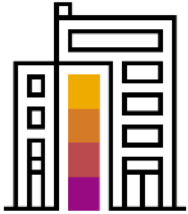


SAP Innovation Awards 2021 Entry Pitch Deck

Connected, Digital, Intelligent; IGA - A New Flight Experience

IGA Istanbul New Airport

PUBLIC



Company Information

Headquarters	Istanbul, Turkey
Industry	Passenger travel and leisure
Web site	https://www.igairport.com/en

As a trend and game setter in aviation ecosystem worldwide, in the heart of East and West, Istanbul New Airport managed by IGA is transforming client experience and renaming sectoral standards of services in aviation. 8 billion potential passengers are our customers for a worldwide magical journey for all reasons of flight.

The journey of IGA started on October 7, 2013. Before digital projections, even Istanbul Airport's construction process that was completed in a record time of just 42 months was highly successful but yet very challenging in so many ways.

To keep its promise of bringing the world's largest but more than that intelligent airport to Turkey, IGA positioned world's top digital and technological solutions with a full integrated architecture to offer the most connected and comfortable flight experience to its passengers.

You can find detailed corporate profile information following the links below;

<https://www.igairport.com/en>

<https://www.youtube.com/watch?v=m--qa7DtW4>

Let's go deeper in this journey...



Making Life Easier for Passengers & Aviation Sector

IGA Havalimanı İşletmesi A.Ş.



“With SAP S/4HANA and SAP Customer Experience solutions, we have intelligent end-to-end business processes connected to the customer experience, enabling truly personalized experiences for travelers using Istanbul Airport.”

Olgay Demirci, Deputy General Manager IST Systems, IGA Havalimanı İşletmesi A.Ş.



Challenge

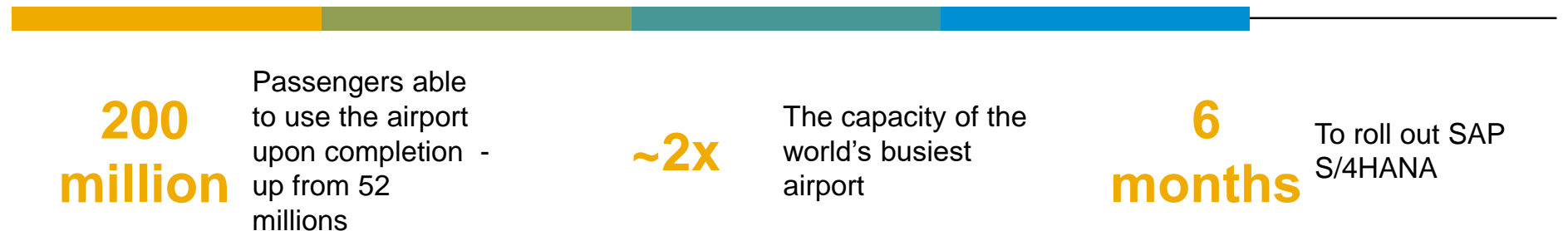
To make the experience at Istanbul Airport like no other, IGA committed to using intelligent technologies. Finding the right solution architecture and the needed complementary technologies required deep digitalization expertise due to the unique requirements and magnitude of the project.

Solution

To build the most passenger-centric, intelligent airport, IGA integrated SAP technologies with several 3rd party solutions. SAP HANA manages the main data while SAP Business Warehouse and SAP Analytics Cloud support both reporting and loyalty programs that enhance travel experience.

Outcome

The result is a single platform connecting smart end-to-end business processes and customer experience management, helping IGA create sky-high passenger experiences that exemplify the new art of travel.





Participating Partner Information

Detaysoft



An SAP PartnerEdge Platinum Partners, Detaysoft helped IGA achieve intelligent end-to-end processes that integrated with aviation systems and customer experience management.



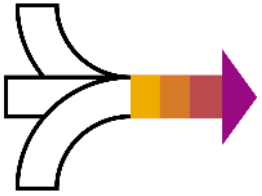
“In helping IGA achieve intelligent end-to-end processes integrated with aviation systems and customer experience management, we witnessed IGA become a key innovator in aviation ecosystems. Using technology to transform passengers time, loyalty, money management and comfort was an enthusiastic experience that we are pleased to carry to new SAP potential customers.”

Alkin AKSOY – General Manager / Partner

“Thanks to expertise from our partner Detaysoft, **all our systems communicate with one another**, giving us comprehensive business and customer experience management processes.”

Olgay Demirci, Deputy General Manager IST Systems, IGA Havalimanı İşletmesi A.Ş.





Business Challenges and Objectives

Building and operating one of the world's most technologically advanced airports is not an easy task.

From the very outset, IGA needed to build its business infrastructure using smart, integrated technologies to connect its operations and deliver an outstanding experience for passengers.

This required establishing an intelligent business landscape able to support end-to-end business processes.

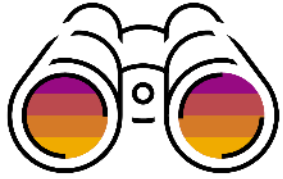
It also involved embracing connected technologies and data intelligence support travelers before and during their airport visits.

IGA set the ambitious goal to create an airport that was not just one of the largest in the world but also one of the smartest

It decided to deliver a high-flying passenger experience heightened by advanced technologies that would make using its airport quicker, more enjoyable, and as convenient as possible.

To deliver on its promise, IGA committed scale its technology investments and undertake the most significant information-technology projects ever undertaken in Turkey.





Project or Use Case Details

Committed to building an intelligent enterprise through **Intelligent end-to-end business processes**, IGA teamed up with SAP global partner Detaysoft to implement SAP S/4HANA and integrate SAP Customer Experience solutions.

This provided IGA with a **single platform** for connecting finance, accounting, controlling, supply chain logistics, and human resource management processes.

With intelligent processes, the airport operator gained comprehensive visibility across its business. Terabytes of data generated daily across the airport's connected systems now feed IGA's analytics solutions, delivering a **constant flow of insights and intelligence** that informs operational decisions and improves the passenger experience.

Detaysoft also configured IGA's loyalty program, IGA PASS, to run on SAP Customer Experience and created a new integrated mobile app that offers passengers **helpful and convenient services** such as finding available parking spaces or locate their vehicle. Besides passengers can create their own reservations and services thanks to this loyalty program. Fiori and C/4HANA systems are used in all of these sales platforms.

Inside the terminal, travelers can find additional assistance, such as monitoring wait times at security gates, intelligent advertisements, using IGA mobile app for travel details, contactless payments and transition.





Benefits and Outcomes

Business or Social

- **Capacity & Comfort;** Almost doubled the capacity of the world's busiest airport and gained the ability to host flights to more than 300 destinations
- **Home To Gate;** Optimized the customer experience, offering passengers useful services between their homes and when they arrive at the boarding gate
- **Connected;** Gained the ability to accessing and verifying all passenger services on a single platform

IT (optional)

- **Integrated System;** Equipped airport with a single platform connecting processes for finance, accounting, controlling, supply chain logistics, and human resource management
- **AI & CX Abilities;** Enabled enterprise-wide access to real-time insights and analytics
- **Traceability & Data Security;** ISO/IEC 27001 Certified International Information Security Management System

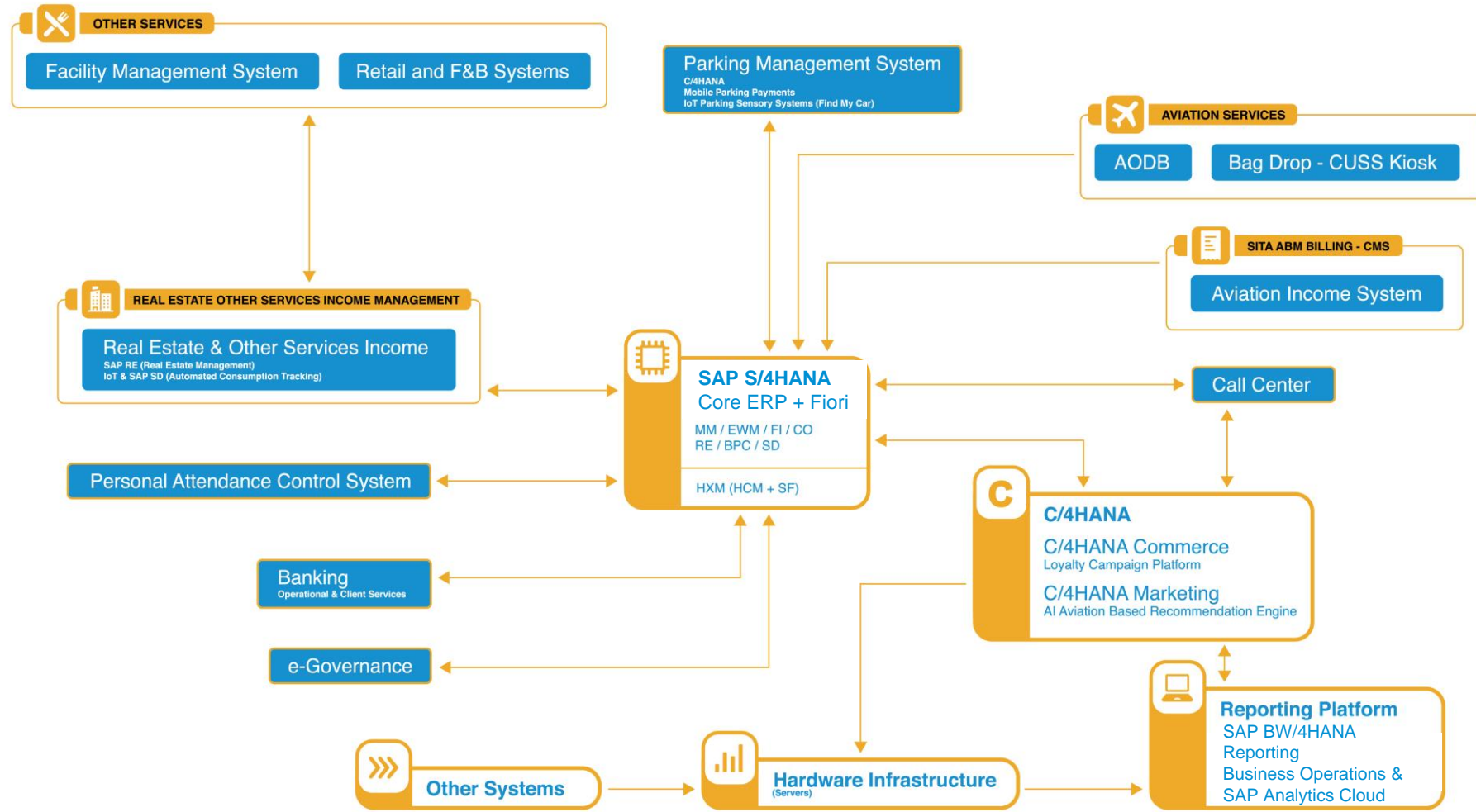
Human Empowerment

- **Mobile & Customer Centric;** Deliver passenger informations at their fingertips via mobile apps
- **Dijital;** Make sales through e-commerce platform and provide services with QR code at the last service point
- **Easier;** Offer streamlined airport procedures in arrivals, departures, and transit areas for passengers with digital tracking-enabled passports
- **Strengthened with AI;** Offer different types of campaigns in various sectors to passengers based on their behavior by using smart recommendation engine specific for aviation





Architecture





Deployment

Deployment status Live

Date April 07, 2019

Number of users 3200

SAP® technologies used:

SAP Product	Deployment status (live or proof of concept [POC])	Contribution to project
1 SAP S/4HANA & FIORI (MM/SD/CO/FI/RE/BPC)	Live	Digital core/intelligent ERP + FIORI Developments
2 SAP Customer Experience Services	Live	Support the company's loyalty program
3 SAP C/4HANA Marketing	Live	Omnichannel and product content management
4 SAP C/4HANA Commerce	Live	E-commerce platform management
5 SAP SuccessFactors HCM Suite	Live	It is used for functions such as compliance, payroll, personal files & benefit management

If you have used one or more of the services or support offerings from SAP Services and Support during the implementation or deployment phase, please indicate which one(s) below with an

- SAP MaxAttention™
- SAP ActiveAttention™
- SAP Advanced Deployment
- SAP Value Assurance
- SAP Model Company
- Others:
- SAP Innovation Services
- SAP Innovative Business Solutions





Advanced Technologies (1 of 2)

The following **advanced technologies** were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
1 Machine learning or artificial intelligence Robotic process automation, conversational AI, AI-based knowledge graph	SAP S/4HANA	Processing the data received from AI based digital advertisement platform in SAP S/4HANA and transferring it to other platforms. Establishing an aviation-based recommendation engine by using machine learning and artificial intelligence algorithms.
2 Intelligent data management Multi-cloud, data virtualization and governance, smart data tiering, persistent memory, data privacy	SAP S/4HANA SAP BW/4HANA	It is used for management reporting and visualization by taking the data of the past days via SAP BW/4HANA and processing it in SAP S/4HANA. BO & SAC used for dashboards and reporting.
3 Advanced and augmented analytics <ul style="list-style-type: none">Real-time and streaming analytics, spatial analyticsNatural language query and generationAutoML to identify trends, patterns, outliersPredictive analytics (time series analysis and forecasting, regression, classification)	SAP S/4HANA	It is used to stream real-time data to the dashboard - such as what plane will arrive at which pier and the expected passenger density in the field within the next 5 hours.
4 Data and analytics solutions in the cloud <ul style="list-style-type: none">Unified data and analytics cloud platforms by SAPModern/self-service data to analytics	SAP BW/4HANA	SAP BW/4HANA, SAC & BO are used for reporting.



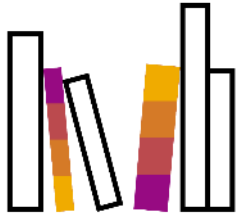


Advanced Technologies (2 of 2)

The following **advanced technologies** were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
5 Advanced cloud integration <ul style="list-style-type: none">• API economy (monetization and API marketplaces)• AI-based or crowdsourced integration• High throughput, low-latency digital integration hub	SAP C/4HANA Commerce	C/4HANA campaign management strengthened via AI personalized smart campaign suggestions.
6 Industry cloud platform		
7 Blockchain		
8 Internet of Things	SAP S/4HANA SAP BW/4HANA SAP HXM SAP PM	Projects such as face recognition, parking lot occupancy rate display, vehicle tracking system are implemented under the scope of IoT. Collecting data from meters via LoRa gates and IoT sensors and automating invoicing processes.
9 3D printing		





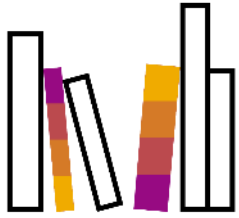
Additional Information

For the first time in the world, end-to-end solutions under a single integrated system using SAP S/4HANA® and SAP® Customer Experience applications were developed at IGA. In this way, it has created an environment which is integrated with technology by providing a facilitated and personalized experience for everyone from its employees to its customers.

This huge project will continue to strengthen its corporate culture integrated with technology by innovative solutions in the future. One of these solutions is the marketplace platform open to all stakeholders, where products / services such as duty free and food & beverage are offered for sale at the airport. Orders placed on this platform can be delivered to the passengers at the airport via couriers. This solution will contribute to the airport being not only a transportation station but also a living space.

To fight against covid strongly, «Social Distance Sensors» & «Smart Distance Warning Systems» are installed. Also, passengers can benefit from the contactless payment service by paying on their mobile devices with links sent via SMS or e-mail at service purchasing point. Afterwards, after introducing themselves to our system via our mobile application, they can benefit from our services with our contactless transition methods.





Additional Information

IGA estimate the passenger density that will occur in the future by processing the data collect (flight, number of passengers, density map, and sensors data), as a forecast. It manages the personnel optimization process depending on the data obtained.

IGA aimed to enable passengers to access information about the airport and flights more easily via the mobile application. Passengers can plan and follow their journey, which begins before arriving at the airport. We call it «Home to Gate».

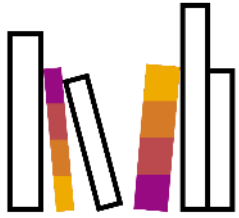
Detailed information about the activities that can be carried out at the airport can be easily accessed via the mobile applications. Also airport employees were provided with the necessary planning for the collected data to provide a good service through dashboards and reports created using artificial intelligence technology.

Airport-Collaborative Decision Making platform is created where the right data is delivered to the right people at the right time and all actors at Istanbul Airport can share the information they have in their hands together.

IGA effectively automated the provisioning of production-ready cloud infrastructure resources for the world's largest airport, and provided IT services for all onsite organizations. As a project output, it was calculated that IGA Cloud accelerated the delivery 12 times.

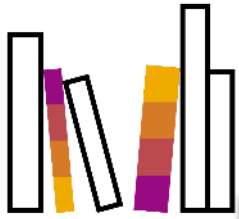
As a result of strong cooperation of IGA Technology team and its platinum partner, visionary solution architecture and efficient project management, It is not a coincidence that IGA was granted the «Best Digital Transformation in Europe» Award by Airport Councils International (ACI) on Tuesday, November 17, 2020 with its SAP centered digitalization vision.





Additional Information





Additional Information

Navigation from home to terminal/gate



AT HOME

DEPARTURE



Car Park availability

Fast Track entrance QR code



Flight Tracking
⌚ Time to Gate
📍 Navigation to Gate

Notifications for Gate status



Shopping and F&B store list/search

Map (Indoor navigation)



Lounge entrance with QR code

Buggy usage with QR code



ARRIVAL

Mobile Parking Payment



Calling for Valet

Where is my car



Luggage status/Carousel information



Fast Track entrance QR code



Arrival buggy usage

CAR PARKING

TERMINAL

