



Simplifying the Business

Fast Travel Vertical Campaign for
CUSS Airports: Bag Tag printing
StB Phase 11

Final report

Release date: July 2010

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Executive summary

Fast Travel Programme in a nutshell

➤ Objectives:

- Provide passengers with self-service options in six areas: Check-in, Bags ready-to-go, Document check, Flight re-booking, Self-boarding and self-service Bag recovery
- Reduce costs for airlines and provide passengers with more control over their journey and with faster airport facilities processes

➤ Targets / mandate:

- In 2008, conduct 2 pilots in each of the six areas of Fast Travel – **ACHIEVED!**
- In 2009:
 - 10 airlines with Bags ready-to-go, 10 with Self-Boarding and 10 with Bag recovery – **ACHIEVED!**
 - 75 CUSS sites offering Document scanning – **ACHIEVED!**
- In 2010: 60 new implementations in the Fast Travel projects

➤ More information:

- Visit the [Fast travel website](#) for more information about each project

Fast Travel CUSS* Airport Campaign

➤ Objectives:

- Establish **bag tag printing capability** at current CUSS* airports
- Encourage greater bar tag printing **penetration**
- Present **StB Matchmaker (MM onward) as the new on-line tool for Fast Travel**

➤ Scope:

- The scope of this campaign covers all the airports that are considered as live for CUSS (134 airports)

➤ Process:

- IATA representatives engaged CUSS owners and retrieved key information about bag-tag printing capability at airports.
- IATA representatives presented MM as the new tool for FT and invite the champion to register in and update the information related to kiosks.

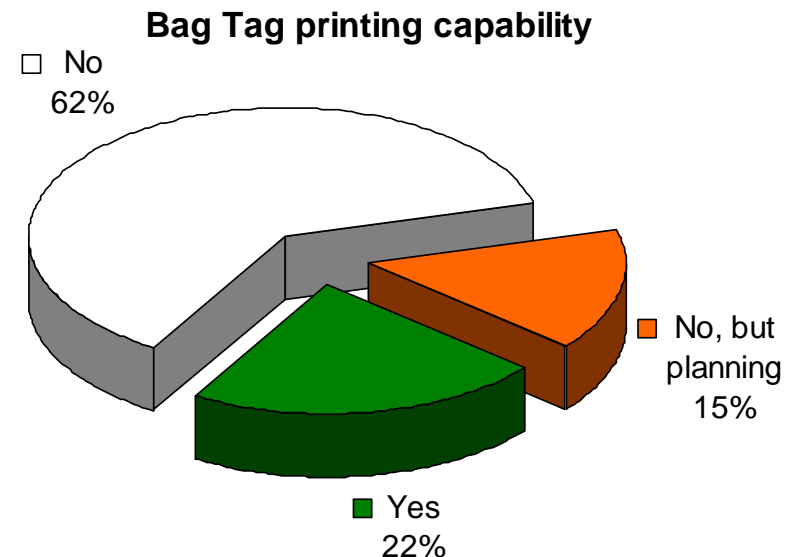
➤ Timeline:

- From 2nd June to 11th July

*Common Use Self-Service

Establish **bag tag printing capability** at current CUSS airports

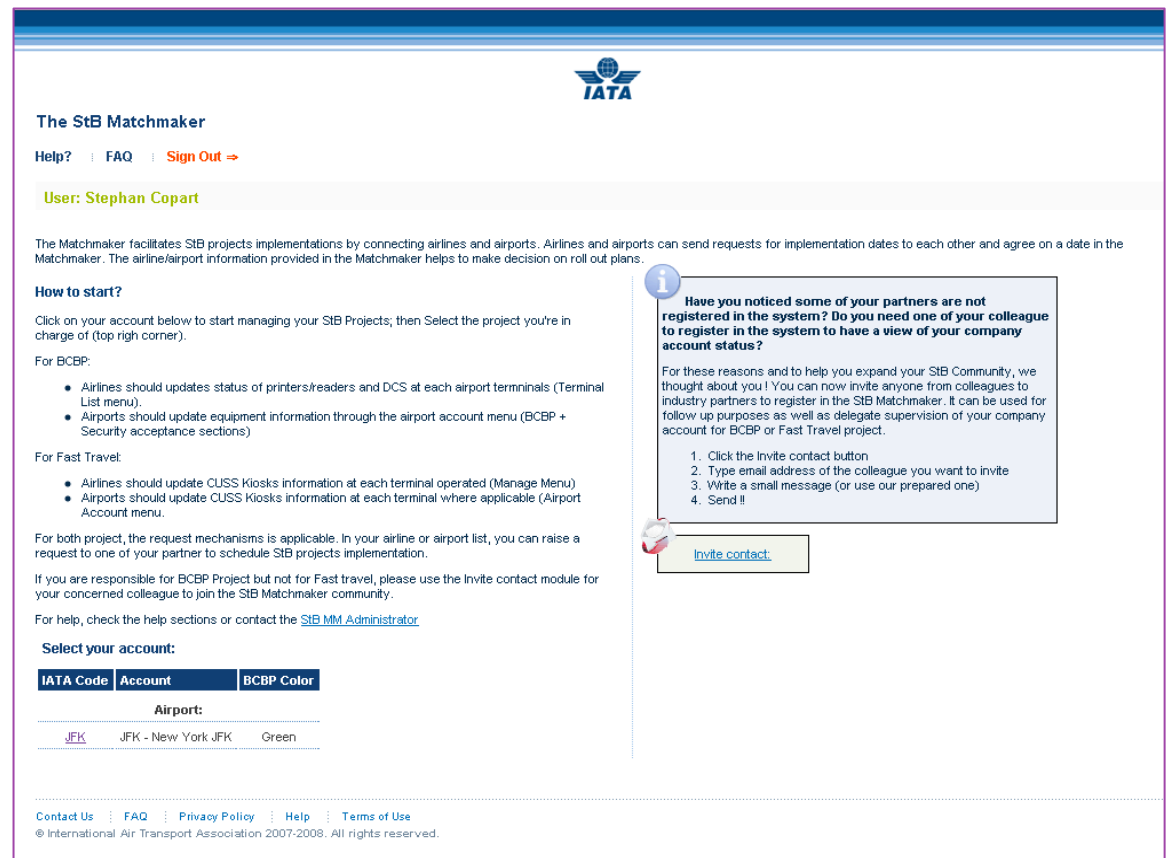
- From the 134 airports with CUSS, IATA engaged 125 airports:
 - 22% airports have bag tag printer on their kiosks already representing 43% of total amount of global CUSS kiosks.
 - 15% of the airports are planning to implement the bag tag printer in their kiosks in the next two years.
 - 62% of the airports do not have yet bag tag capability
- IATA encouraged for all non capable CUSS to implement bag tag as soon as possible to allow self-service for passengers





StB MM as the new on-line tool for FT

- **119** airports with CUSS are registered in StB Matchmaker
- **71** airports owning CUSS updated their information about their kiosks and its bag tag printing capability
- Airlines can start requesting implementations at those airports



The screenshot shows the IATA StB Matchmaker user interface. At the top right is the IATA logo. Below it, the page title is "The StB Matchmaker". Navigation links include "Help?", "FAQ", and "Sign Out →". The user is identified as "User: Stephan Copart".

The main content area explains the Matchmaker's purpose: "The Matchmaker facilitates SIB projects implementations by connecting airlines and airports. Airlines and airports can send requests for implementation dates to each other and agree on a date in the Matchmaker. The airline/airport information provided in the Matchmaker helps to make decision on roll out plans."

Under "How to start?", instructions are provided for BCBP and Fast Travel projects, including steps for updating printer/readers, DCS, and CUSS Kiosks information.

A right-hand sidebar contains an information icon and a message: "Have you noticed some of your partners are not registered in the system? Do you need one of your colleague to register in the system to have a view of your company account status?". Below this is a list of steps to invite a contact and an "Invite contact" button.

At the bottom, there are links for "Contact Us", "FAQ", "Privacy Policy", "Help", and "Terms of Use", along with a copyright notice: "© International Air Transport Association 2007-2008. All rights reserved."

Next steps

- IATA will focus on:
 - Further implementations for the engaged airports by providing support and guidance to airlines and airports through the whole Bags Ready to Go project and benefits
 - Presenting to airlines the results of this campaign to allow easy implementations of Bags Ready to Go
 - Building the Fast Travel community in StB Matchmaker to support the Fast Travel vision beyond 2010
 - Securing the Bags Ready to Go 2010 implementation targets

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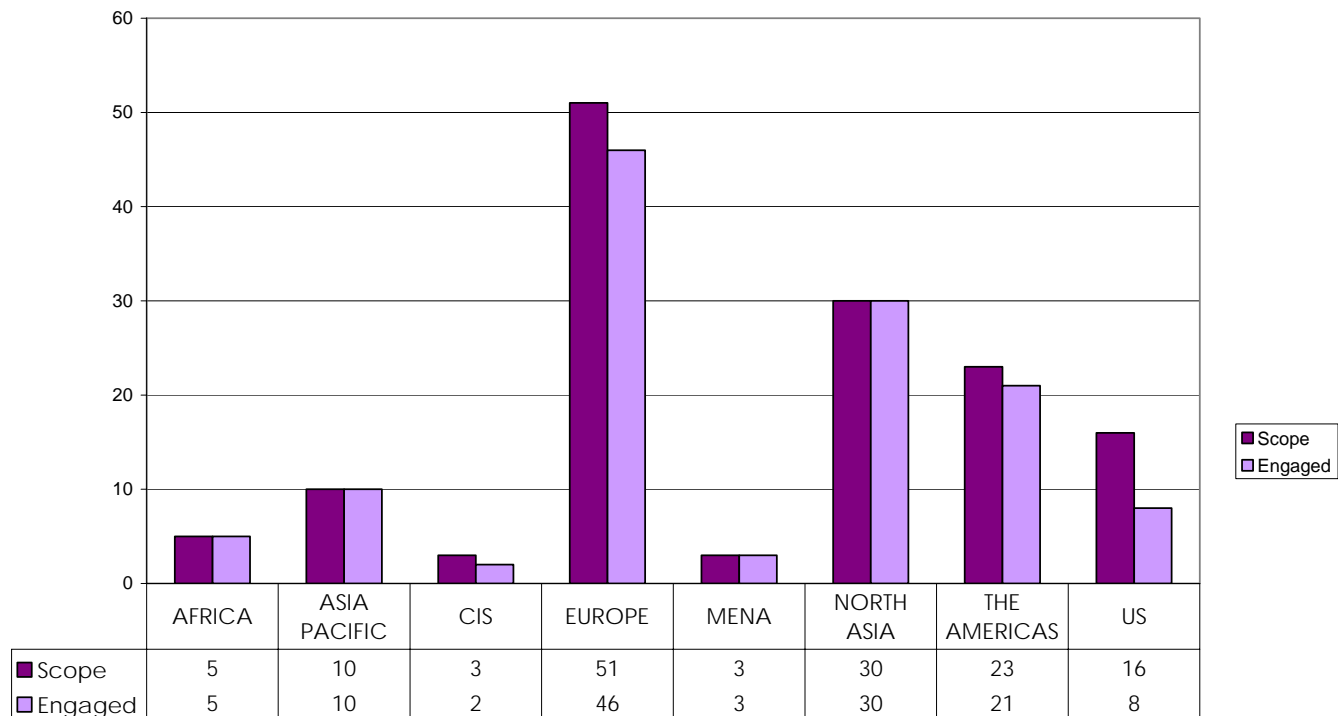
Detailed Results



Airports covered for the campaign

➤ The CUSS airport campaign was focused on the 134 airports that are CUSS live.

Airports in scope and airports engaged





How many CUSS kiosks do the airports offer?

- **125** airports offer **2850** CUSS kiosks. It can be translated into **2850** possibilities to offer bag ready to go. The first step: the bag tag printer.
- **28** airports have at least one **CUSS** kiosk with bag tag printing capability. These airports represent **43%** of the total **CUSS** kiosks.

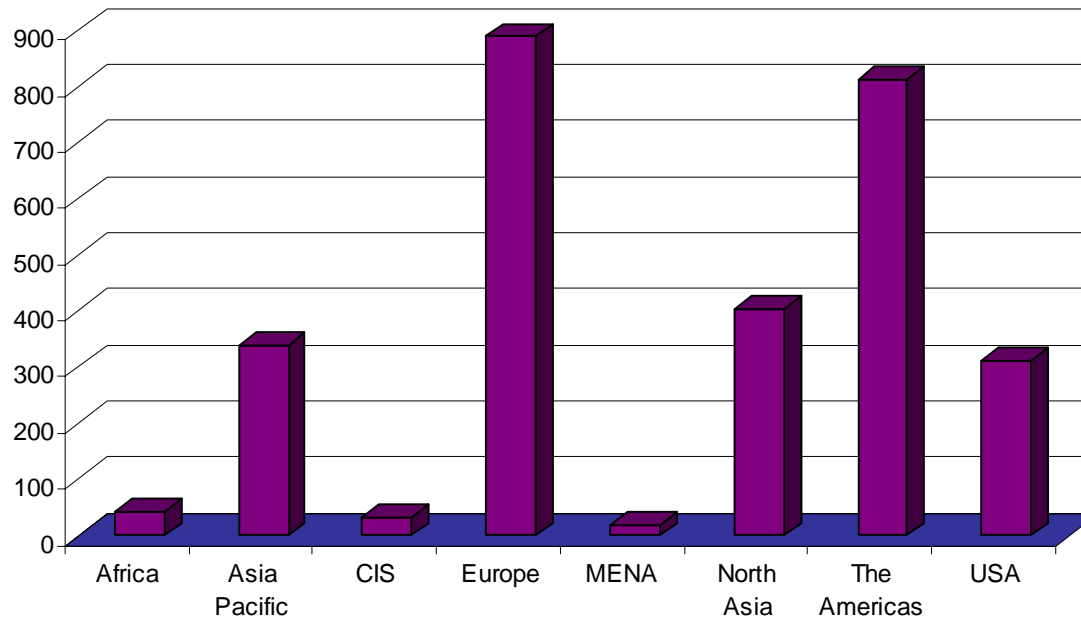




Distribution of CUSS kiosks per Region

- The total of 2850 CUSS kiosks are distributed along the regions with high concentration in the Americas and Europe.

Distribution of CUSS kiosks across the regions

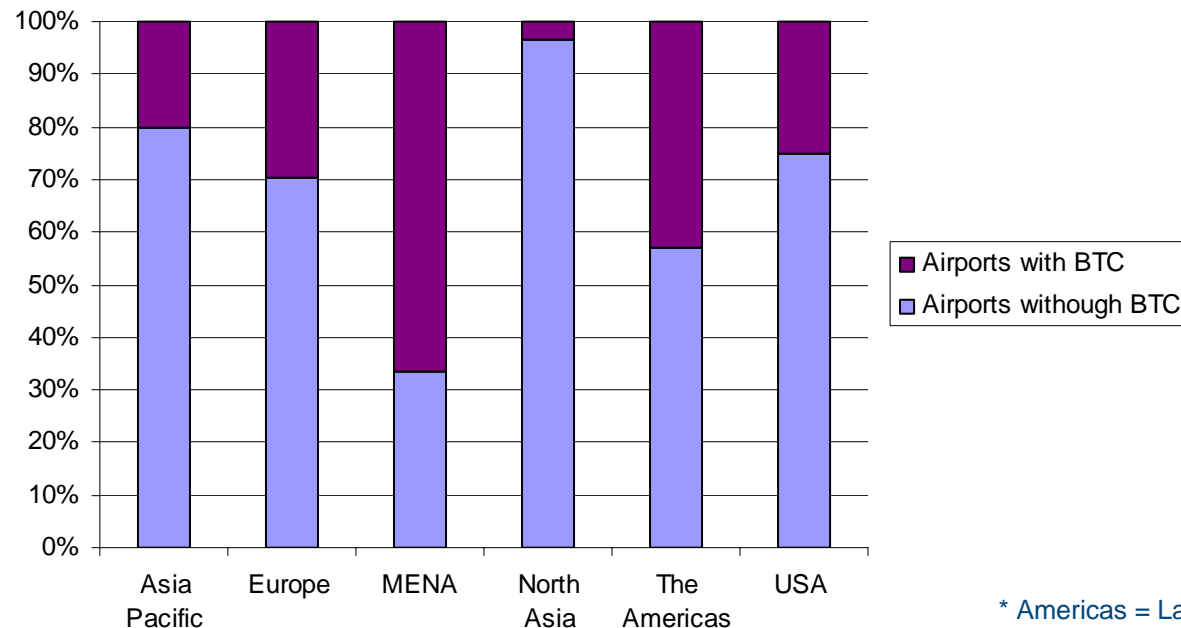




Bag tag capability: a regional difference

- MENA and the Americas* are leading bag tag printing capability in 67% and 43% of their airports with CUSS respectively.

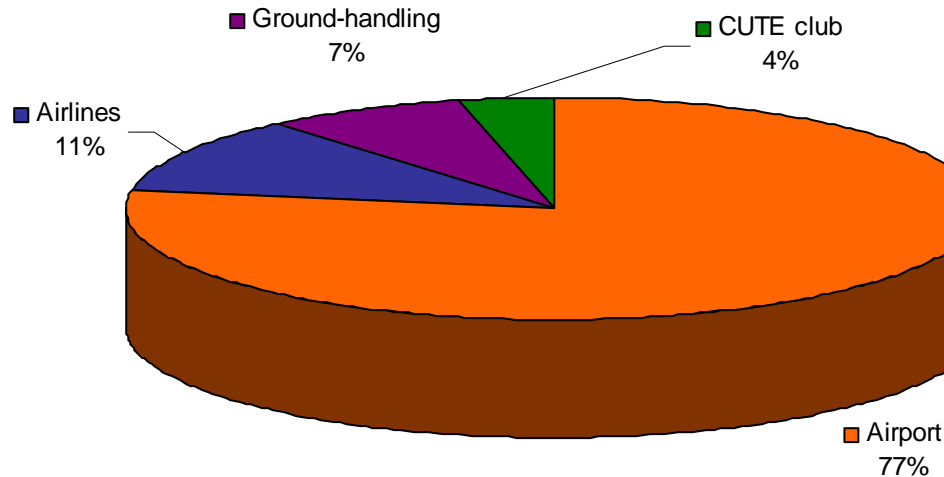
% of CUSS airports with Bag Tag Capability



Bag tag capability: airports are leading

- Airport authorities are leading the implementations: 77% of shared CUSS equipped with bag tag are owned by airports

Ownership of CUSS equipped with bag tag
(by number of airports)



Airports that have at least one CUSS kiosk with bag tag printing capability

FAST TRAVEL
 → Bags Ready-to-go



28 Airports with bag tag printing capability!

Region	Airport	Number of CUSS Kiosks
Asia Pacific	HYD	16
	SIN	24
Europe	ARN	38
	TLL	12
	HEL	1
	KEF	12
	CPH	60
	BLL	8
	EDI	10
	MAD	79
	ZAG	3
	LGW	30
	LHR	141
GVA	24	
MENA	AMM	6
	AQJ	2
North Asia	PEK	61
The Americas	YUL	125
	YEG	43
	YHZ	25
	YVR	211
	YYC	85
	YQR	9
	YOW	25
	YYZ	149
US	YQB	14
	EWR	6
	JFK	4



New on-line tool for Fast Travel: StB Matchmaker

- Based on the BCBP Matchmaker success, IATA enhanced the product adding functionality to suit the Fast Travel Program and facilitate implementation plans between airports and airlines

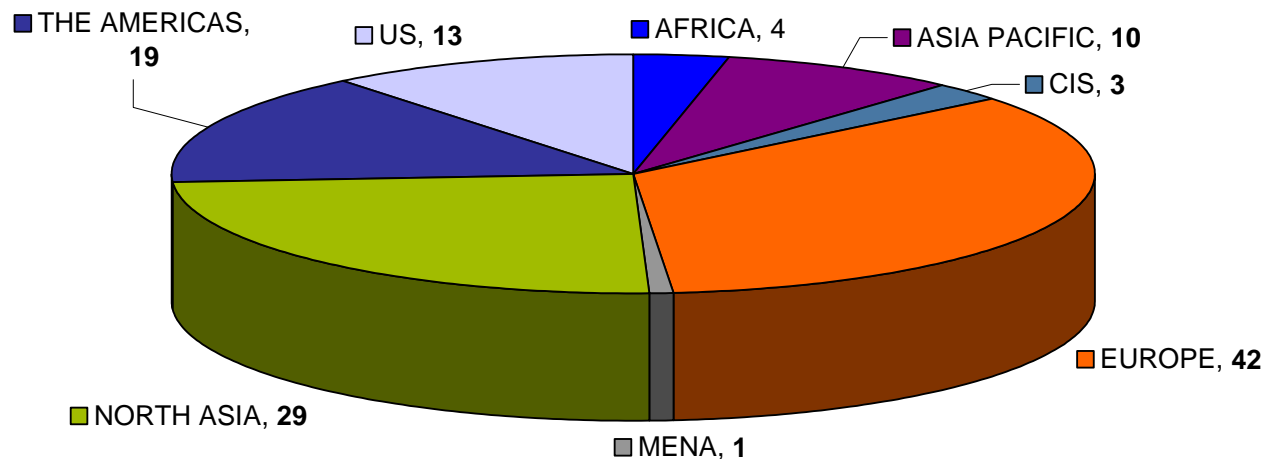
- Matchmaker now becomes the StB Matchmaker
 - Phase 1: Additional features for FT (specially Bags Ready to Go)
 - Phase 2: Enhanced detailed functionality for FT and other StB projects



StB Matchmaker results

- **119** airports (representing **89%** of engaged airports) are already registered on StB Matchmaker. This provides the basis for an on-line platform allowing easier interaction between CUSS owners and airlines willing to participate.

Number of airports with CUSS registered in StB Matchmaker

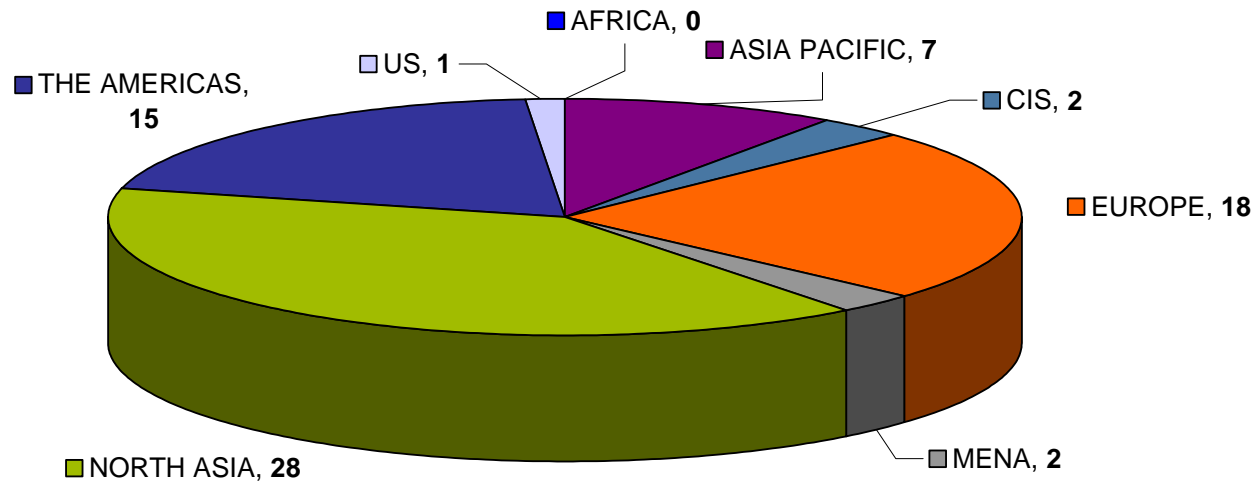




StB Matchmaker results

- 71 airports (representing 53% of the engaged airports) updated their information in StB Matchmaker for Bags ready to go.
- Future enhancements of Matchmaker will allow airlines and ground handlers owning CUSS kiosks to integrate their equipments

Number of airports with shared CUSS owned by airports having up-to-date information in StB Matchmaker





Reasons for not having bag tag printer?

- **From the airports not planning yet bag tag implementation, only 9 presented obstacles of why they have not started:**
 - Airlines are not interested (3 airports)
 - Upgrade in software needed to enable bag tag functionality (1 airport)
 - No necessity to implement it as kiosks are mainly for business travelers with carry-on (2 airports)
 - Not enough volumes/demand to justify bag tag printer (1 airport)
 - For security reasons (2 airports)

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Simplifying the Business Programme

What is StB?

- What is it?
 - An industry-wide programme launched by the **IATA Board of Governors in 2004**. Its mission is to change the way the air transport operates, resulting in better service for passengers and lower cost for the supply chain
 - 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 2010 and beyond

- ↗ BCBP - bar coded boarding passes
 - ↗ 100% capability by 2010
- ↗ Baggage Improvement Programme (BIP)
 - ↗ Deliver 40 diagnosis visits and 15 self-help diagnosis by 2010
 - ↗ Deliver 80 diagnosis visits and 120 self-help diagnosis by 2012
- ↗ IATA e-freight
 - ↗ 100% e-freight where feasible by 2010
 - ↗ 5 top domestic markets e-freight by 2010
 - ↗ 20 e-freight document standards by 2010
- ↗ **Fast Travel**
 - ↗ 60 new implementations within the Fast Travel projects, including bags ready-to-go, self-boarding, self-service bag recovery, self-service document check and flight re-booking
- ↗ IATA e-services
 - ↗ By 2010, capability in all Global Distribution Systems and 10 airlines
 - ↗ By 2012, 100% industry capability
 - ↗ By 2013, 100% usage in IATA BSPs
- ↗ ABR
 - ↗ All airlines to submit their baggage rules and fees to ATPCO by September 2010

For more information, go to the StB Website

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- > [Baggage Improvement Programme \(BIP\)](#)
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Completed Projects:

- > [E-ticketing \(ET\)](#)
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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 \(pdf\)](#)
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