

# → SITA BAGGAGE MANAGEMENT

Put your bags in our hands



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## Introduction

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# Deliver on the promise

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Track and trace every  
bag just like a parcel

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## Introduction

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### Master the art of baggage management

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As the world takes to the skies in increasing numbers, delivering the best possible passenger experience is the number one priority for airlines and airports alike.

It's not easy. Everything has to work. Everybody has to be in the right place at the right time.

It doesn't matter if the passenger experience is quick, convenient and totally effortless. It can all count for nothing.

Because of a lost bag.

Despite the best efforts of airlines and airports, many passengers still get stressed when they're traveling. The reason? The thought of their bags going missing en route.

The number of bags being mishandled is falling year-on-year – there has been a 70.5% reduction since 2007 – so it's clear that the investments airlines and airports have been making in this area are paying off.

However, there is still work to be done.

With SITA Baggage Management, the air transport industry has the most advanced, comprehensive and flexible end-to-end baggage solution ever developed. Airlines and airports operating worldwide can track every bag at every step of its journey, no matter how complex. They can reunite passengers with their bags quickly and efficiently, and at a lower cost.

And passengers can take to the skies knowing that they, and their luggage, are in safe hands.

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## Challenges

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### Challenge 1:

#### How can I reduce mishandled bag volumes?

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Every mishandled bag comes with an unhappy passenger, an unnecessary associated cost and a knock to your reputation.

When a bag fails to appear on the carousel, what happens next will determine how the passenger feels about the whole situation. If you can tell them exactly where their bag is and when they'll get it back, they're likely to be annoyed but reassured. But if you can't tell them where it is, that's when the trouble starts.

In 2017, delayed, damaged and stolen bags cost the air transport industry a total of US\$2.3 billion.

We think that's an unnecessarily high number. Our end-to-end, fully automated portfolio enables airports and airlines to track baggage throughout its journey from drop-off to delivery, no matter how many times it's transferred.

We can help let you know where every bag is at any time, and if it should take a wrong turn, put it back on track before it's too late.

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## Challenges

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### Challenge 2:

#### How can I increase passenger satisfaction?

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It's all about minimizing inconvenience. It's about making it easier for passengers to drop off their bags, making sure they reach their destination, and reuniting them quickly when they do go astray.

At the beginning of a journey, passengers want to get rid of their bags as fast as possible – and be confident that they'll be traveling with them. It's the best way to start the airport experience.

At their destination, passengers want to collect their bags just as quickly; impatience at the carousel is a common sight. However, if their bags have gone astray, they'll want to know where they are and when they're going to get them back.

With SITA, your passengers can check in their bags in less than a minute and use their smartphone to track them along their journey, through multiple airports and airlines. It's as easy as tracking a parcel.

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**77% of passengers would use their smartphone to access a self-service missing bag report system.\***

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\* SITA IT Trends Survey 2017

## Challenges

### Challenge 3:

#### How do I comply with IATA resolution 753?



“ We welcome solutions like SITA's BagJourney that will help airlines comply with Resolution 753. If airlines can use baggage data efficiently, they will see results. ”

Andrew Price, Head of Airport Operations Management, IATA

From June 2018, every IATA member needs to know where every item of baggage in its care is, at all times. SITA can help.

Resolution 753 requires IATA members to keep tabs on every item of baggage from start to finish or, in its own words, to “maintain an accurate inventory of baggage by monitoring the acquisition and delivery of baggage.”

Upon departure, the airline must have an accurate inventory of the bags on board – and be able to share all this information with other airlines.

What's more, airports will need to be capable of supporting the airlines with the necessary IT systems and infrastructure, such as automated readers, mobile handheld devices and beacons.

To help, SITA is working on new emerging bag tracking technologies, including smart tags and scanning infrastructure.

At London Heathrow Airport there are scanners and lasers across the whole airport.

At Leonardo da Vinci-Fiumicino Airport Rome, we've implemented the airport's bag reconciliation, messaging and management systems. Over two years, mishandling rates for airlines using the airport have dropped by 70%, saving the airlines approximately US\$36m.



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## Baggage Management portfolio

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# Your bags are our priority

SITA Baggage Management is the most advanced, comprehensive and flexible end-to-end baggage solution ever developed. Each individual solution can operate as a standalone product or as part of an integrated suite.

**200** airports and **500** airlines use SITA's baggage solutions.

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## Baggage Management portfolio

### SITA BagManager



In the time it takes you to read this sentence, three bags will have been mishandled – and three passengers left feeling very unhappy.

SITA BagManager matches bags to departing passengers and tracks them in real-time throughout the airport. It oversees the loading, reconciling, tracing and management of all baggage operations.

Most important of all, SITA BagManager tracks bags when they're most likely to go astray – during the transfer process. In fact, BagManager can reduce mishandled transfer rates by 20%. And as it is available via the cloud, it's ideal for airports with low baggage volumes or airlines that need outstation baggage management systems.



BagManager can reduce mishandled transfer rates by **20%**

BagManager is installed in over **200** airports

## Baggage Management portfolio

### SITA BagMessage



SITA BagMessage is a fully managed and secure baggage distribution service that provides airlines and airports with a single, worldwide solution for baggage messaging.

It offers a two-way connection through which airline departure control systems (DCSs) and airport baggage systems can communicate. Over 250 airports and 550 airlines currently use SITA BagMessage, sending a total of 3.1 billion messages a year.

It allows airlines and airports to connect over various legacy protocols, eliminating the need for airport baggage system operators to manage network connections to multiple airline customers.

In addition, SITA BagMessage removes the need for airport-based hardware and on-site maintenance.



BagMessage processes over **3.1 billion** bag information messages a year

## Baggage Management portfolio

### SITA BagJourney



Need to know precisely where a bag is, regardless of how many airlines or airports have handled it?

SITA BagJourney builds on SITA's baggage data delivery services – BagMessage and Type-B – to give you and your passengers the answer. From check-in to final delivery, SITA BagJourney enables you and your passengers to track bags just like a parcel. And when bags are mishandled, SITA BagJourney makes it easier to recover them.

It's a cost-effective, ready-to-go solution for airlines that need to comply with IATA Resolution 753, and it's available through SITA's ATI Cloud.



**Check-in**



**Screening**



**Transport**



**Sorting**



**Make-up**



**Loading**



**Flight**



**Unloading**



**Transfer**



**Arrival**

BagJourney helps airlines  
comply with IATA Resolution **753**

## Baggage Management portfolio

### SITA BagConnect



When a bag arrives at a transfer airport without a Baggage Source Message (BSM) – and it happens to 5% of all bags – it causes major issues requiring manual handling, a process that takes 25% longer.

SITA BagConnect is the answer. It's a message monitor. When it spots a bag without a BSM, it creates a pseudo-BSM for it, thus enabling the arrival baggage handling system to identify the bag automatically and handle it correctly.



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## Baggage Management portfolio

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### SITA WorldTracer®

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SITA WorldTracer® offers airlines and ground handlers a standard global method of reporting and tracing lost baggage.

Being a global database, bags can be repatriated faster and at a lower cost than other systems. SITA WorldTracer® is currently in use by more than 510 airlines and ground handlers at over 2,800 airports worldwide.

With the new tablet version of WorldTracer®, agents can now be on hand to help passengers who have had their bags mishandled.

Together they can create a delayed baggage report.

WorldTracer® also has a passenger-facing interface that lets travelers check the status of their bags without having to contact the airline.



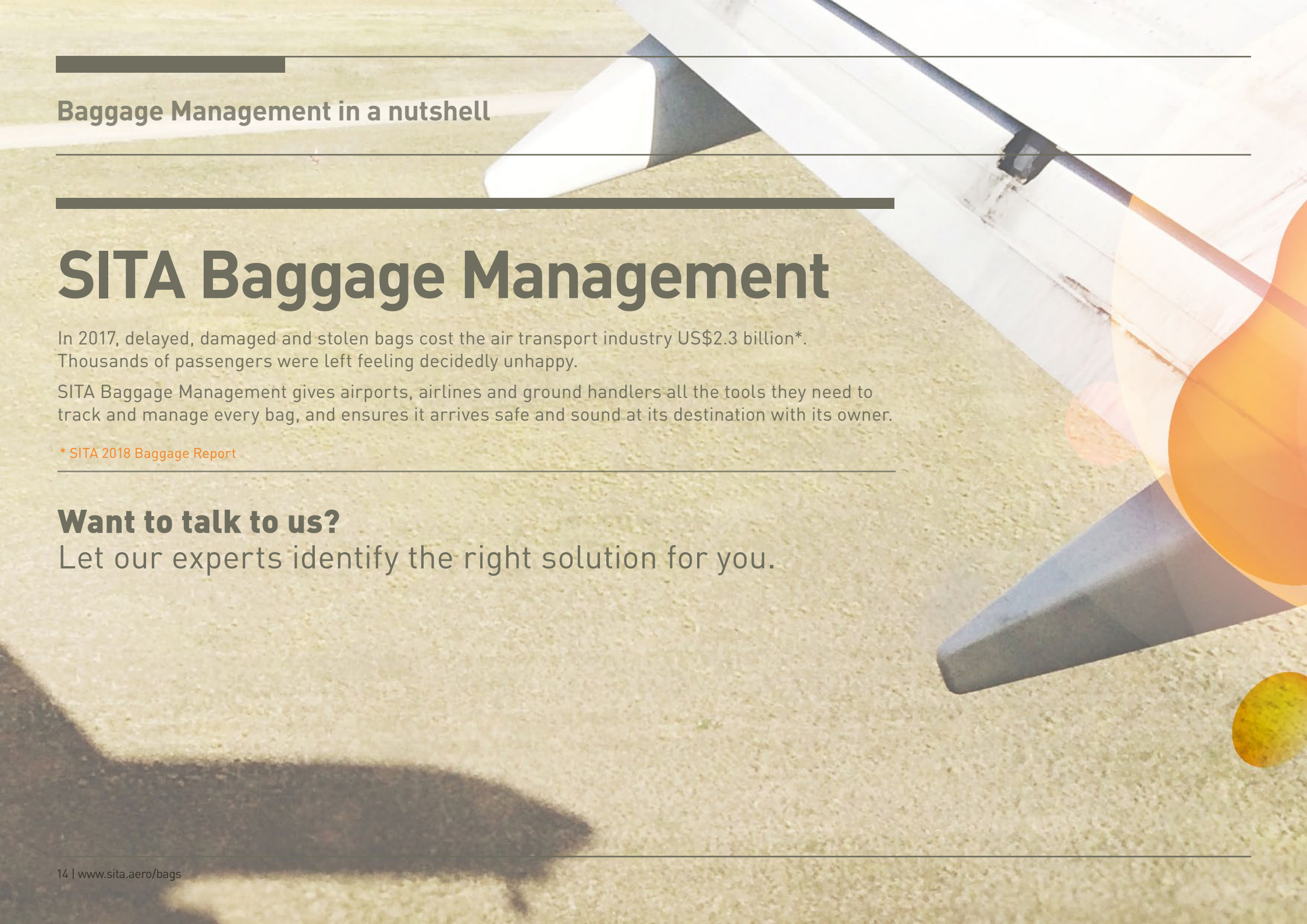
**Arrival**

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WorldTracer® is in use at over **2,800** airports worldwide

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Baggage Management in a nutshell

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# SITA Baggage Management

In 2017, delayed, damaged and stolen bags cost the air transport industry US\$2.3 billion\*. Thousands of passengers were left feeling decidedly unhappy.

SITA Baggage Management gives airports, airlines and ground handlers all the tools they need to track and manage every bag, and ensures it arrives safe and sound at its destination with its owner.

\* SITA 2018 Baggage Report

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## Want to talk to us?

Let our experts identify the right solution for you.

## SITA AT A GLANCE

### SITA transforms air travel through technology — for airlines, at airports and on aircraft.

- Our vision is to be the chosen technology partner of the industry, a position we will attain through flawless customer service and a unique portfolio of IT and communications solutions that covers the industry's every need 24/7.
- We are the innovators of the industry. Our experts and developers keep it fuelled with a constant stream of ground-breaking products and solutions. We are the ones who see the potential in the latest technology and put it to work.
- Our customers include airlines, airports, GDSs and governments. We work with about 400 air transport industry members and 2,800 customers in over 200 countries and territories.
- We are open, energetic and committed. We work in collaboration with our partners and customers to ensure we are always delivering the most effective, most efficient solutions.
- We own and operate the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.
- We are 100% owned by the air transport industry – a unique status that enables us to understand and respond to its needs better than anyone.
- Our annual IT surveys for airlines, airports and passenger self-service are industry-renowned and the only ones of their kind.
- In 2017, we had consolidated revenues of US\$1.6 billion.

For further information, please visit **[www.sita.aero](http://www.sita.aero)**



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