



Simplifying the Business

BCBP Vertical Campaign for Airports: Planning 2010 100% BCBP StB Phase 8

Final report

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Executive summary

BCBP project in a nutshell

➤ Objectives:

- Replace costly magnetic striped boarding passes and related equipment by a single 2D bar coded boarding pass
- Through enabling the use of web and mobile check-in, provide a win-win-win scenario for airlines, airports and customers by lowering costs and improving passenger experience

➤ Targets / mandate:

- By 2006, 25 airlines to be BCBP capable – **achieved!**
- By 2006, a unique BCBP format to be endorsed by the JPSC – **achieved!**
- By 2007, 80 airlines capable – **achieved!**
- By 2008, 200 airlines to be BCBP capable – **achieved!**
- By 2009, 60% BCBP
- By 2010, 100% BCBP

➤ More information:

- [BCBP support portal](#)

BCBP vertical campaign for airports

➤ Objectives:

- Engage all the large and medium airports with shared equipment and encourage them to become 100% BCBP before end 2010
- Ensure the BCBP capable airports benefit from BCBP Matchmaker to match their implementation plans with the airlines in order to be 100% BCBP before end 2010
- Confirm from the airport point of view the information retrieved from the airlines in terms of scope of airports, ownership of the equipment and BCBP capability

➤ Scope:

- All the 283 large and medium airports (more than one million passengers) for which at least one airline in scope for the BCBP project has validated that
 - they operate flights and equipment is automated
 - is using shared equipment at the airport
- Some of the small airports (less than one million passengers) have already been engaged
- All airports with shared equipment represent 81% of worldwide passenger volumes

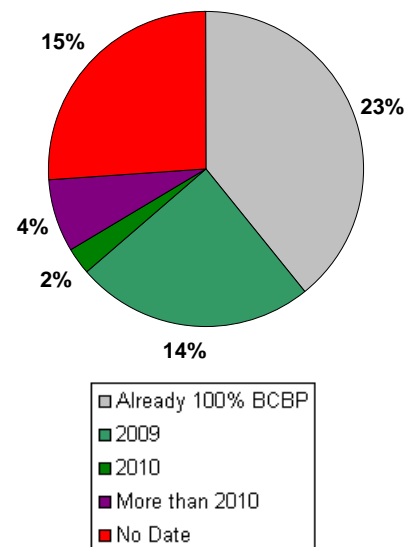
➤ Timeline:

- Mid November – End December 2008

Key results of this campaign (I)

- IATA has engaged 358 large and medium airports with shared equipment that cover **59% of worldwide passenger volumes***
- The BCBP project target is at risk as only 66% of passengers covered through this campaign are assured BCBP in 2010:
 - Airports representing 39% of worldwide passenger volumes confirmed having a **plan for 100% BCBP before end of 2010**
 - Airports representing 20% worldwide passenger volumes are still not aligned to the 2010 deadline
- There is still no visibility on the remaining airports:
 - shared equipment not engaged (22% of volumes)
 - dedicated equipment (19% of volumes)

Plans for 100% BCBP by passenger volumes



* based on SRS seat capacity data for in scope airlines (featured by Innovata)

Key results of this campaign (I)

- 20 airports have been confirmed as non automated yet but **100% of the rest have confirmed the identity of the equipment owner:**
 - **64%** of airports have confirmed to be the **owner**
 - The remaining shared equipment is owned directly or indirectly by airlines
- **75%** of airports that confirmed ownership of equipment are already registered in BCBP Matchmaker and, as a result, **200 implementation plans have been matched** between airports and airlines through this campaign. Airlines are waiting for the remaining 25% airports to match plans in BCBP Matchmaker

* based on SRS seat capacity data for in scope airlines (featured by Innovata)

Key findings of this campaign

- Higher forecasts for BCBP implementation are shown when airports own the equipment, confirming that shared environments are not an obstacle to become 100% BCBP
- Despite the 100% BCBP deadline, a large portion of airports are still not confident to eliminate the magnetic stripe in 2010, allowing for dual equipment for both BCBP and magnetic stripe. As a result, the industry cannot reach expected savings.

BCBP next steps

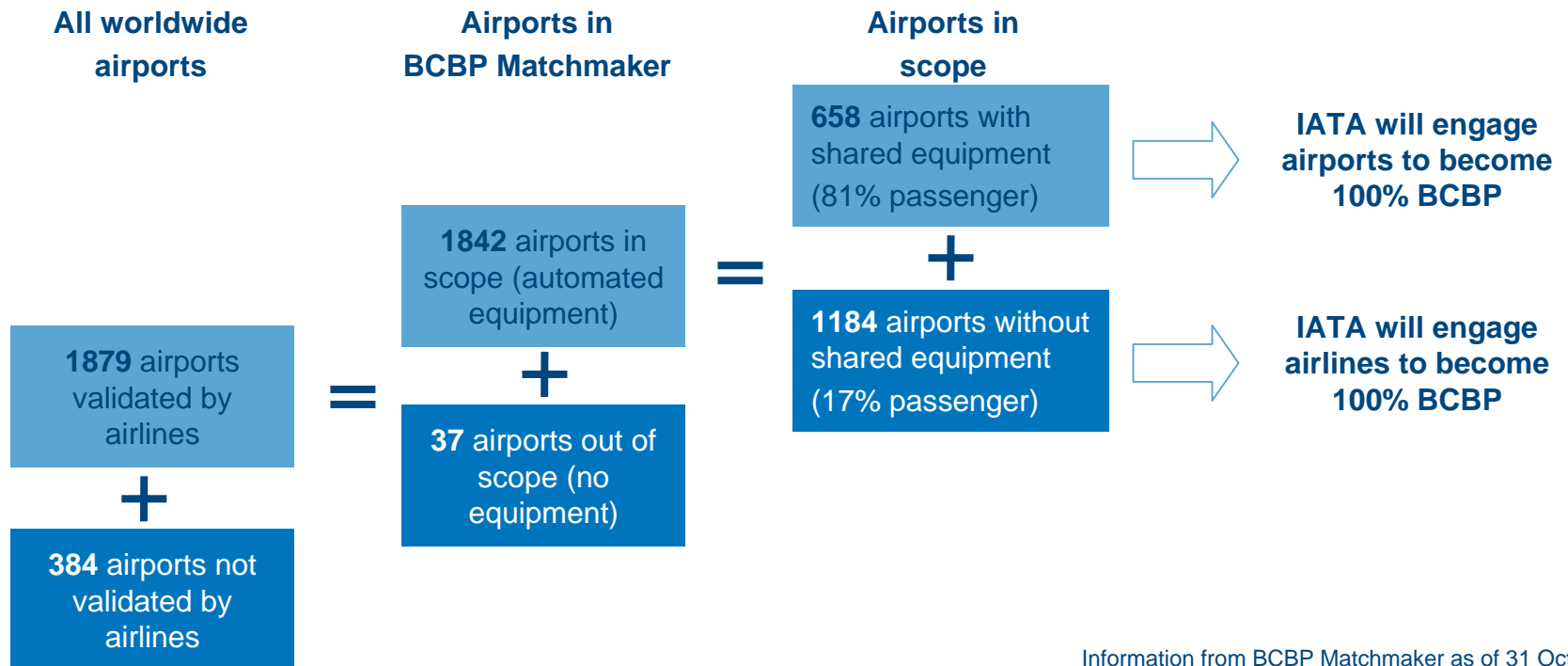
- StB Phase 9 will be launched in February 2009 and all airlines and airports will be required to commit to 60% by 2009 and to 100% by 2010
 - IATA still needs to contact the remaining airports in a shared environment not engaged in this campaign that account for 22% of passenger volumes
 - IATA will engage airports not aligned with the 2010 deadline (representing 20% of worldwide volumes) to change their position
 - IATA will also engage airlines to cover the airports that operate with dedicated equipment and represent 19% of worldwide volumes
- The information collected from this campaign will allow IATA to address the obstacles to full BCBP implementation by engaging the appropriate stakeholders

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Detailed Results

Starting from airline data

- In an October campaign, airlines validated in BCBP Matchmaker the airports in scope where they operate flights and shared or dedicated printers and readers are used

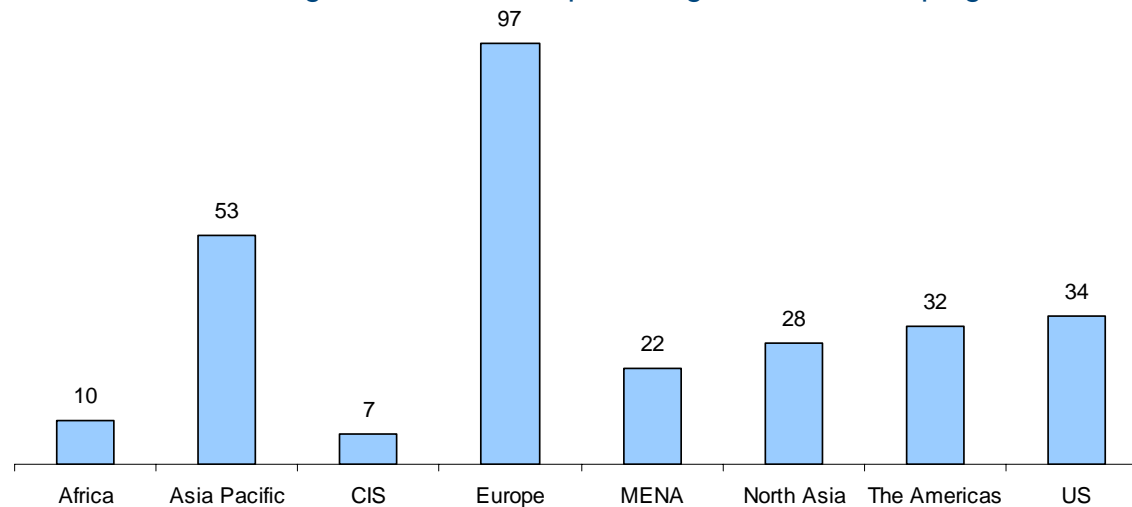


Information from BCBP Matchmaker as of 31 Oct. 2008

Scope of airlines for the campaign

- The campaign focused on the 283 large and medium airports (more than one million passenger) for which at least one airline in scope for the BCBP project has validated that they operate flights and they are using shared equipment at the airport. The 283 airports account for 76% of global passenger volumes.

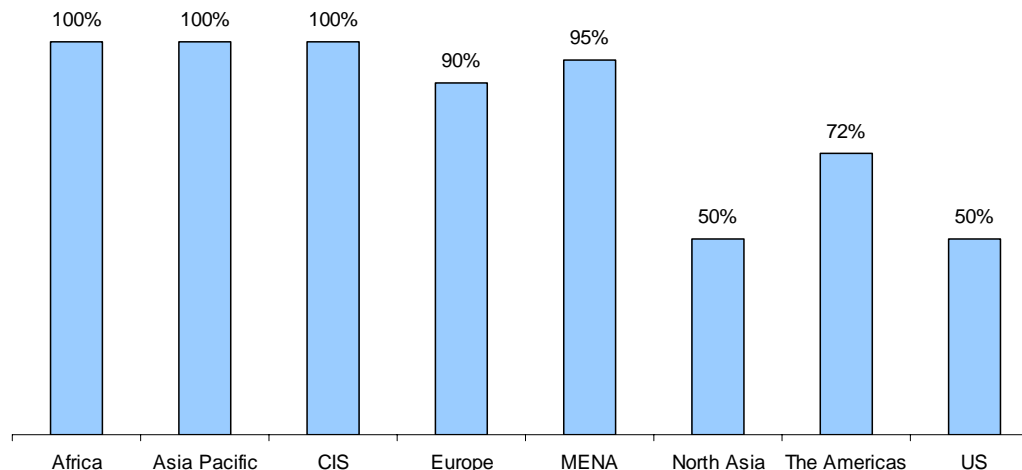
Number of large and medium airports targeted in the campaign



Airports engaged

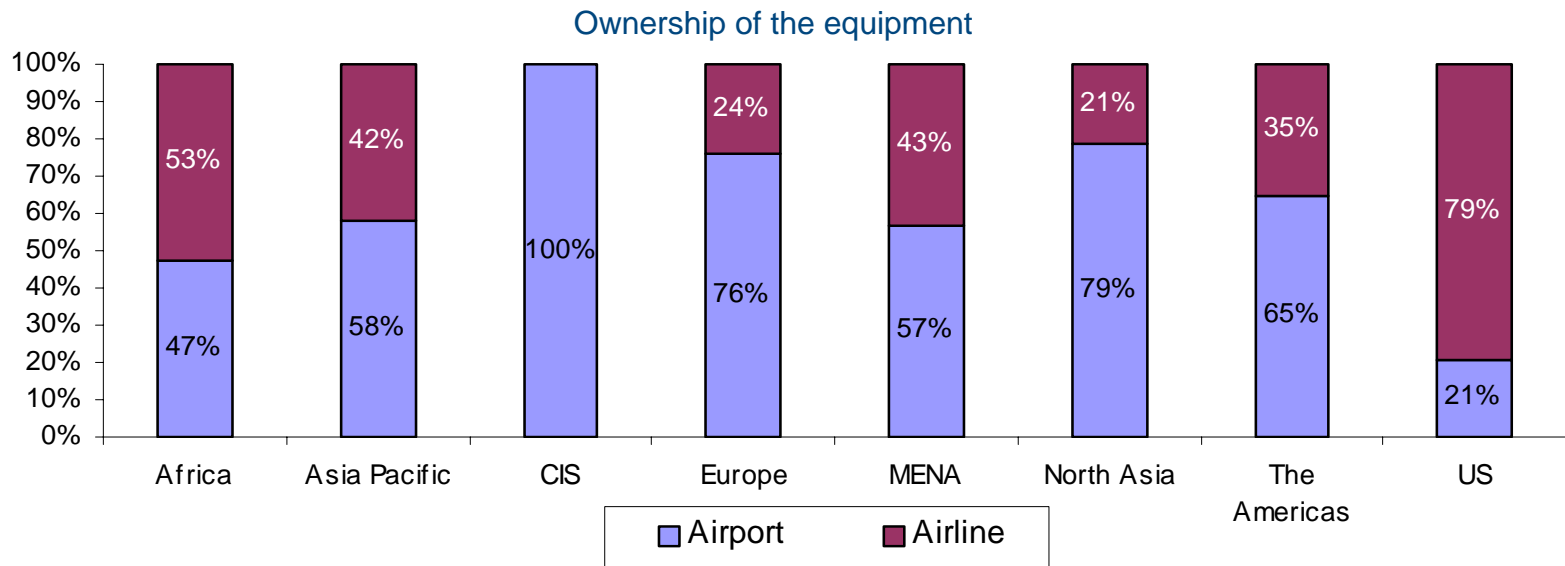
- 358 airports were engaged in less than 5 weeks:
 - 82% of large and medium airports with shared equipment (more than one million passenger) were engaged
 - 35% of small airports with shared equipment (less than one million passenger) were engaged

Percentage of large and medium airports with shared equipment engaged in the campaign



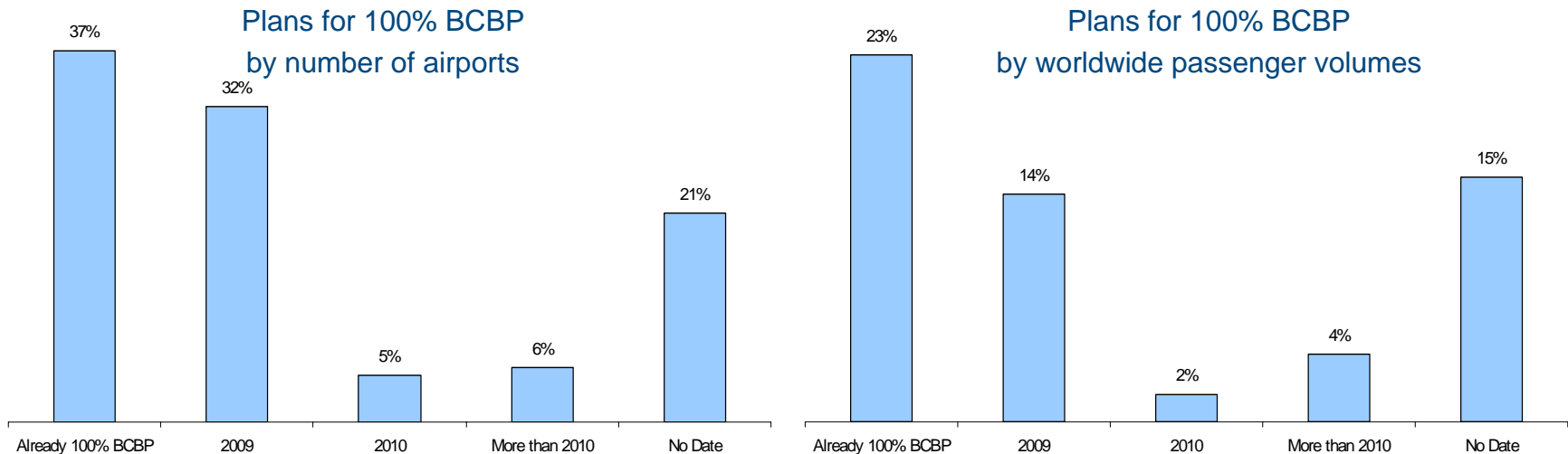
Who owns the equipment?

- The targeted airports were engaged because airlines confirmed to be using shared equipment. But who owns the equipment?
 - 64% of engaged and automated airports own the equipment
 - 36% of equipment is owned by airlines (directly, or through ground handling companies and CUTE CLUBs)



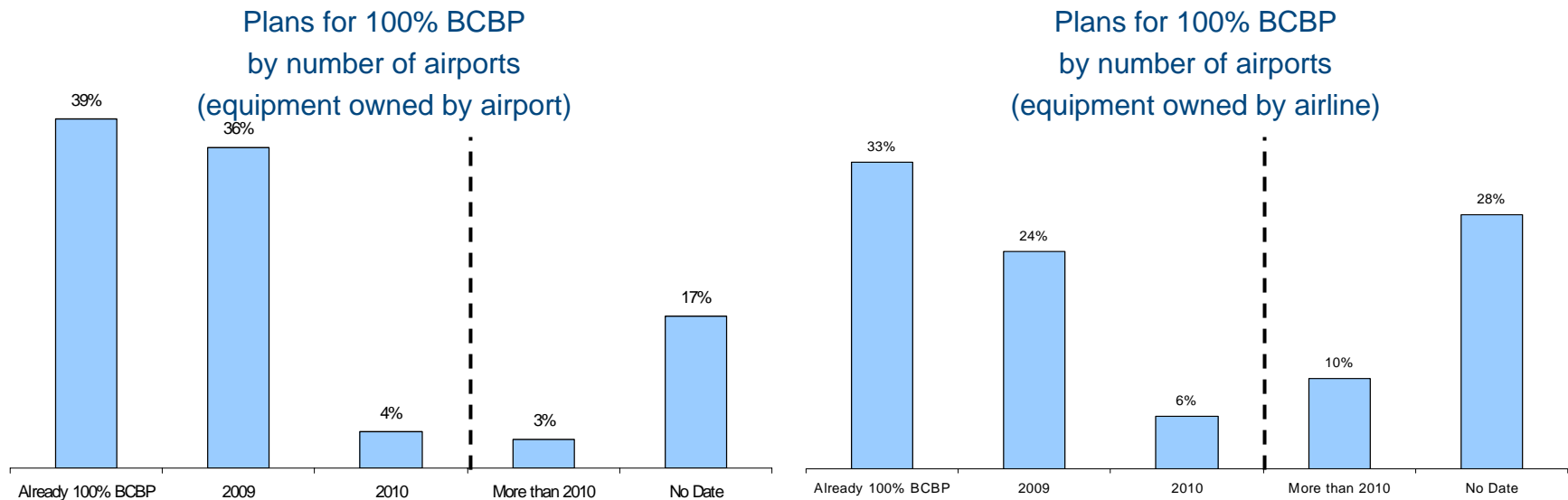
Plans for 100% BCBP?

- 37% of engaged airports already offer 100% BCBP capable equipment (representing 23% passengers)
- 74% of engaged airports are already or plan to be 100% BCBP by end 2010 (39% pax)
- More than 17% of airports have still no firm date for 100% BCBP (15% pax)



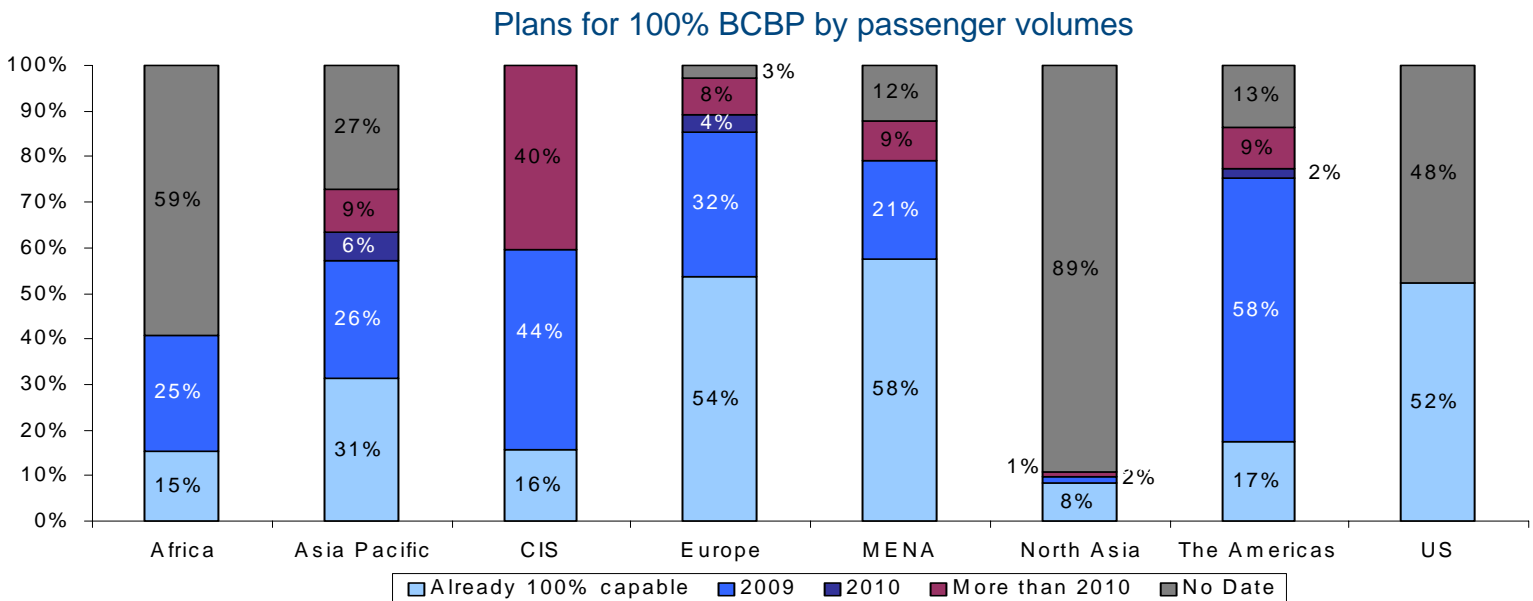
Higher forecast when airports own the equipment

- Plans and readiness are more defined when airports own the equipment
 - Equipment owned by airport: 79% of airports 100% BCBP by 2010
 - Equipment owned by airline: 63% of airports 100% BCBP by 2010
- IATA will engage the airlines that provide shared equipment



Regional plans for 100% BCBP?

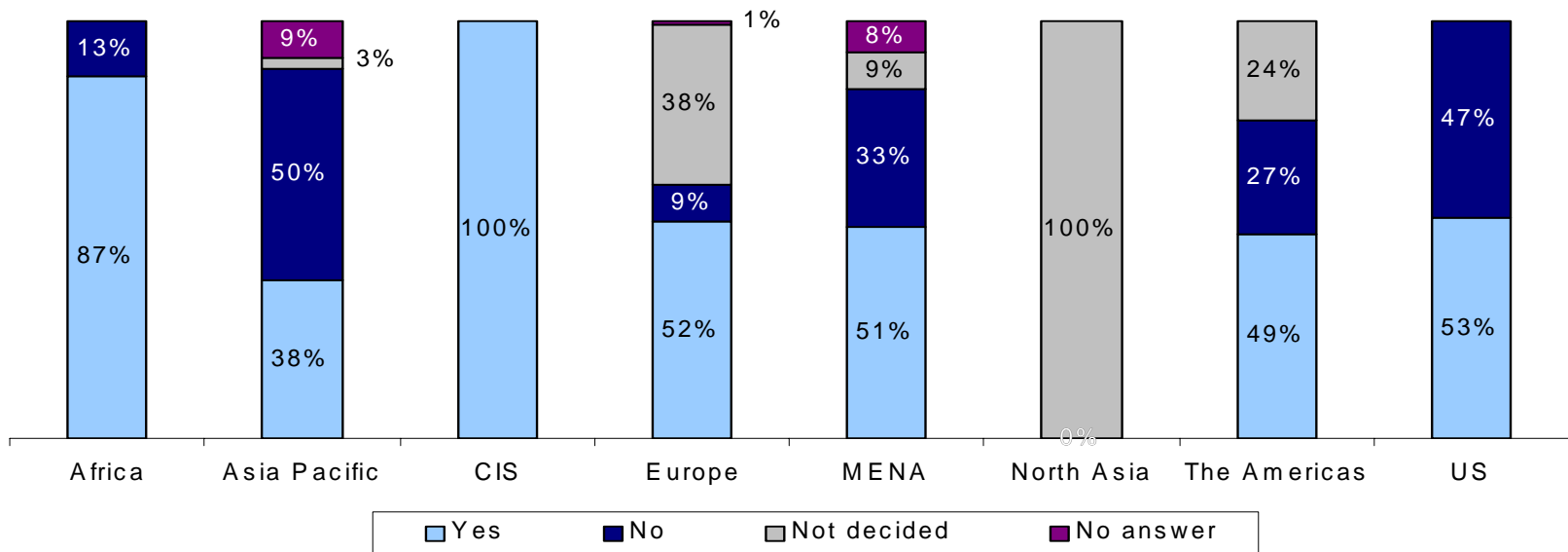
- Strong efforts need to be coordinated in Africa, North Asia and US in order to ensure a commitment to the 2010 deadline
- Even if not representing the largest regions in passenger volumes, CIS is the most worrying region with 40% of volumes not planned for BCBP until after 2010



Is mag-stripe still ordered?

- Even if moving towards BCBP, the industry does not seem totally made aware and confident to eliminate the magnetic stripe
- Airports argue that airlines are still not prepared even if the infrastructure is ready

When renewing CUTE contract, will the equipment be only BCBP? (by passenger volumes)



BCBP Matchmaker is at full speed!

➤ Status:

- Only 9 months after the launch, **198** airlines and **355** airports registered
- 75% of engaged airports owning the equipment are registered (campaign facilitated the registration of 108 airports)
- Almost 1000 implementation requests between airlines and airports
- Matching plans: 200 implementation dates agreed between airlines and airports (130 through this campaign)

➤ Benefits:

- Enables validation of airport scope (airline operating + printer/reader)
- Enables self-engagement of airlines and airports
- Enables reporting of industry progress towards 100% BCBP
- Enables to target strategic airports (feeds the interactive map with 650 airports)

➤ Access:

- www.iata.org/stbsupportportal/bcbp/Matchmaking.htm

BCBP MATCHMAKER
Matching BCBP roll out plans of airlines and airports



Still not fully BCBP capable?

- What are the consequences?
 - Higher costs of operations
 - Disruptions at airports that provide bar code only equipment
 - Disruptions at airports where the IATA 2D bar code is required
 - Disruptions in through check-in operations

- How to become BCBP capable?
 - [BCBP Overview](#)
 - [BCBP Standard](#)
 - [BCBP Implementation guide](#)
 - [BCBP Matchmaker](#)
 - [BCBP Interactive Map](#)
 - IATA local country representative will still contact airlines to provide support and expertise to meet this industry objective

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Simplifying the Business Programme

What is StB?

- What is it?
 - An initiative launched by the **Board of IATA** which aims to leverage **technology**, **automate** the business and **streamline processes**. This results in a reduction of **complexity** and **cost**, to make **travel more convenient**
 - Three criteria requirement for StB projects:
 - Airline driven
 - Deliver multi-million dollar savings
 - Improve customer service
- Why?
 - To transform the network carrier model to increase its competitiveness

StB – Targets 2009 and beyond

- BCBP - bar coded boarding passes
 - 60% usage by end 2009
 - 100% usage by end 2010
- Baggage Improvement Programme (BIP)
 - Complete 20 diagnosis visits by end 2009
 - Complete further 20 airports per year from 2010 to 2012
 - Start self-help programme in 2010 for the next 120 airports

StB – Targets 2009 and beyond

- IATA e-freight
 - Expand EF to 5 new locations (to 23), 14 new airports (to 44) and 3 more documents (to 16) by end 2009
 - Drive more volumes through EF
- Fast Travel
 - 10 airlines with bags ready-to-go (2 shared environment locations) by end 2009
 - 10 airlines with self-boarding (1 with international passenger identity checks) by end 2009
 - 10 airlines with self-service bag recovery (2 shared environments) by end 2009
 - 75 CUSS sites offering document scanning by end 2009

StB – Campaign approach

Why Campaigns:

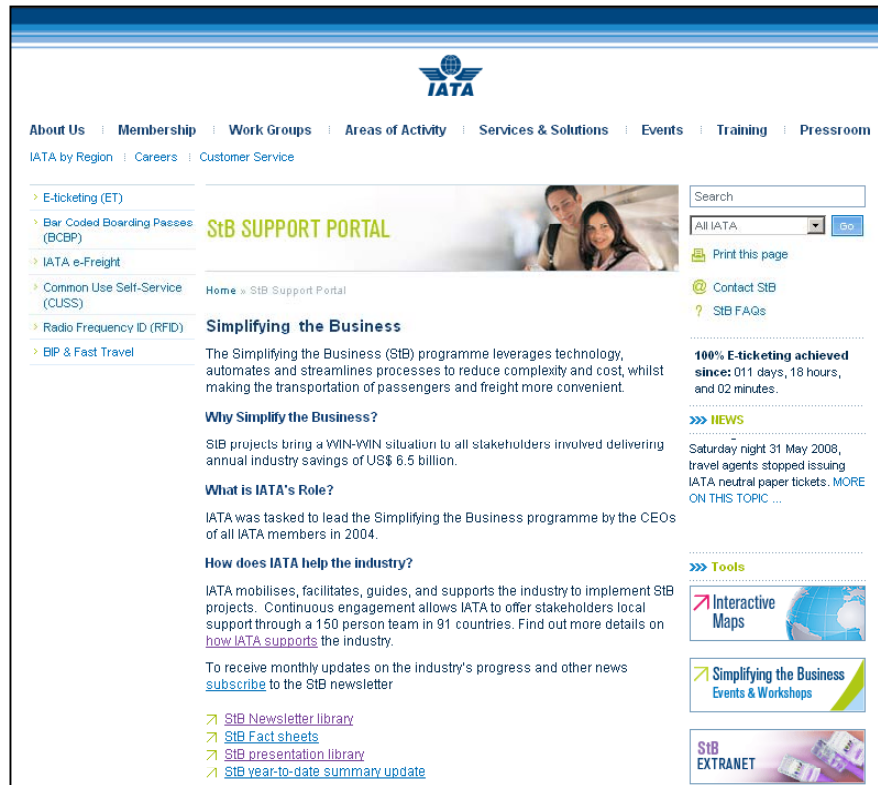
- to make progress in a structured, organised way
- to have measurable objectives and targets that are clearly communicated

- Our way of translating strategy into action
- A way of focusing effort on areas with the aim of achieving specific and measurable results

Two types of Campaign:

- Horizontal:
 - advancing the programme as a whole, step by step
- Vertical:
 - cluster targets with particular needs

For more information, go to the StB Support Portal



The screenshot shows the IATA StB Support Portal website. At the top is the IATA logo and a navigation menu with links: About Us, Membership, Work Groups, Areas of Activity, Services & Solutions, Events, Training, and Pressroom. Below the menu is a search bar and a dropdown menu for "All IATA" with a "Go" button. The main content area features a large banner for the "StB SUPPORT PORTAL" with a photo of a man and a woman. Below the banner is a sidebar with a list of links: E-ticketing (ET), Bar Coded Boarding Passes (BCBP), IATA e-Freight, Common Use Self-Service (CUSS), Radio Frequency ID (RFID), and BIP & Fast Travel. The main content area has a heading "Simplifying the Business" and a sub-heading "Why Simplify the Business?". The text describes the SIB programme's goal to reduce complexity and cost. It also includes sections for "What is IATA's Role?" and "How does IATA help the industry?". On the right side, there are several widgets: a "100% E-ticketing achieved" announcement, a "NEWS" section with a date "Saturday night 31 May 2008", a "Tools" section with a link to "Interactive Maps", and a "Simplifying the Business Events & Workshops" section. At the bottom right, there is a "SIB EXTRANET" link.

➤ <http://www.iata.org/stbsupportportal>