



Simplifying the Business

BCBP Vertical Campaign for Green Airlines

Forecasting the end game

StB Phase 10

Final report

Release date: October 30th 2009

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BCBP Project in a nutshell

➤ Objectives:

- Through enabling self-service and customer information management, provide a win-win-win scenario for airlines, airports and customers by lowering costs and improving passenger experience
- Replace costly magnetic striped boarding passes and related equipment by a single 2D bar coded boarding pass

➤ Targets / mandate:

- By 2006, 25 airlines to be BCBP capable – **achieved!**
- In 2006, a unique BCBP format to be endorsed by the JPSC – **achieved!**
- In 2007, 80 airlines capable – **achieved!**
- By 2008, 200 airlines to be BCBP capable – **achieved!**
- By 2009, 60% BCBP. Current status is 80% – **achieved!**
- By 2010, 100% BCBP for in scope airlines

➤ More information:

- [BCBP portal](#)

BCBP Vertical Campaign for Airlines

➤ Objectives:

- Forecast 2009 and 2010 BCBP capability to better understand the BCBP end game
- Secure commitment from airlines to 100% BCBP by 2010
- Identify obstacles to reach 100% BCBP
- Offer implementation quick wins to the airlines

- **Scope:** All 189 Green worldwide airlines in scope for the BCBP project: IATA members and their ITCI partners. 175 were finally engaged, representing 92% of global passengers

➤ Process:

- IATA representatives engaged airline representatives, performed quality checks, collected the roll out plans to implement BCBP in the remaining airports through BCBP Matchmaker and identified the obstacles of implementations beyond 2010
- IATA representatives also offered quick win implementation advice thanks to information collected through the IATA network and through airport campaigns

- **Timeline:** One month from mid September to mid October

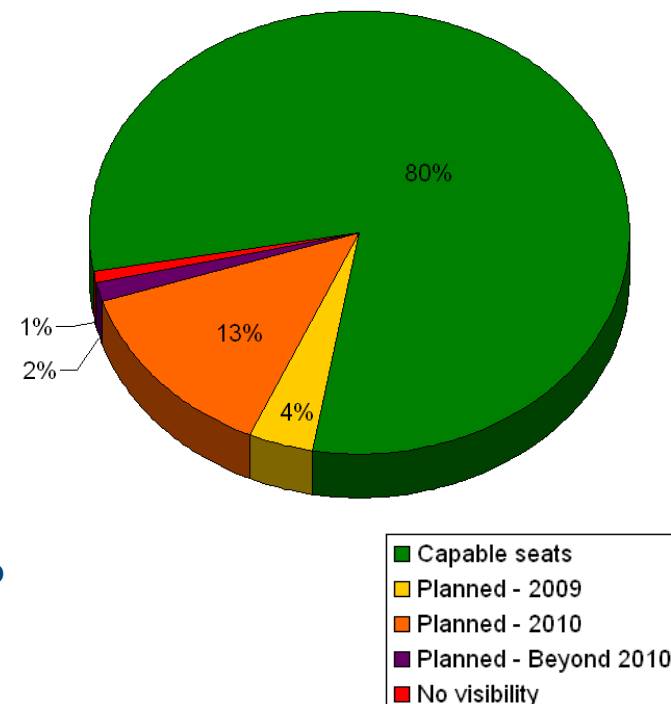
100% BCBP vision validated by airlines!

- Airlines forecast:
 - 84% BCBP by end 2009
 - 97% BCBP by end 2010

- This result is a key milestone for the project: this campaign validates for the first time the IATA's Board vision of 100% BCBP. With 97% BCBP, the benefits will be practically delivered and the point of no return will be passed

- This campaign also shows a great progress because the last BCBP airline campaign in April 09 delivered a commitment of 88% BCBP by end 2010 and the major obstacle was a lack of plan

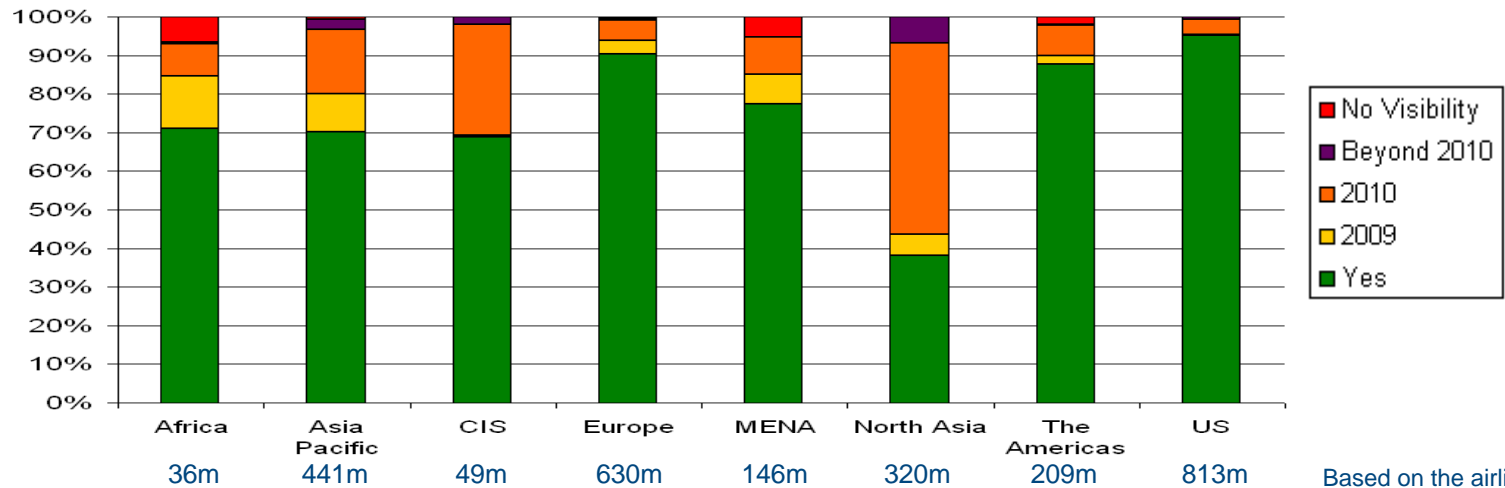
BCBP implementation plans
(by passenger volumes)



BCBP is global! All regions follow!

- All regions present plans above 90% BCBP by end 2010
- Most of 2010 implementations will take place in North Asia (i.e. orange)
- Most of implementations beyond 2010 are located in Asia (i.e. purple)
- Lack of visibility remain in MENA and Africa, mainly due to non capable airlines (i.e. red)

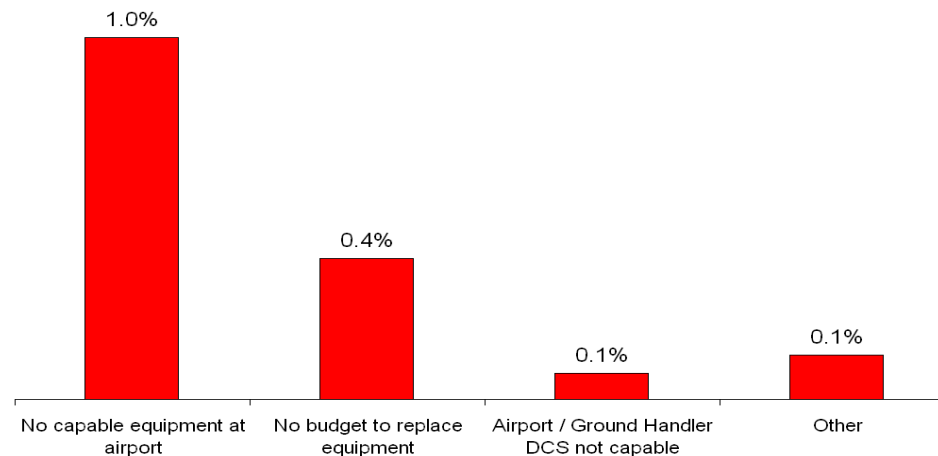
Airline plans toward 100% (by % of regional seats)



Local gaps are preventing 100% BCBP

- Implementations planned beyond 2010 are affecting 1.6% of global passengers. 72% of these cases are due to external blockers and airport capability is the main gap factor
- Lack of plan or visibility, affecting 0.8% of global passengers (mainly non capable airlines)

Reasons of implementations beyond 2010 and impact at global level



Next steps

- Confirm to the next IATA Board of Governors and the industry that the vision established in June 2006 is on track to be delivered by its deadline

- Continue to mobilise the industry:
 - Support non engaged airlines to work on a plan for 100% BCBP
 - Support and provide guidance to the airlines that identified external blockers
 - Mobilise the airports that are representing an obstacle towards the 2010 deadline
 - Track on a monthly basis that forecast plans are met

A large, solid blue triangle on the left side of the slide, pointing towards the right, framing the title text.

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% capability by end 2009
 - 100% capability by end 2010
- Baggage Improvement Programme (BIP)
 - Complete 20 diagnosis visits by end 2009
 - Complete further 20 airports per year from 2010 to 2012
 - Deliver self-help programme from 2010 to 2012 for the next 120 airports
- IATA e-freight
 - Expand EF to 5 new locations (up to 23), 14 new key airports (up to 44) and 3 more documents (up to 16) by end 2009
 - 100% e-freight where feasible by 2010
- 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

BCBP Matchmaker is Live!

➤ Status:

- 20 months after the launch, 97% of airlines in scope registered
- Now **229** airlines and **680** airports registered
- More than 1600 implementation requests sent between airlines and airports

➤ Benefits:

- Enables visibility of airports in scope for engagement
- Enables self-engagement of airlines and airports
- Enables reporting of industry progress towards 100% BCBP
- Highlights strategic airports for BCBP

➤ Access:

- www.iata.org/stb/bcbp/Matchmaking.htm
- Learn the latest BCBP Matchmaker features: www.iata.org/stb/workshops.htm

BCBP MATCHMAKER

Matching BCBP roll out plans of airlines and airports



For more information, go to the StB Website

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Completed Projects:

- > [E-ticketing \(ET\)](#)
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Simplifying the Business



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The Simplifying the Business programme's mission is to change the way the air transport industry operates – resulting in better service for passengers and lower costs for the industry. Today, as the industry environment continues to deteriorate, StB continues to deliver industry change. The current StB programme will save the industry up to US\$14 billion every year.

How does StB realise industry-wide change?

- A focus on a mutually beneficial approach for everyone involved
- The leadership and support of the IATA Board of Governors - a group of 30 airline CEOs
- The endorsement of the IATA AGM
- The ability to create industry-wide standards
- A global network of 4,000 IATA, airline, and airport staff, industry experts and suppliers

For more information, please click on the links below. Homepages of the five current StB projects are available on the left hand navigation of this page.

- [StB in the media](#)
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