



Simplifying the Business

BCBP Vertical Campaign for Airports: BCBP airports plans towards 100% StB Phase 9

Final report

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Executive summary

BCBP project in a nutshell

➤ Objectives:

- Through enabling the use of web and mobile check-in, provide a win-win-win scenario for airlines, airports and passengers by lowering costs and improving the 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!**
- By 2006, a unique BCBP format to be endorsed by the JPSC – **achieved!**
- By 2007, 80 airlines capable – **achieved!**
- By 2008, airlines to be BCBP capable – **achieved!**
- By 2009, 60% BCBP. Current status is 64% - **target achieved!**
- By 2010, 100% BCBP

➤ More information:

- [BCBP website](#)

BCBP vertical campaign for airports

➤ Objectives:

- Secure commitment from airports with a shared check-in environment to have all shared printers 2D capable by the 2010 deadline
- Forecast the airport printer capability for 2009 and 2010 & identify obstacles for achieving 100% BCBP by end 2010
- Ensure all the airports are benefiting from BCBP Matchmaker towards 100% BCBP
- Identify obstacles for home printed & mobile BCBP acceptance at security

➤ Scope:

- More than 1000 airports with shared check-in environment, with special focus on the top 200 not fully BCBP capable

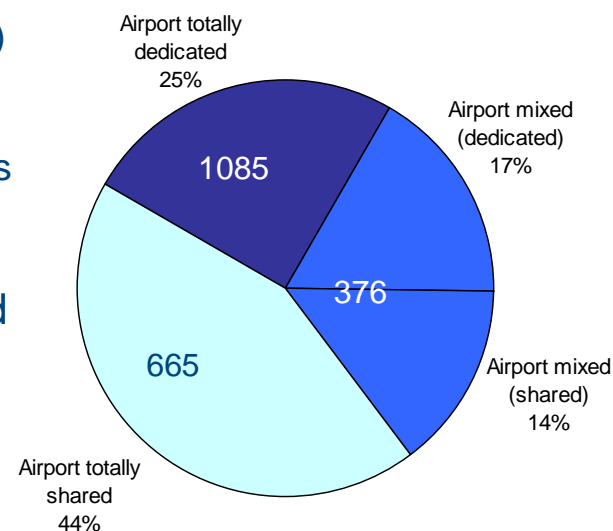
➤ Timeline:

- Mid April - Mid May 2009

Who has been engaged and why?

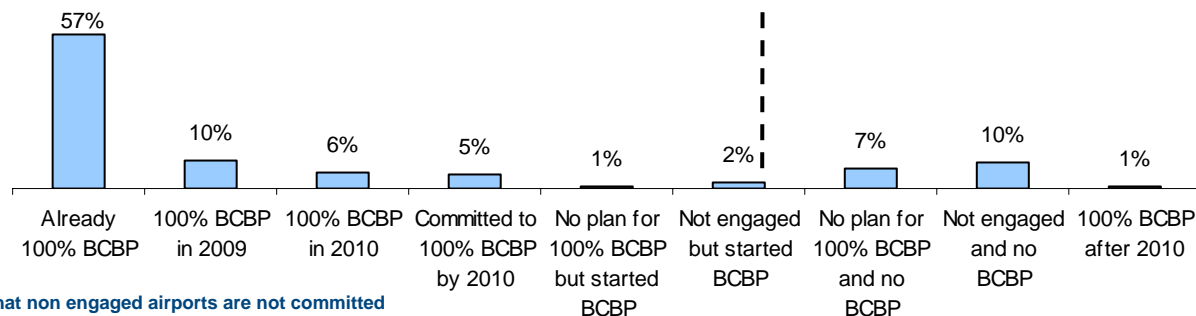
- The IATA strategy to push the industry towards 100% BCBP is to engage the owner of the equipment:
 - When equipment is shared, IATA engages the airports (airport authority, AOC, CUTE Club or Ground Handler) to ensure that the equipment is 100% capable and that airlines will be able to deploy
 - IATA engages the airline directly when the equipment is dedicated and owned by the airline
- The aim of this campaign was therefore to ensure that shared environments will be BCBP ready by end 2010
- In November 2008, IATA already engaged 358 airports in shared environment: 126 airports were already fully BCBP capable
- The current campaign focused on the next 200 airports in shared environments in order to find out plans for equipment that supports 100% BCBP

Airport types by passenger volumes



Strong airport commitment to 100%

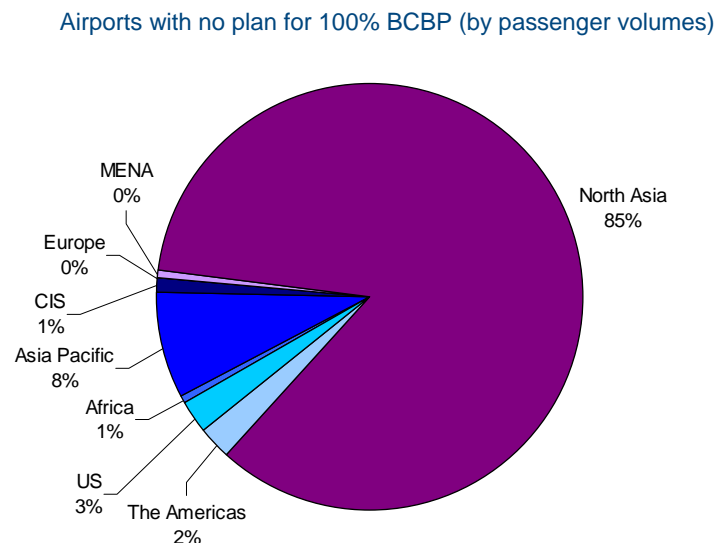
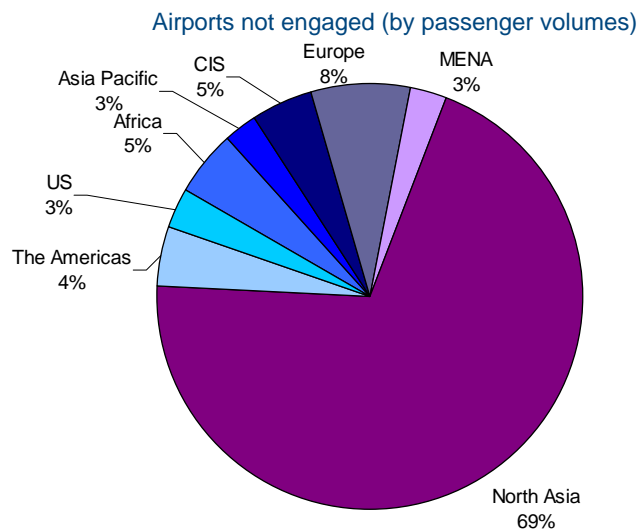
- IATA has engaged in 2008 and 2009 airports that represent 88% of passenger in shared volumes with the following picture:
 - Airports representing **67%** of passengers in shared environments confirmed having a **plan for 100% BCBP before end of 2009**
 - Airports representing **74%** of passengers in shared environments confirmed having a **plan for 100% BCBP before end of 2010**
 - **The current commitment to 100% BCBP by end 2010 is 82%*, with no foreseen obstacle to 100%**



* Assuming the worst case scenario that non engaged airports are not committed

Who represents the main gap to 100%?

- The remaining 18% of passengers in shared environments are from:
 - 10% from airports not engaged (mostly from China)
 - 7% from engaged airports with no plan for 100% BCBP (mostly in China)
 - 1% from engaged airports with plan beyond 2010



Home printed & mobile BCBP accepted

- Home printed BCBP accepted at security for 60% of passengers:
 - 21 of the top 40 countries accept home-printed BCBP
 - Eight additional countries partially accept home-printed BCBP
- Mobile BCBP in early stage but in good shape
 - 12 of the top 40 countries either accept or partially accept mobile BCBP. In most cases where mobile BCBP isn't accepted, airlines have yet to implement; no problems of acceptance are foreseen in these cases
- There are still major gaps in large countries with no home-printed or mobile acceptance: India, Italy, Brazil, Thailand

BCBP Matchmaker: the enabler!

- BCBP Matchmaker is definitely becoming the tool of choice for the industry to plan 100% BCBP
- 117 additional airports have registered in BCBP Matchmaker during the campaign, with a total now of 554 airports
- 532 implementation requests have been exchanged between airlines and airports during the campaign

Additional key findings & conclusions

- There is no obstacle to 100% BCBP. The first and almost unique challenge is a lack of a plan (same as for airlines)
- Only seven airports gave reasons for not committing to 100% and IATA can provide guidance to overcome these obstacles
- There are less and less airports with no firm date for 100% BCBP (from 17% in 2008 campaign to 7% in 2009 campaign)
- At airports that have already reported full BCBP capability, airlines have reported 62% capability
 - Airline can deploy BCBP at these airports increasing the global BCBP capability by 13% at no infrastructure cost.
 - This figure is consistent with the BCBP forecast of 80% by end 2009 reported by the airlines
- This campaign confirms again that shared environments are not an obstacle to 100% BCBP. Airlines can now focus on their own dedicated equipment

BCBP next steps

- IATA still needs to contact the airports not yet engaged or with no plan for 100% BCBP; this accounts for 17% of passenger volumes
- IATA will investigate in more detail the airports that may have obstacles and have planned 100% BCBP after 2010
- IATA will encourage airlines to deploy in the airports 100% BCBP ready
- IATA will engage the authorities where web or mobile BCBP are not accepted at security point
- 2nd half 2010 StB blueprint will consolidate the tasks required to achieve the above

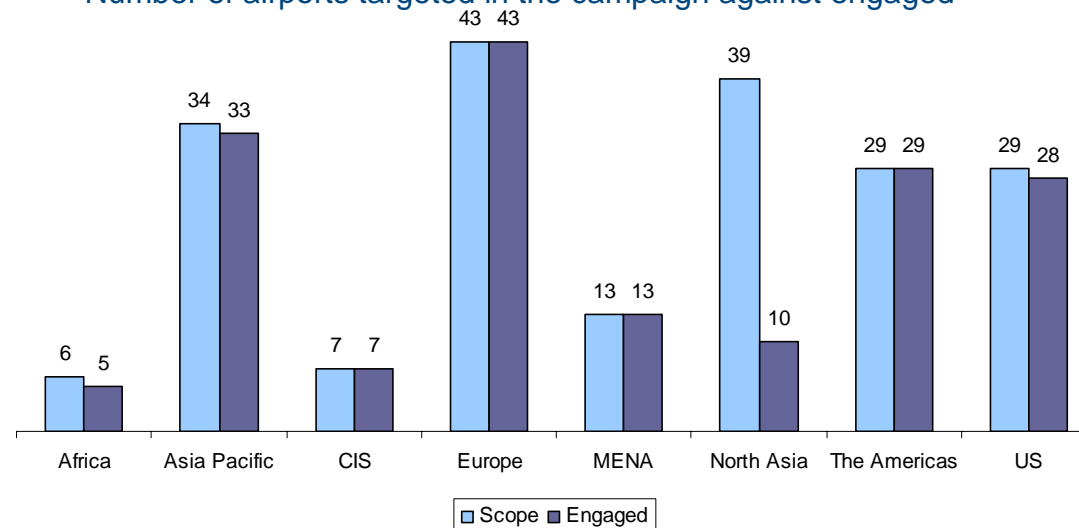
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Detailed Results

Airports engaged in this campaign

- The campaign focused on the top 200 airports using shared printers that had not confirmed yet to IATA that all the equipment was 100% BCBP compliant (these airports represent 58% of global passengers)
- 168 out of the 200 airports and an additional 95 airports were engaged, combining a total of 263 airports that cover 46% of passengers in shared environments

Number of airports targeted in the campaign against engaged



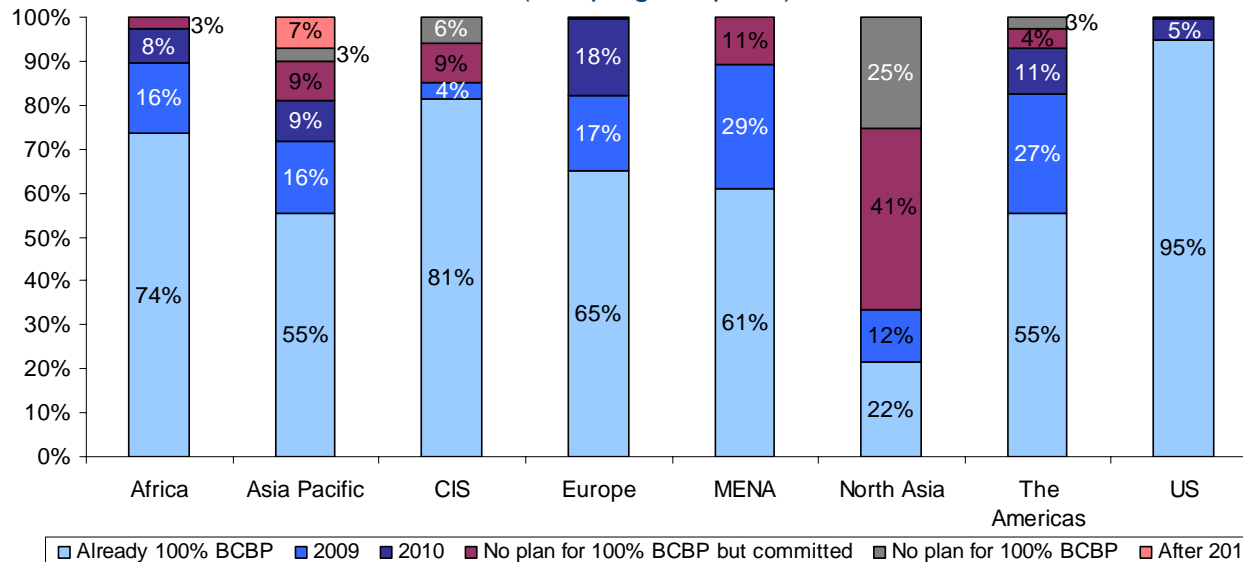
Strong airport commitment to 100%

- For the airports engaged through this campaign:
 - Airports representing **74%** of the engaged passenger volumes confirmed **plan for 100% BCBP by end 2009**
 - Airports representing **85%** of the engaged passenger volumes confirmed **plan for 100% BCBP by end 2010**
 - **The commitment to 100% BCBP by end 2010 is 94%**
- The first challenge to 100% BCBP is as for airlines a **lack of a plan** that affects **5%**
- Only seven airports gave reasons for not committing to 100% and IATA can provide guidance to overcome all these obstacles

Regional plans for 100% BCBP

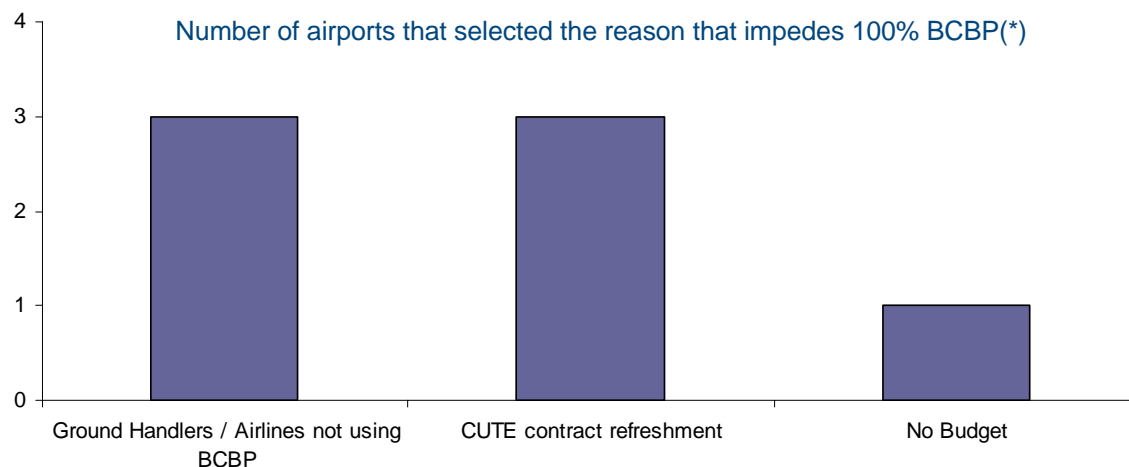
- All regions except North Asia are committed to offer more than 90% BCBP by end 2010 for the airports engaged through this campaign
- The only region where some airports plan to be 100% BCBP after 2010 is Asia Pacific, due to some Japanese airports

Plans for 100% BCBP by passenger volumes
(campaign airports)



Very few perceived limitations

- Out of the 15 airports that did not commit to 100% BCBP by end 2010, only seven gave comprehensive reasons:



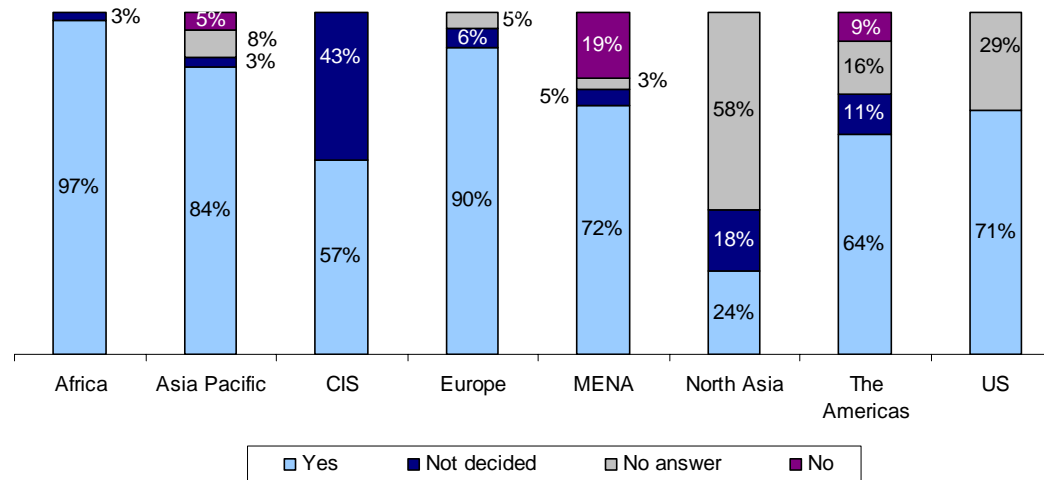
- IATA can provide guidance to overcome these obstacles.
- That confirms that the first barrier is a lack of plan

(*) Multiple choice question

Is mag-stripe still ordered?

- Airports need to address the transition to 100% BCBP by end 2010 but also think about the sunset of magnetic stripe. The industry is more and more confident of eliminating the magnetic stripe: only airports representing 2% of passenger volumes (mainly concentrated in MENA and Americas) will continue to order magnetic stripe in the next CUTE contract
- The industry is now ready to reach the expected savings

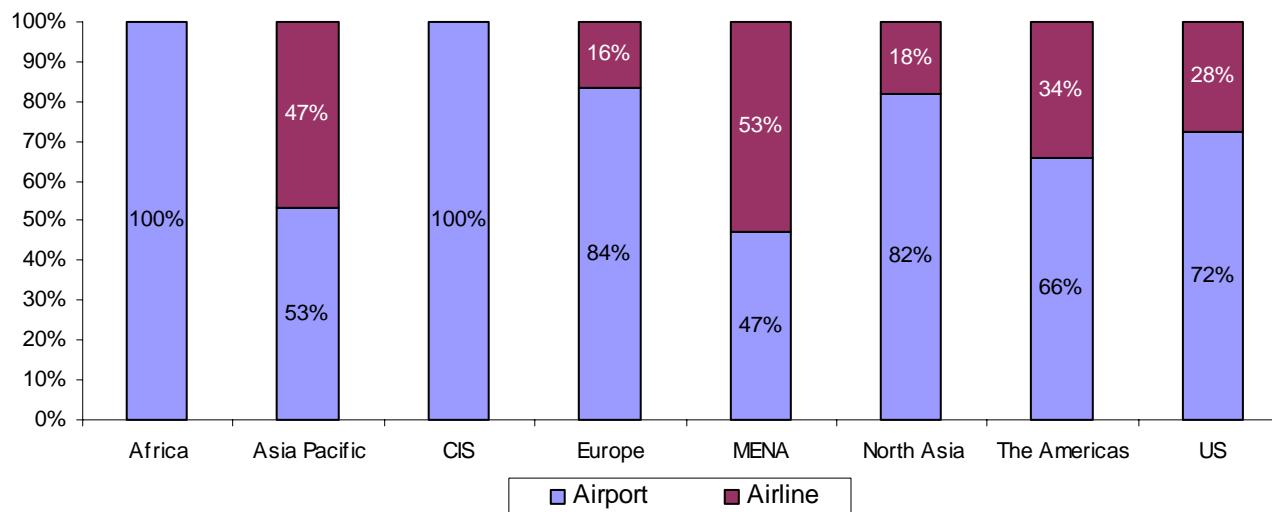
When renewing CUTE contract, will the equipment be only BCBP? (by passenger volumes)



Who owns the equipment?

- The targeted airports were engaged because airlines confirmed to be using shared equipment. But who owns the equipment?
 - 72% of engaged and automated airports own the equipment
 - 28% of equipment is owned by airlines (directly, or through ground handling companies and CUTE CLUBs)

Ownership of the equipment (in number of airports)



Home printed, largely accepted at security. Mobile, still premature

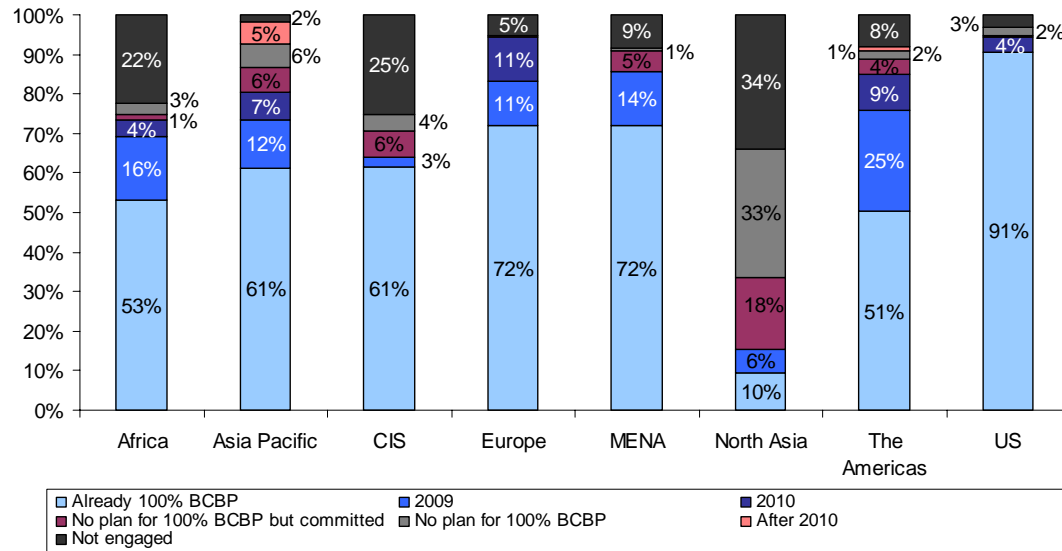
- 21 of the top 40 countries by passenger volumes accept home-printed BCBP
- Eight additional countries partially accept home-printed BCBP
- 12 of the top 40 countries either accept or partially accept mobile BCBP. However, for most of the ones where it is not in place yet, the reason is that airline have not start to implement. In these cases, no problems of acceptance are foreseen
- Large countries with no home-printed or mobile acceptance: India, Italy, Brazil, Thailand

Country	Web BCBP Acceptance	Mobile BCBP acceptance
United States (US)	Yes	Partial
China, People's Rep of (CN)	Partial	Partial
Japan (JP)	Yes	Yes
Germany (DE)	Partial	Partial
United Kingdom (GB)	Yes	Partial
Spain (ES)	Partial	Partial
France (FR)	Yes	Yes
Canada (CA)	Yes	Partial
India (IN)	No	No
Italy (IT)	No	No
Brazil (BR)	No	No
Australia (AU)	Yes	No
Korea, Republic of (KR)	No	No
Mexico (MX)	Yes	No
Russian Federation (RU)	Yes	No
Hong Kong (HK)	Yes	No
Thailand (TH)	No	No
United Arab Emirates (AE)	Yes	No
Turkey (TR)	Partial	No
Netherlands (NL)	Yes	Yes
Norway (NO)	Yes	No
Singapore (SG)	Partial	Partial
Saudi Arabia (SA)	No	No
Malaysia (MY)	Yes	Partial
Switzerland (CH)	Yes	No
New Zealand (NZ)	Yes	Partial
Taiwan, Province of China (TW)	No	No
South Africa (ZA)	No	No
Greece (GR)	Yes	No
Indonesia (ID)	Partial	No
Sweden (SE)	Yes	No
Colombia (CO)	No	No
Argentina (AR)	No	No
Denmark (DK)	Yes	No
Egypt (EG)	Partial	No
Philippines (PH)	Partial	No
Austria (AT)	Yes	No
Portugal (PT)	Yes	No
Viet Nam (VN)	No	No
Finland (FI)	Yes	No

BCBP regional status

- Taking into account all airports that have been so far engaged by IATA in 2008 and 2009, Africa, CIS and North Asia are the regions where there is less visibility on plans towards 100% BCBP

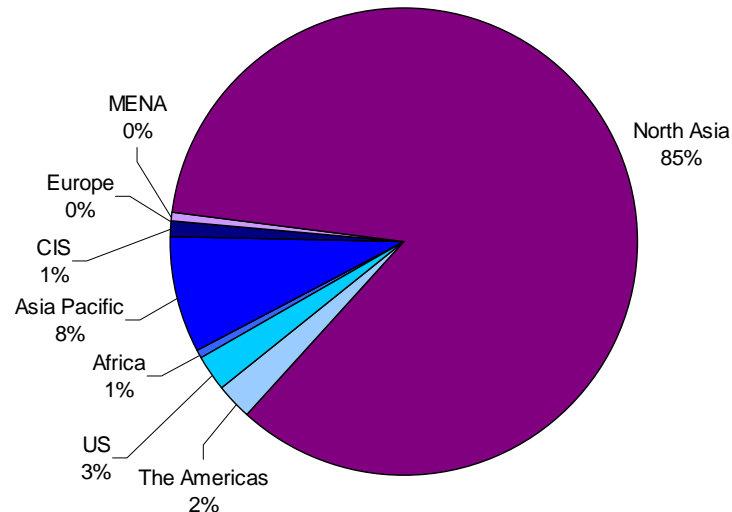
Plans for 100% BCBP by passenger volumes
(all airports with shared environments)



Why no plan?

- 42 airports have not yet firm date for 100% BCBP, representing 7% of global passengers in shared environments. Only 5 of those airports offer more than 1 million passengers in shared environments
- Most of these airports are in China, followed by Japanese airports

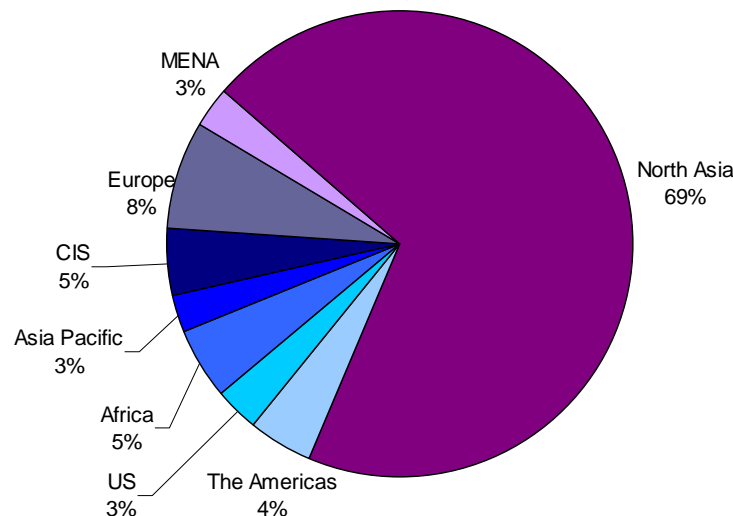
Airports with no plans for 100% BCBP
by passenger volumes



Engaging the last airports!

- 644 airports representing 10% of paxs in shared environments still need to be engaged by IATA
- However, only 33 of those airports (28 in China) offer more than 1 million passengers, and account for 55% of the remaining passengers

Airports with no plans for 100% BCBP
by passenger volumes



BCBP Matchmaker continues to deliver!

- Status:
 - **224** airlines and **562** airports registered
 - More than 1200 implementation requests between airlines and airports
- 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 representatives 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% 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
 - 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:

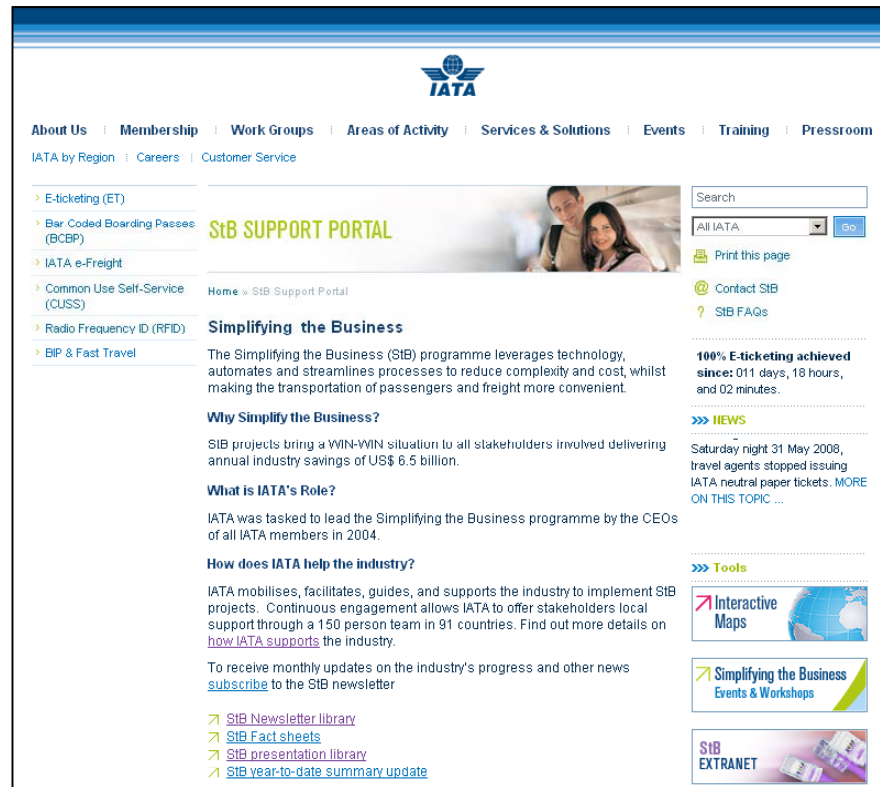
- to make progress in a structured, organised way
- to have measurable objectives and targets that are clearly communicated

- 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 Website



The screenshot shows the IATA website's 'SIB SUPPORT PORTAL'. 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 set to 'All IATA'. The main content area features a large banner with the text 'SIB SUPPORT PORTAL' and a photo of a man and a woman. Below the banner, the page is titled 'Simplifying the Business' and contains several sections: 'Why Simplify the Business?', 'What is IATA's Role?', and 'How does IATA help the industry?'. A sidebar on the right contains a search bar, a 'Print this page' button, and links to 'Contact SIB' and 'SIB FAQs'. At the bottom of the sidebar, there are sections for '100% E-ticketing achieved since: 011 days, 18 hours, and 02 minutes.', 'NEWS', 'Tools', 'Interactive Maps', 'Simplifying the Business Events & Workshops', and 'SIB EXTRANET'.

➔ <http://www.iata.org/stb>