



# AT THE FORFRONT OF DIGITAL IDENTITY

WPS 2023

OCTOBER 2023

# THE IMPORTANCE OF DIGITAL IDENTITY



## 1. BUILDING TRUST

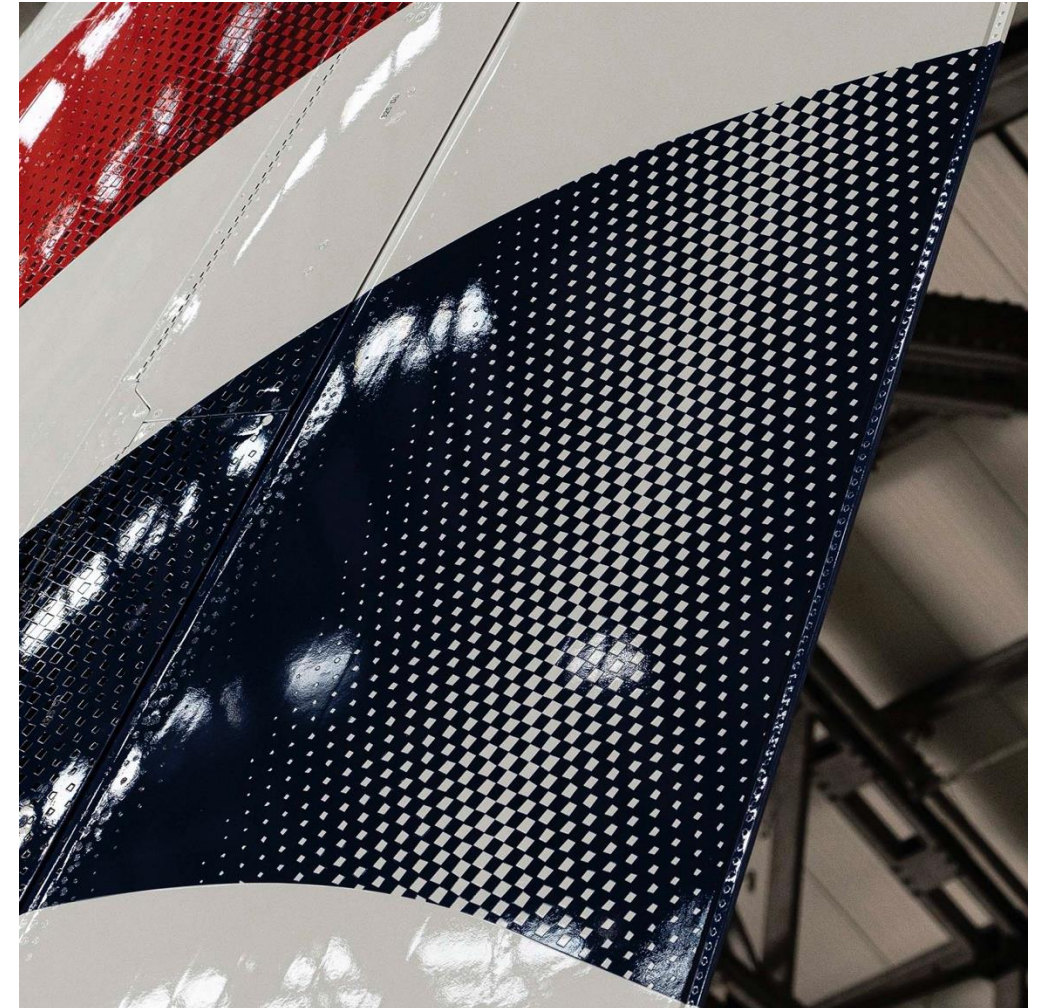
Digital identity allows airlines to establish a secure and reliable connection with their customers, enhancing trust and loyalty. They decide what and when to share information.

## 2. PERSONALISATION

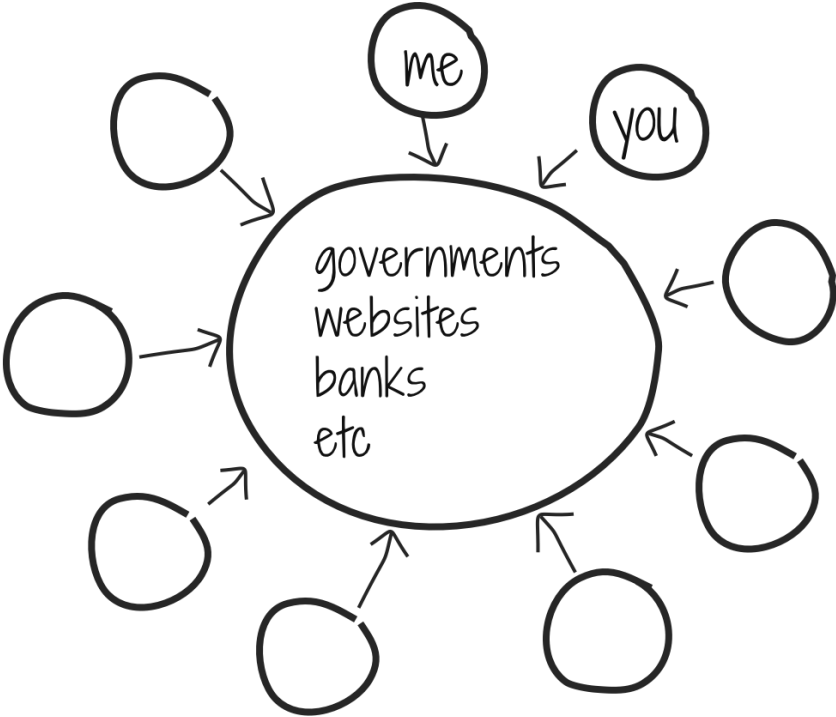
Digital identity enables tailored experiences, offering passengers personalised services that cater to their preferences and needs.

## 3. STREAMLINE SERVICES

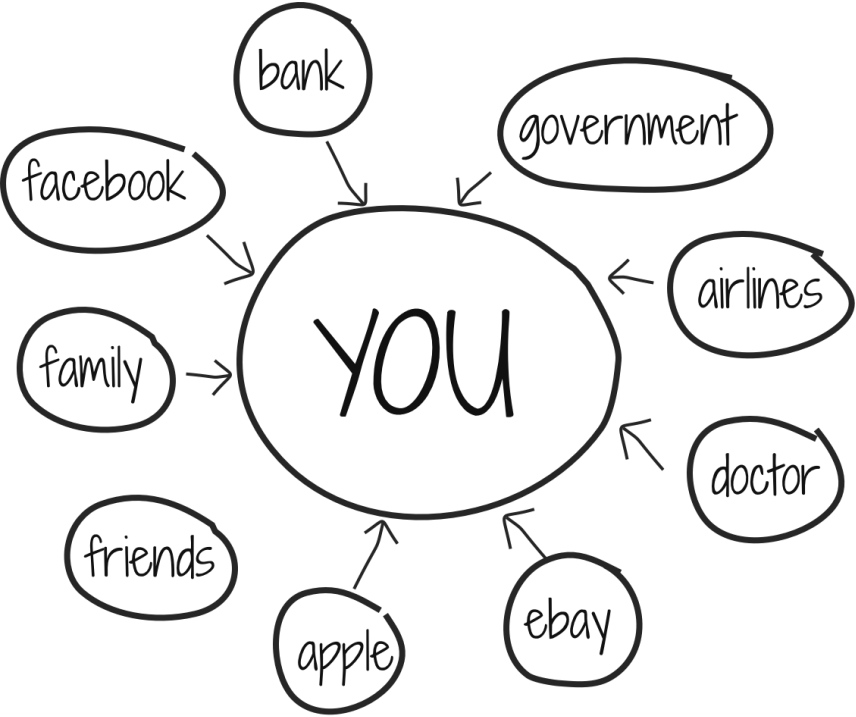
Efficient digital identity management simplifies the check-in process, boarding, and enhances the overall passenger journey.



# CHANGE IN PARADIGM



CURRENT MODEL



HUMAN-CENTRIC IDENTITY

# END TO END SEAMLESS JOURNEY



customer



## Data

A way to store and share my data with everyone who needs access it safely



industry



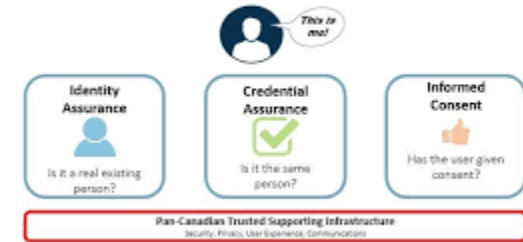
## Identity Processing

Seamless registration, Biometrics, Omnichannel integration, Credentials



governments and institutions

Trusted Digital Identity



## Trusted frameworks

Work out the new rules of the game, including who is liable for what

**Airlines are in a unique position**

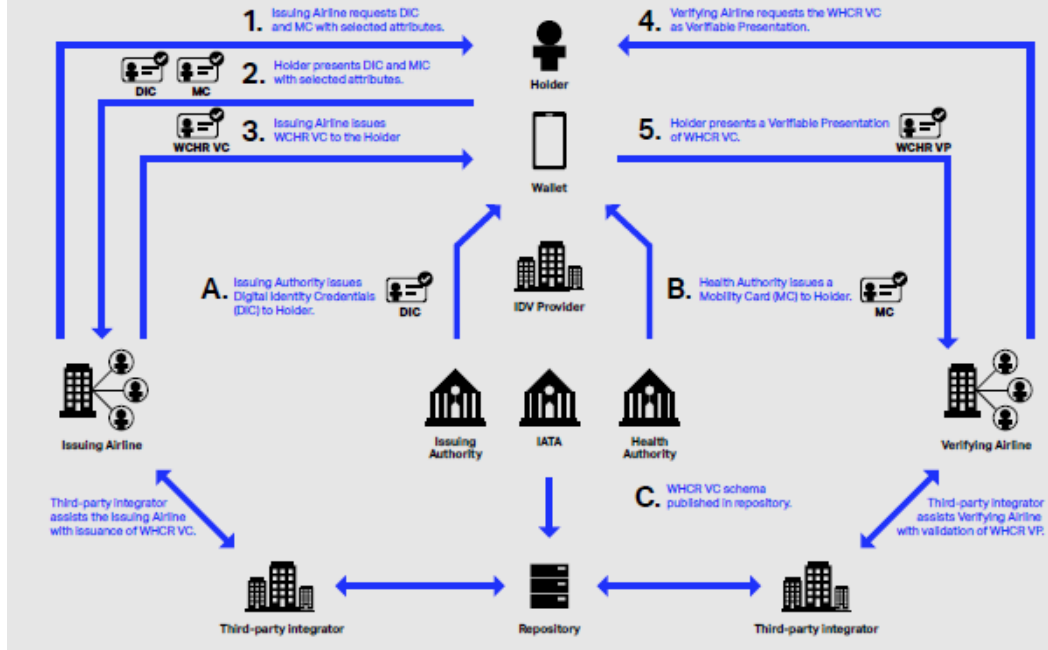
# THE IMPORTANCE OF OPEN INNOVATION



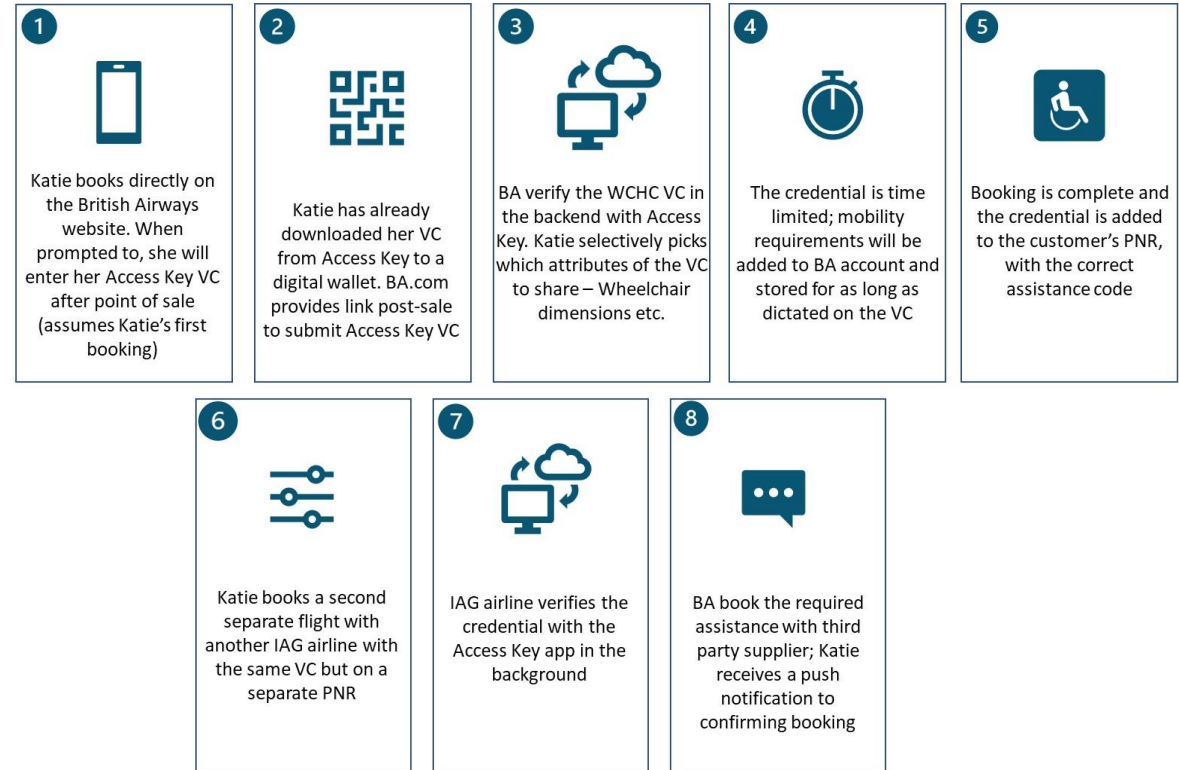
## 2022 IATA PoC

### Proof of Concept High Level Design — Workflow

In the picture below, a high-level design workflow for the PoC illustrates the issuance and presentation of credentials. The prerequisites and process steps are explained in the subsections below.



## 2023 BA PoC



# NEXT STEPS



British Airways became the first UK airline to trial the use of biometric technology for international flights, enabling customers taking part in the trial to travel through the airport ‘smartly’ without having to show their passport.

British Airways will now test interoperability across various airports and technologies to ensure that we achieve our goal of providing our customers with a completely seamless travel experience.

Our next trial will aim to achieve interoperability across various technologies, with the assistance of our sister airline, Aer Lingus. This collaboration will also cover interline scenarios.



