

# Passenger Terminal EXPO 2010

23. 24. 25 MARCH 2010  
BRUSSELS, BELGIUM

THE 16TH INTERNATIONAL CONFERENCE AND EXHIBITION FOR PASSENGER TERMINAL  
DESIGN, MANAGEMENT, SECURITY AND TECHNOLOGY

## IT, SYSTEMS INTEGRATION AND COMMUNICATIONS



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THURSDAY 25 MARCH 2010

### IT, SYSTEMS INTEGRATION AND COMMUNICATIONS: ORGANISING YOUR AIRPORT EFFECTIVELY

#### Welcome to the session and introduction – Conference Chairs

Today's airports and air carrier professionals want an environment with easy processing software, a clear interface, innovative technology and exterior configurations that specifically address their unique requirements. Our speakers will take us through the journey from system design to real-time management, and how to prepare for the ever-present "system outage".

09.00-09.10

**CHAIR: Brian Keene, Director Airport Services, Continental Airlines, USA**  
**CHAIR: Robert Smallback, President, Robert C. Smallback Consulting Inc, USA**

09.10-09.40

**Glenn Morgan, Head of IT - Airline Operations, British Airways, UK**

#### Customer value and the new inflection points: does IT matter?

Does IT matter? Of course it does. But travel is an experience; technology is just a tool. Those who fail to understand this are doomed to failure. Hear an airline's perspective on the new inflection points in technology and the impact they are having on airlines and airports. The recession has impacted the travel industry at historic levels. We need smart innovation and smart change leveraged by bringing technology and business together.

The audience will learn about emerging trends in the airline and airport technology sector. Understand how mobile fits in your business model. The 'social web', including Facebook, Twitter and YouTube, has developed far beyond buzz words. Over 120 million users use Facebook at least once a day and spend 5 billion minutes on the site, making it a real-time web. What will sensors and geo-location data do to customer value, as they will be everywhere? Online search and discovery still does not work in travel – how are airlines addressing it? Is it airline fees or merchandising? Surely it is about better targeting of consumers.

09.40-10.05

**Florent Frederix, Head of Sector, European Commission, Belgium**

#### European policy towards RFID and the Internet of Things

The RFID sector manages parts of the 7th framework research programme, the policy aspects and international cooperation on RFID and the emerging Internet of Things. Recent work includes a recommendation on the implementation of privacy and information security principles in RFID-enabled applications and a communication on the Internet of Things.

10.05-10.30

**Niren Choudhury, Global Director Airports and Ports, Alcatel-Lucent, USA**

#### Dynamic communication network and applications for future airports

As the airports are getting bigger to accommodate more passengers, airlines and tenants, the need for operational efficiency becomes essential. This complex multi-tenant, multi-model organisation is driving the need for integration of critical operational elements with communication infrastructure. The advanced integrated communication system consists of an IP multi-service communication network, which can carry and distribute large volumes of voice, video and data traffic seamlessly using a combination of wireline and wireless technologies. Over this single IP platform varieties of state-of-the-art applications can be deployed to (a) provide efficient operation of airport services, (b) increase passenger loyalties, and (c) increase non-aviation revenue for airports/airlines. The presentation will provide information on how today's communication technologies can help provide high bandwidth, accommodate varieties of customised applications for individual passengers and tenants, and provide the ability to introduce new services to all entities of the airport for smooth operation. The integration of these new technologies with essential operational elements and different applications riding on the open standard IP platform can provide cost reduction, increase efficiency, provide security, increase customer satisfaction and create significant opportunity for non-aviation revenue.

10.30-10.55

**Robert Smallback, President, Robert C. Smallback Consulting Inc, USA**

### **Backup/recovery must be developed and tested to sustain business**

The large number of diverse systems required to run the business of an airport create a complex dynamic where the failure to restore one system may prevent the airport from restoring its business effectiveness. Costs associated with lost data, the inability to process passengers, knowledge of who owes the airport money and who the airport owes money to, may have more severe and long-term consequences than the damage caused to infrastructure by a natural or unnatural event. If you do not have a fully tested, up-to-date backup and recovery plan for your airport you should attend this presentation.

Attendees will be provided with the steps needed to develop an effective backup/recovery plan. How to prioritise systems that must be backed up, and determine schedules. What do you do when system or application software changes – will your backup files restore old data to the most recent change? The order of recovery is critical to ensure the cart is behind the horse. Suggestions will be presented to aid selecting hardware and software that support backup and recovery. No backup plan is valid unless it's tested. If backup takes 24 hours you should attend this presentation, because your airport needs a restoration plan.

10.55-11.20

**Dimitris Bountolos Montabes, Madrid-Barajas Airport Deputy Director, Iberia Airlines, Spain**  
**HCC (Hub Control Centre): how Iberia Airport Services has centralised all ground operations at Madrid-Barajas Airport**

The main purpose of the presentation is to globally review the migration and centralisation project performed in Barajas, trying to replace an old legacy IT platform and simultaneously centralising all the ground operation management in a single and unified point where all the relevant actors take place. Information, pre-vision and decisions have been merged over the reference of the HCC (Hub Control Centre). All the operational and IT risks and the timeframe needed for it will also be detailed, along with the lessons learned in one of the major European hubs.

The audience will learn: 1) The genesis of mandatory steps required for one complex implementation project in a hub; 2) All the operational and functional constraints associated with a centralised approach; 3) The most relevant productivity measures linked with a centralisation process; 4) The importance of a CDM strategy over the HCC and the airport management centre (CGA ); 5) How to ensure a totally controlled operation in a remote mode; 6) Which are the key variables used in order to remotely track each department; 7) Other areas where it is possible to centralise.

11.20-11.35

### **REFRESHMENT BREAK**

11.35-12.00

**Hugo De Sutter, ICT Service Manager, The Brussels Airport Company, Belgium**

**Luc Logghe, ICT Datacenter Manager, The Brussels Airport Company, Belgium**

ICT service-level management at the Brussels Airport Company

The role of the Brussels Airport ICT department is to plan, develop and maintain the complete ICT infrastructure to support Brussels Airport's business objectives. Keywords in the critical 24/7 business of an international airport are availability, performance and capacity. The airport business is turbulent and highly competitive, and many external forces have an impact on it. ICT is expected to be flexible and agile, support the airport business environment (help business owners generate/save money) and respond quickly to change. As such it is inevitable that ICT becomes more deeply involved in the various business processes. ICT is expected to be a real business partner, to think in 'services' and not in 'technology'. The presentation will show how the service-level management process took form, how it is currently implemented and how it supports alignment with business.

12.00-12.25

**Eamonn Cheverton, Enterprise Architect, BAA, UK**  
**Managing Heathrow in real time**

How do you manage and react to events in real time? The presentation details how Heathrow has taken an innovative approach to total airport management by the adoption of business process tools and

techniques from the banking and insurance sector; how to look beyond the stove-piped solution and take holistic approaches to airport problems; how to take advantage of available web-based technology to improve information by using mash-ups and web parts. It will also describe how Heathrow is reducing development costs, improving punctuality and reacting in real time to changes in demand. A live demonstration of TAM will finish the presentation.

12.25-12.50

**Bradley Hemphill, Managing Director, Electrical Engineering Solutions (EES), South Africa**

**What does the modern airport IT design need?**

The foundation of the airport is the IT network, which is used by the airports authority, airlines, government agencies, retail tenants and passengers. In September 2008 EES was awarded a contract to project manage the implementation of Cape Town International Airport's intelligent backbone, which includes all the ICT services at the airport's new integrated terminal. This is to be completed before the FIFA 2010 World Cup. This contract will be used as a case study to illustrate the way in which IT is the airport's foundation.

12.50-13.15

**John Cable, Information Systems Manager, Melbourne International Airport, USA**

**Pros and cons of outsourcing airport IT**

In order for many airports to sustain or reduce their budgets while maintaining the highest level of quality of IT service, outsourcing some or even all IT functions can be the solution. Facilities are required to constantly move forward with new technologies as they become available, in order to remain competitive. However, the inevitable arrives for in-house IT departments to keep pace with implementing these new technologies as well as supporting them. Often it is difficult for the IT director to maintain or obtain the specialised staff required to meet ever-changing demands while simultaneously meeting fiscal responsibilities. Attendees will be shown the relevance of how outsourcing can provide quick access to address specialised IT requirements. However, making the choice of which new technologies to implement, as well as which vendor to choose, will be shown to be a daunting task. This decision alone demonstrates

the importance of how using outsourcing as a solution to critical or timely requirements can have long-term effects. Outsourcing of all IT requirements has gained popularity in some circumstances, but for the traditional in-house IT infrastructure any outsourced service or product requires carefully managed oversight with much forethought before implementation.

13.15-13.40

**Jean-Louis Natta, Division Director Traceability & Mobility, Hub Télécom, France**

**How to generate more than 5% of airport turnover with telecommunications and gain competitive advantage enhancing airports processes with new technologies?**

Airports need to face a large number of challenges to generate revenues and to attract airlines and passengers. The assumption is that 5% of airport revenues can be created through the offering of telecommunication services such as WiFi/WiMax, and that new technology services can act as enablers to improve the quality of new services delivered to the airport community. After introducing the different technologies, their use for successful revenue generation will be shown on the basis of the example of Aéroports de Paris. Hub Télécom has acquired the proven expertise in telecommunications, mobility solutions, professional WiFi, geo-positioning technologies, luggage tracking and GSE tracking, which are some of the most cutting-edge issues that Hub Télécom can address.

13.40-15.00

**LUNCH in the delegate dining area of the exhibition hall**