



Simplifying the Business

BCBP Horizontal Campaign for Airlines:
BCBP airline plans towards 100%
StB Phase 9

Final report

Release date: April 30th 2008

Contents

- **Executive summary**
- **Detailed results**
- **Simplifying the Business Programme**

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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 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 56%
- By 2010, 100% BCBP for in scope airlines

➤ More information:

- [BCBP portal](#)

BCBP Horizontal Campaign for Airlines

➤ Objectives:

- Secure commitment from all airlines to the 2010 deadline and identify obstacles
- Forecast 2009 and 2010 capabilities
- Get commitment from red & orange airlines to implement BCBP in 1st semester 2009
- Identify obstacles for home printed and mobile BCBP acceptance at security

➤ Scope:

- All 210 worldwide airlines in scope for the BCBP project: IATA members and their ITCI partners (only scheduled flights)

➤ Process:

- IATA representatives engaged airline representatives and collected the roll out plans to implement BCBP in the remaining airports, and used BCBP Matchmaker to calculate the 2009 and 2010 forecasts

➤ Timeline:

- One month from mid March to mid April

2009 target on track. 2010 target at risk!

- 88% of the airlines in scope for BCBP, representing 95% of the passengers, have been engaged bringing the following results:
 - The planned forecasts^(*) are:
 - End 2009: 73%
 - End 2010: 80%
 - The airline commitment^(**) is:
 - End 2010: 88%

- 100% BCBP 2010 deadline is highly at risk. Plans and commitment are far from the target. The industry has therefore a long way to reach the target!

(*) Forecast means that airlines have confirmed a detailed roll-out plan for remaining BCBP airports that represent this volume

(**) Commitment means that there is no plan yet but airline confirmed intention to implement

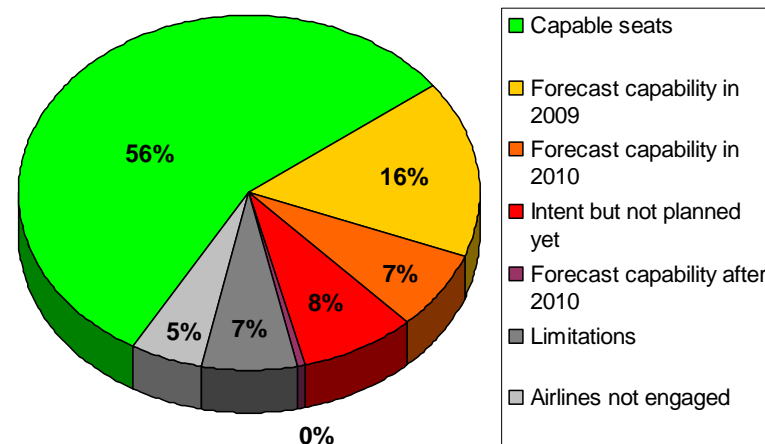
What is preventing 100%?

- The first challenge to 100% BCBP by end 2010 is the lack of a plan for the roll-out in remaining airports, representing a 8% of passengers.
 - Lack of detailed plan and commitment from North Asia are significantly impacting the global picture
 - More deployments planned for 2009 than in 2010

- Further limitations perceived by airlines are analyzed in next slide

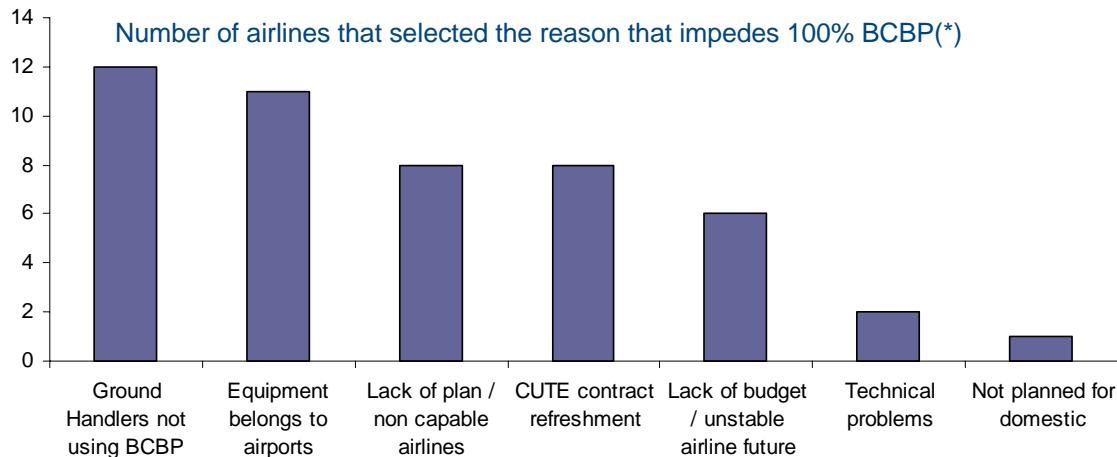
- Lastly, airlines not engaged need to share results with IATA

BCBP capability by passenger volumes



Perceived limitations can be solved

- 44 airlines did not commit to 100% BCBP by end 2010, comprising 7% of passengers, due to the following:



- Most of the barriers perceived by the airlines, are related to a lack of information, plan or responsibility to upgrade to BCBP (airport, ground handler)
 - IATA can provide guidance to overcome all obstacles (more limited guidance on budget and CUTE contracts)
- (*) Multiple choice question

Bringing the last airlines on board

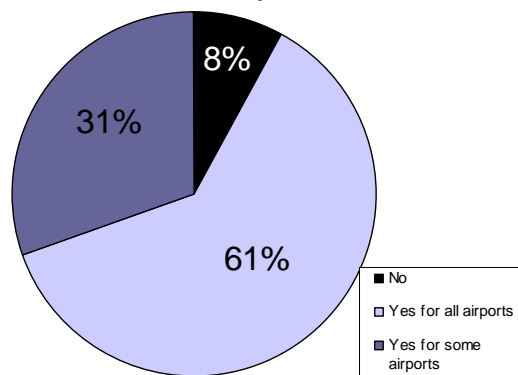
- From the 15 non capable airlines, representing 11% of passenger volumes:
 - 10 should implement in the first semester 2009, and 6 of them committed to 100% by end 2010
 - 1 should implement in the second semester 2009
 - There is no visibility on the other 4 airlines but they only represent 0.1% of passenger volumes:
 - Transportes Aereos de Cabo Verde
 - Martinair Holland
 - Kish Airlines
 - Air Koryo

- The current non capability of these airlines should not prevent them from achieving the BCBP mandate 100% by 2010

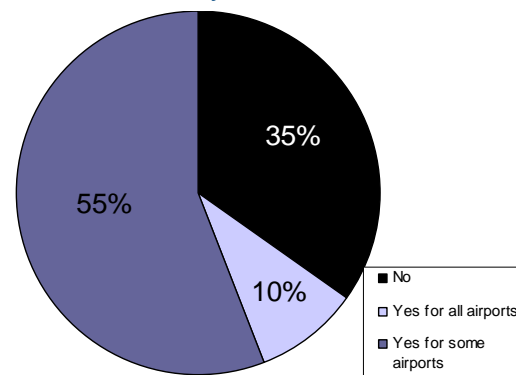
Home printed, largely accepted at security. Mobile, still premature

- Home printed: action needed for India and Australia to gain acceptance
- Mobile BCBP: not implemented yet by airlines in many countries
- For both, document checks are a major obstacle to acceptance

Home printed BCBP accepted at security at country level



Mobile BCBP accepted at security at country level



(*) Yes for some airports means that at a specific country, not all airports accept
 (**) Information coming from airline. Still to be confirmed by airport campaign

BCBP next steps

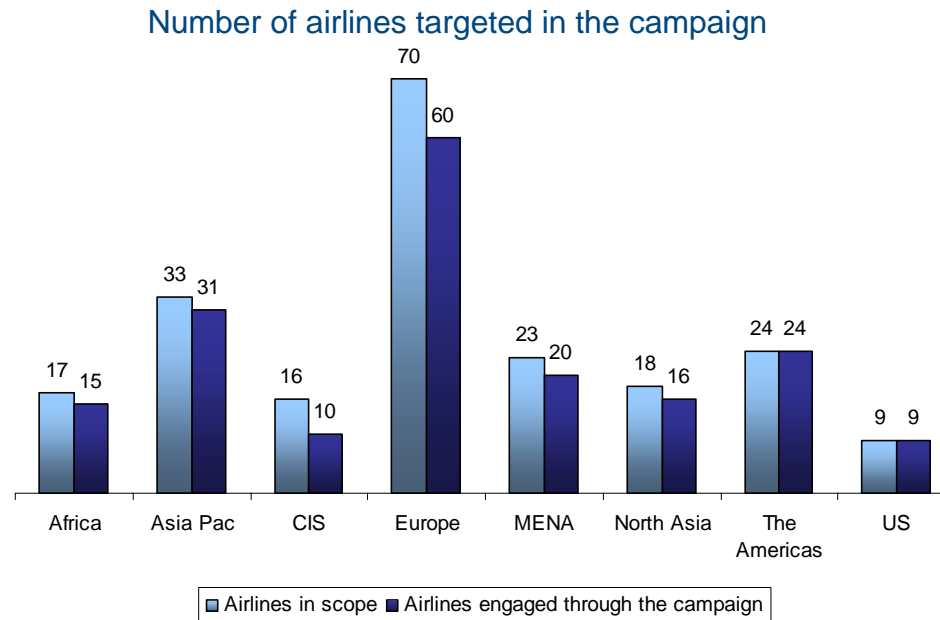
- Get remaining non-capable airlines on board and begin implementation
- Mobilise airlines towards 60% in 2009 and 100% BCBP in 2010
 - Support non engaged airlines to work on a plan for 100% BCBP
 - Engage airlines that did not commit to 100%
 - Monthly engagement to track and verify that plans are met
- Mobilise the airports with shared equipment
 - From April to May, BCBP airport campaign targeting the top 200 airports with shared equipment for which all equipment is not yet BCBP
 - Monthly engagement to track and verify that plans are met
- Mind the gap
 - Ensure airline and airport plans are aligned, enabling the achievement of the 2010 deadline
 - BCBP Matchmaker data quality management
- Raise awareness to CAAs of home printed and mobile BCBP
 - A letter will be sent in June to the respective local authorities responsible for approving the use of home printed or mobile BCBP at security
 - IATA will also concentrate on the countries where not all airports accept home printed or mobile BCBP - further analysis to understand which airports at end of airport campaign

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Detailed Results

Scope of airlines for the campaign

- The campaign targeted all the airlines defined as in scope for the BCBP project, meaning all IATA members and ITCI partners, including airlines that are still not BCBP capable



Based on the airline region

The key success factor is a good plan

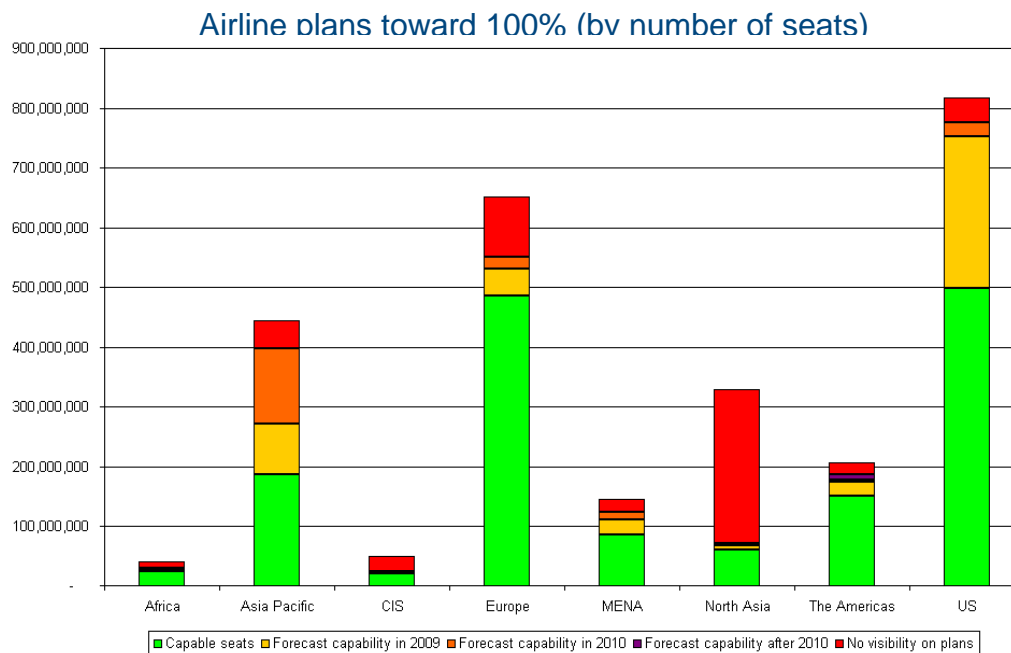
- 88% of the airlines in scope for BCBP, representing 95% of the global passengers have been engaged and the output is:
 - BCBP forecast at end 2009 is 73%
 - BCBP forecast at end 2010 is 80%
 - The industry commitment for 2010 is 88%

- For the airlines that have a detailed plan:
 - BCBP forecast at end 2009 is 85%
 - BCBP forecast at end 2010 is 91%
 - Their commitment for 2010 is 98%

- Commitment is very high for the ones that have a plan.
- Get a plan!!

North Asia to speed up BCBP plans!

- Still 20% of global BCBP capability to be planned
- Lack of implementation plans from North Asia and Europe are affecting more than 14% of worldwide passengers

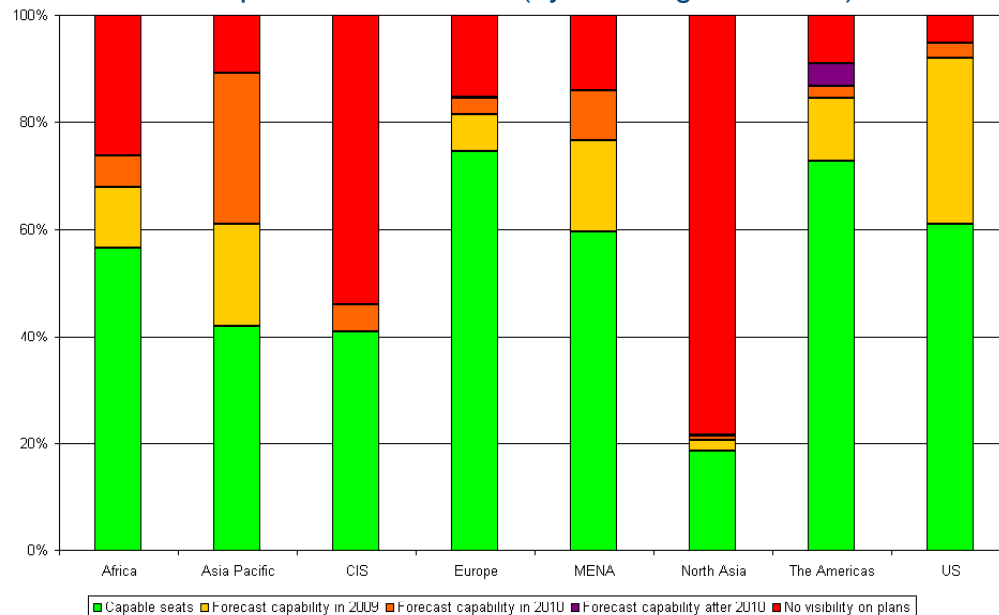


Based on the airline region

North Asia and CIS behind schedule

- Lack of plan represents more than 70% of North Asia & CIS airline pax
- The Americas is the only region where plans exist beyond 2010
- Major markets have plans for more than 80% (Europe, US and Asia Pacific)

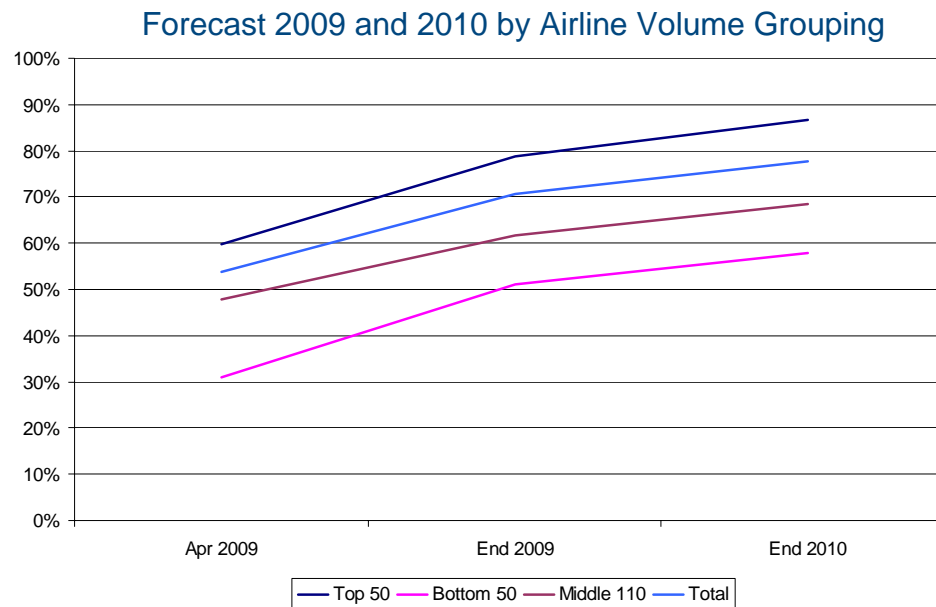
Airline plans toward 100% (by % of regional seats)



Based on the airline region

Is size important?

- Biggest airlines seem best placed to achieve the 100% BCBP
- However, current platinum airlines are not big airlines
- All airlines can benefit from BCBP



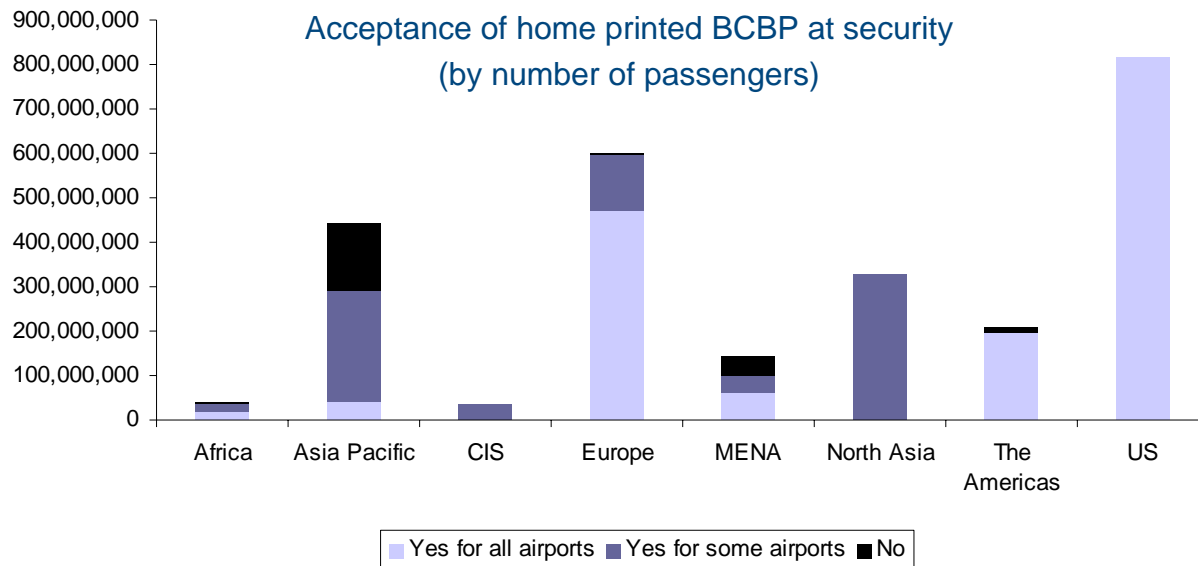
BCBP airline capability

- From the 15 non capable airlines, only 4 airlines (representing 0.1% of worldwide passenger volumes) have still no plan to implement in 2009

- The campaign also helped to identify and validate the first 6 BCBP platinum airlines:
 - LAN Ecuador
 - Macedonian Airlines
 - Malmö Aviation
 - Moldavian Airlines
 - Skyways
 - Frontier

Home printed BCBP acceptance at security

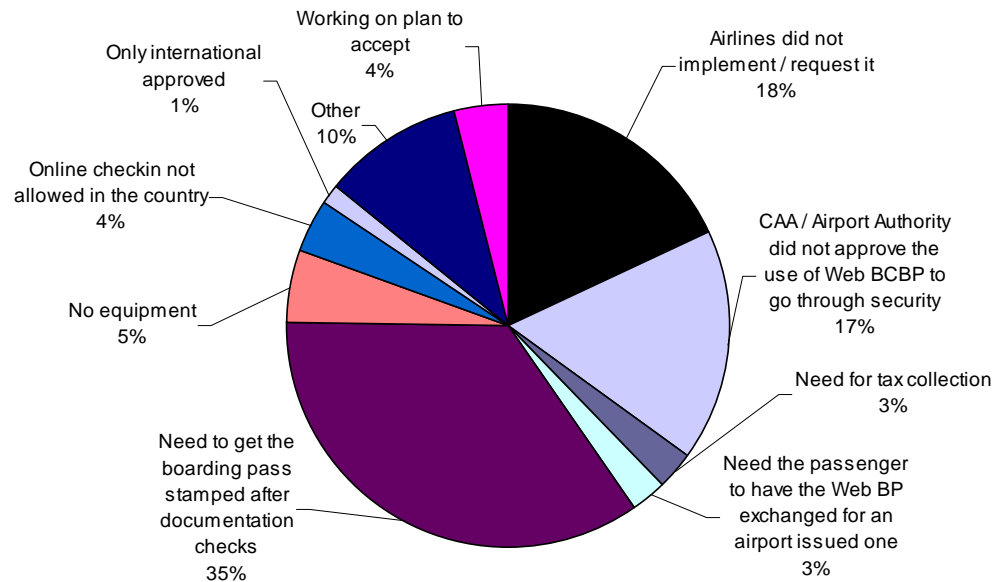
- Key focus of IATA will be primarily Asia Pacific (India, Australia, Indonesia, Vietnam & Philippines) followed by MENA (Egypt & Iran)
- Additionally, effort is needed on standardizing acceptance at country level



Based on the airline region and on the information provided by the airlines
 Accepting home printed BCBP means that security will accept the BCBP as printed and will not require additional process, such as stamping or re-issuing the BCBP

Why is home printed BCBP not accepted at security?

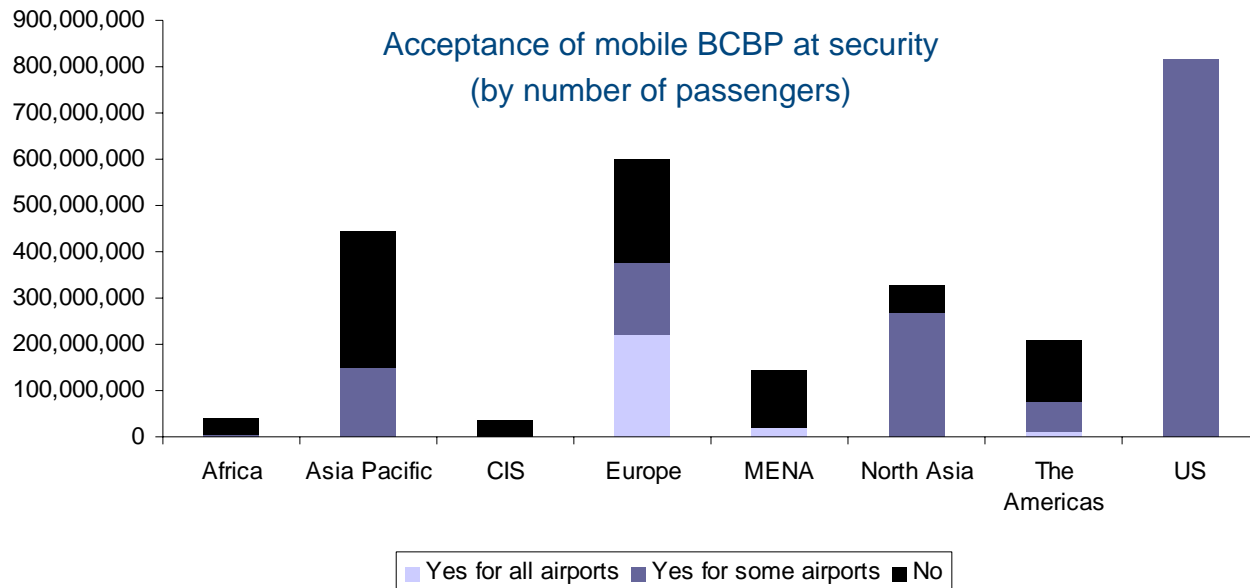
➤ Documentation checks and airlines not using web check-in represent more than 50% of the reasons of why home printed is not accepted at security



Based on the airline region and on the information provided by the airlines
 Accepting home printed BCBP means that security will accept the BCBP as printed and will not require additional process, such as stamping or re-issuing the BCBP

Mobile BCBP acceptance at security

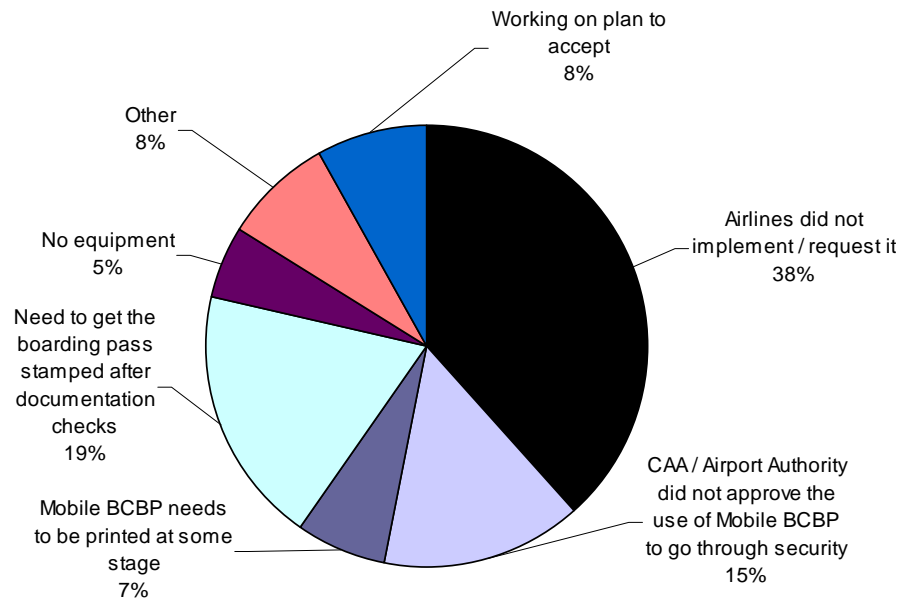
- Majority of countries that fully accept mobile BCBP at all airports are located in Europe
- Current mobile trial between TSA and US airlines to fully accept mobile



Based on the airline region and on the information provided by the airlines
 Accepting home printed BCBP means that security will accept the BCBP as printed and will not require additional process, such as stamping or re-issuing the BCBP

Why is mobile BCBP not accepted at security?

- Mobile is not accepted in some countries mainly because airlines are not offering the service yet



Based on the airline region and on the information provided by the airlines

Accepting home printed BCBP means that security will accept the BCBP as printed and will not require additional process, such as stamping or re-issuing the BCBP

BCBP Matchmaker is Live!

➤ Status:

- Only 14 months after the launch, 95% of airlines in scope registered
- Now **200** airlines(*) and **438** airports registered
- Almost 1100 implementation requests sent from airlines to airports and 200 from airports to airlines
- BCBP Matchmaker will feed the report provided to each CEO at the next AGM

➤ 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

BCBP MATCHMAKER
Matching BCBP roll out plans of airlines and airports

(*) 20 additional out of scope airlines benefit from the BCBP Matchmaker features

Still not 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 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
- 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

For more information, go to the StB Website

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> StB - Home

- [Bar Coded Boarding Passes \(BCBP\)](#)
- [IATA e-freight](#)
- [Baggage Improvement Programme \(BIP\)](#)
- [Fast Travel Programme](#)

Completed Projects:

- [E-ticketing \(ET\)](#)
- [Radio Frequency ID \(RFID\)](#)

Simplifying the Business



Home » StB Support Portal

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](#)
- [StB Programme Fact Sheet \(pdf\)](#)
- [StB workshops and StB at external events](#)
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