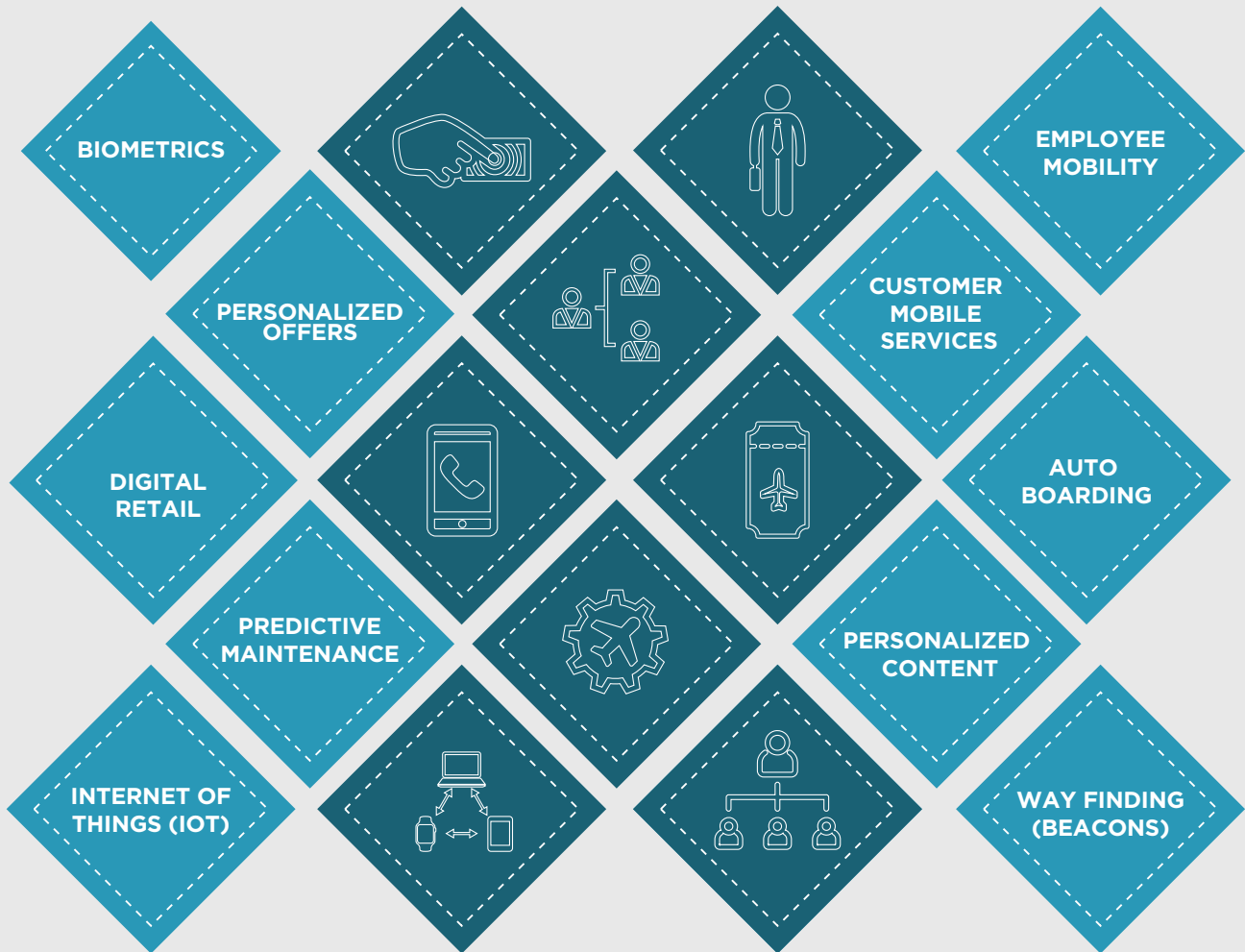
- Asset management and visibility can impact the bottom line and improve the experience during disruption management
- Airports will deploy IoT technologies with **66%** at Security Check-points & **60%** at Retail



## MONETIZATION

- Airports continue to reduce the dependence on Aviation revenues by focusing on Retail, Parking and other non Air revenues

# DISRUPTORS



# CHALLENGES

## CUSTOMER EXPERIENCE



- Limited digital interaction with customers
- Long passenger wait time for security
- Traditional wayfinding using sign boards.
- Limited Loyalty programs

## NON-AVIATION REVENUE



- Airport services like parking, Wi-Fi not fully monetised
- Traditional retail model for partners & customers
- Lack of Personalization-No location based offers
- Security and Check In impacts time for retail

## AIRPORT OPERATIONS



- Increased cost due to lack of automation.
- Limited asset management
- Lack of employee mobility.
- Security & Safety

## OPPORTUNITIES



### CUSTOMER EXPERIENCE

- Location Based Offers
- Personalized Content
- Digital Retail
- Way Finding
- Notifications
- Mobile Payments
- Robotics & Automation



### AIRPORT OPERATIONS

- Asset Management
- Predictive Maintenance
- Smart Terminal
- Staff Mobility
- Airport Services
- Passenger Flow & Monitoring
- Partner Enablement



### NON-AVIATION REVENUE

- Digital Retailing
- Smart Parking
- Loyalty Programs

## HCL EXPERIENCE



### STAFF MOBILITY SOLUTION FOR A GLOBAL MIDDLE EASTERN AIRLINE

- Implemented Digital On-board Platform
- Enabled enriched Passenger Management, On-board CRM and Crew Operations
- -12% increase in productivity with better staff mobility
- Enhanced Customer Satisfaction



### CUSTOMER ENGAGEMENT PLATFORM FOR A GLOBAL FOODSERVICE RETAILER

- Improved Time to Market by 40%-60% with enhanced customer engagement
- Centralized Digital Engagement platform for digital marketing globally



### CUSTOMER EXPERIENCE FRAMEWORK FOR A LEADING MIDDLE EASTERN AIRPORT

- Implemented Digital Airport solution
- Intelligent navigation beacons
- Enhanced mobility and navigation abilities
- Delivered enriched customer and crew experience



### MIGRATION TO CLOUD FOR A LARGE AIRPORT IN SOUTH-EAST ASIA

- Migration to cloud platform
- Implemented airport staff management solution (on cloud)
- Self-service functions using smart devices



### ASSET MANAGEMENT PLATFORM FOR A SMART PARKING SOLUTIONS PROVIDER

- 30% increase in incremental revenues with better asset management and visibility
- Real-time connectivity and tracking of multi-facility parking system



### ASSET VISIBILITY PLATFORM FOR A LEADING MANUFACTURER OF ELEVATORS & ESCALATORS

- Cloud based platform
- Registered 5x improvement in data processing time
- Provides scalability and analysis of large volume of data



## HCL SOLUTIONS



### IHMS

**Location based services** –personalized offers and content for enriched customer experience and efficient operations



### DIGITAL TRAVELER

Getting detailed information on **parking, flight, retail, loyalty program & ground transportation** while at the airport



### SMART ASSIST

Engage passengers by **providing personalized, realtime offers** and boost non-aviation revenues



### BPAX

Capturing and verifying **Biometric fingerprints** during check-in and boarding



### MARS

**Mobile Augmented Reality Studio** to enable customers for smart selection and shopping experience



### INTELLIGENT ULDs

**Asset Visibility:** Improving visibility in Air Cargo tracking using IOT enabled smart devices

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