IGHC Innovator 2019 Application

The First Truly Mobile DCS: Levarti's MAX Airport

DETAILED DESCRIPTION OF IDEA
Levarti has developed the first truly mobile DCS that seamlessly integrates with airlines' core systems to deliver access to all desktop functionality from any location. Built around an On-Time Performance (OTP) Dashboard that monitors all check-in and operational information in real-time, then delivers alerts to the user if there is any impact to a passenger's journey and/or the overall OTP of the flight.

Our MAX Platform delivers a single view across the entire airport operation from a powerful mobile app. Levarti delivers relevant operational data and intelligence to streamline operational processes and improve internal communication, driving cost efficiencies, higher ancillary revenues, and improved passenger satisfaction – all through one feature-rich mobile application.

The MAX Platform is comprised of four core applications: three native iOS applications and one desktop-based application, that when combined, cover every aspect of an airline's airport and inflight operation.

Levarti's purpose-built MAX Airport app is designed to support all check-in, boarding, ancillary revenue and disruption management functionality from any location without the need to touch any fixed airport infrastructure. MAX Airport completely changes how airline agents interact with passengers by allowing agents to go to the passenger rather than the passenger having to go to the agent.

MAX Airport allows the airlines to improve or maintain OTP – a key factor driving both customer satisfaction and profitability. Through integration into the airlines' existing systems, MAX can obtain the data needed to create intelligent recommendations, including:
- Passenger and booking data from PSS systems
- Flight information and status
- Ancillary revenue data such as baggage, extra legroom and multi-cabin availability

The MAX Airport mobile DCS compliments an airline's existing desktop DCS with 100% of the functionality available on the desktop available via a mobile app and supports mobile printing of both bag tags and boarding passes. The application provides the airline with more bandwidth to process passenger needs and manage a flight from any place in the airport, at any time, without requiring more counter, boarding gate, or ticket desk real estate and without the need for any fixed hardware.

Other applications in the MAX Suite include MAX Recovery Manager, a powerful browser-based disruption management toolkit, MAX Crew, for improved cabin crew productivity including integrated Point of Sale, and MAX Ramp, for turnaround management with integrated baggage reconciliation. All applications have access to the same data, in real-time, for a holistic view of every passenger and every flight that enables airlines to make the right decisions quickly to optimize their OTP.

IGHC INNOVATOR CRITERIA

Eligibility of the application:
MAX Airport was designed to **improve the competitiveness of an airline**, by providing the information and intelligence an airline needs to understand and improve every factor affecting OTP, while enabling airlines to **optimize their costs** by eliminating manual processes, and to **increase revenues** with the ability to charge for any ancillary item from any location.

The product was also designed to provide an **enhanced passenger experience**. With the ability to service every passenger's need efficiently, enabling them to bypass standing in line at a counter, MAX Airport makes travel easier for air travelers. Any passenger exception can be handled from an iPad, enabling airlines to process flights more efficiently – resulting in smoother departures and consistent OTP, both of which positively impact customer satisfaction.

Innovativeness of product:
Business Need:
Two high-level airline industry IT professionals founded Levarti in 2014 to help airlines eliminate the numerous challenges caused by slow, inefficient legacy technologies, including:
- Limited communication (between staff, systems, airlines, ground support, passengers)
- Limited access to real-time check-in and operational information
- Manual and paper-driven processes
- Archaic legacy messaging standards
- Fragmented disruption management processes with manual decision making
- Multiple point solutions, multiple vendors, poor integration

Levarti's founders realized the only solution was a **fully mobile, integrated platform and a suite of applications that gives airlines the real-time data needed to dramatically improve operations.** Anthony Murray (CEO) and John Morrison (CIO) gathered a highly skilled group of airline experts, from software engineers to load controllers; ancillary revenue specialists to airport managers. The resulting team has a massive breadth of knowledge about every role, every process in an airline's entire operations.

Levarti takes airline operations from essentially 1960s legacy technology, where nothing is connected and communication is haphazard, done mostly through two-way radios, paper notes, and multiple disparate spreadsheets and computers, to a real-time, mobile-centric and connected way of conducting business. And because MAX integrates into all airline systems—a huge innovation in and of itself—all teams are on the same page, using the same real-time information. This makes communication fast, efficient and accurate. If a disruption or exception occurs, it can be managed quickly and efficiently by the ground personnel.

In addition, with the trend towards self-service bag drop, airports are removing kiosks and counters, leaving passengers to process on their own – yet there needs to be a mobile platform to handle exceptions (e.g. wheelchairs, infants, exit rows, etc.). With the ability to check-in from a mobile device, airlines can now handle these exceptions without holding on to their costly hardware.

LEVARTI

Features & Benefits

Features of MAX Airport:

- OTP dashboard
  - Real-time flight and operational data
- Check-in
  - Domestic
  - International
- Boarding
- Revenue
  - Ancillary Sales
  - Change or create bookings
  - Cabin upgrades
- Collect passport information
- Disruption Management
  - IROP
  - Vouchers
  - Refunds
- Documents
  - Boarding passes
  - Mobile bag tags
- Mobile boarding pass via SMS
- Existing Integration
  - Timatic and ICTS for passport and visa checks
  - Multiple payment gateways

Benefits of MAX Airport:

- Digitize your operations for enhanced customer service
- Improve OTP with rules engine actively monitoring entire operation
- Achieve ancillary revenue growth (proven results)
- Reduce costs through efficiency, automation and mobility
- Access real-time operational data from anywhere in the airport
- Improve aircraft turnaround times
- Eliminate ineffective manual processes
- Get the information you need to make decisions quickly
- Revolutionize how your staff interact with your passengers
- Improve communication across the entire ground handling operation
- Reduce airport footprint and reliance on fixed infrastructure
- Improve staff productivity and customer engagement

Appeal to Target Users

MAX Airport enables airlines to increase ancillary revenue and improve passenger experience simply by enabling the airline to service customer needs without the need to go to a kiosk or stand in line for a gate agent. More than **14 million** passengers have boarded using MAX, and more than **$100 million** USD in ancillary and in-flight POS revenue transactions have been booked through the MAX platform.

Differentiation from Existing Offerings
Levarti's MAX platform is the only product on the market with an all-encompassing real-time, omnichannel operations application that addresses all reporting, data and communications requirements whose goal is to improve an airline's OTP – both above and below the wing.

MAX Airport is built around an OTP dashboard – the only one in the industry - and it is the only mobile DCS that allows for ancillary purchases from any location in the airport (for example, bags can be paid for at the gate, using only an iPad). With this increase in ancillary processing power, airlines can significantly boost their ancillary revenues, and with the rich, real-time data connected to all operations, airlines have the tools to provide better service to their passengers and to manage all aspects of the flight more efficiently.

Risks & Drawbacks:
First, with the breadth of functionality available in MAX Airport and the ability for a mobile solution to drive many process changes, Levarti needs to work closely with its airline customers to ensure smooth implementation. For example, as a result of MAX Airport's ability to charge for ancillary services from any location such as a boarding gate, the airline may need to make modifications to its boarding gate procedures.

To mitigate this risk, Levarti conducts a multiple-day strategic business review to view and document the airline's current processes and procedures. Levarti then makes recommendations for the best implementation milestones and phases given the airline's unique needs, as well as recommendations for required process improvements, which in many cases includes complete removal of manual processes.

Second, implementing mobile apps in the field requires airlines to use mobile device management software ("MDM"). Implementing MDM for the first time requires selecting a vendor to support their operation. Levarti works with its airline customers as needed to provide best practices and vendor recommendations as they make their decision.

Scalability of product:
Thanks to Levarti's MAX Platform and its full suite of modular applications, an airline can easily add additional capabilities to manage more of its operations. It can also add more mobile devices to support additional personnel as needed. The MAX platform is location-agnostic and can be used by any airline. It is live on 5 continents with 9 airlines operating in more than 100 airports.

Ease and quality of implementation:
Key points around MAX Airport's ease and quality of implementation include:
o   Significant infrastructure investment is not required by an airline because the application runs on an iPad.
o   Implementation is quick by industry standards; typically, 75-90 days from start to finish.
o   Limited development burden is required because MAX comes off-the-shelf with the ability to integrate directly into an airline's core systems including PSS and DCS systems, flight operations systems, payment gateways, passport verification systems, and more.
o   With Levarti's end-to-end platform, an airline can reduce the number of vendors it works with, which saves cost and streamlines IT processes.