

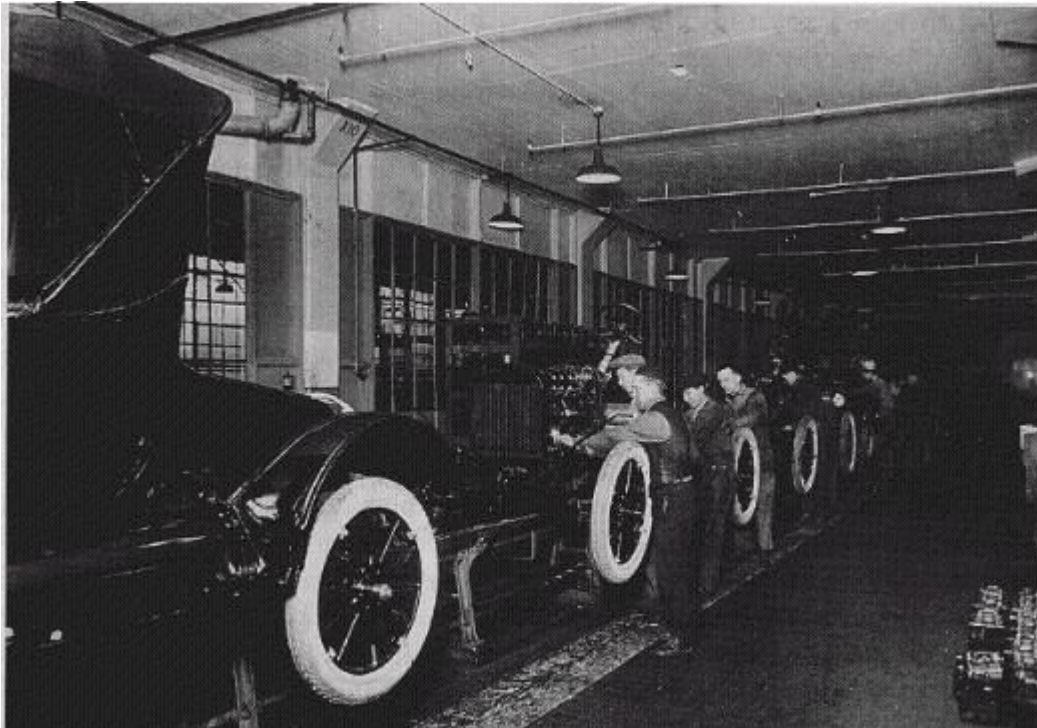
Business Transformation for Growth

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ACI World Assembly, Cape Town

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Business Transformation



"I will build a car for the great multitude. It will be large enough for the family, but small enough for the individual to run and care for...."

Henry Ford

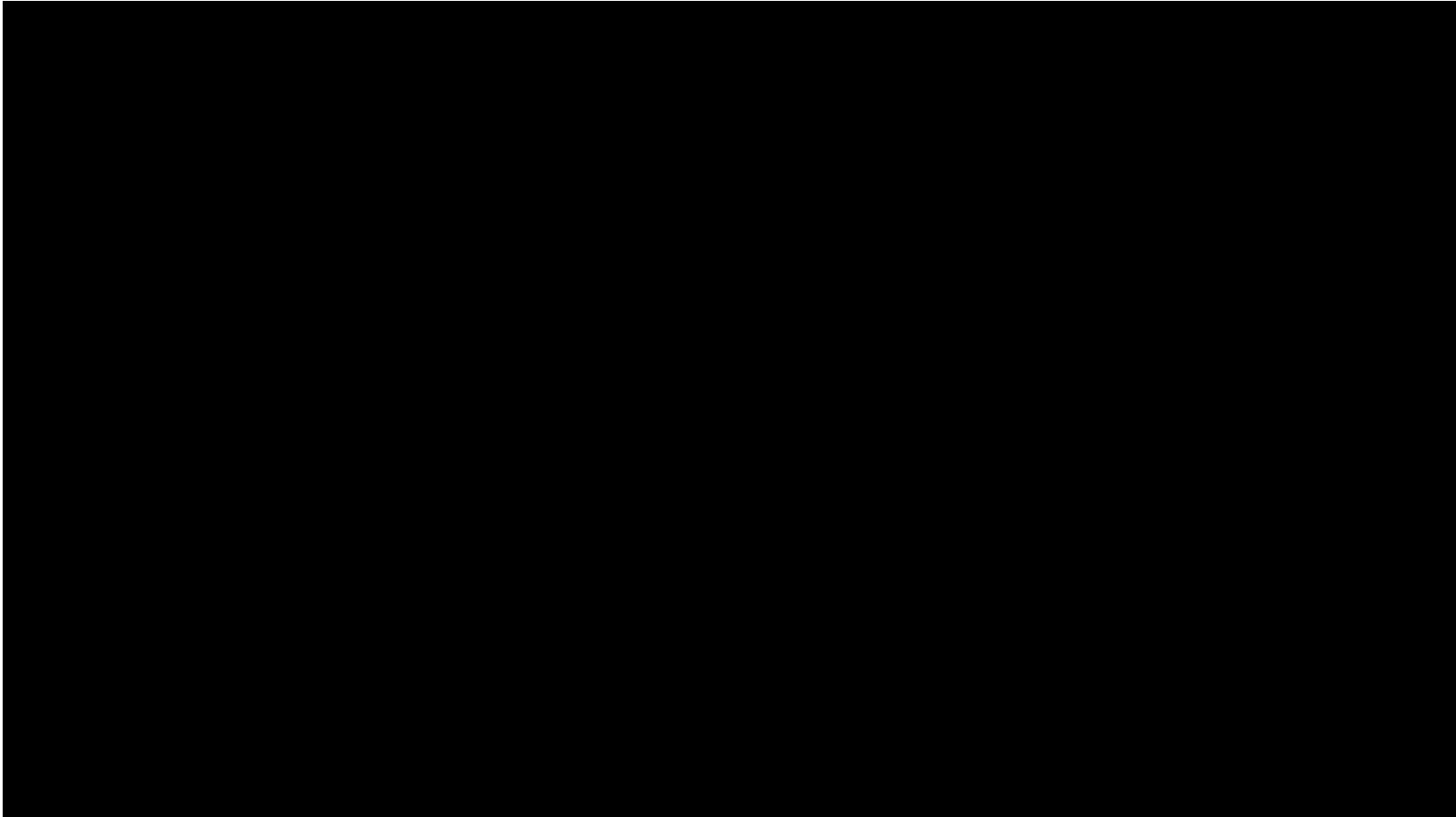
Changed Industry Rules

- Electronic Tickets
- Internet Check-in
- Bar Coded Boarding Passes
- New Networking Technologies

- ... and also
 - Higher risk of miss-use
 - Ever changing security regulations

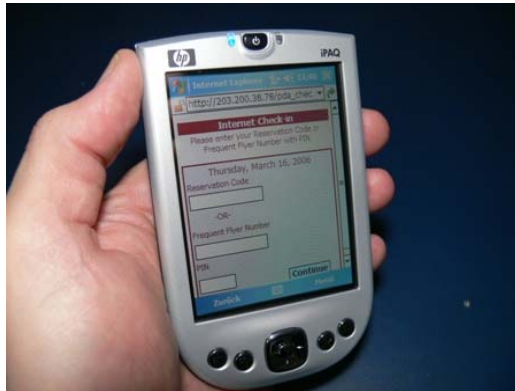


The modern Henry Fords need to take the lead. You as airport executives must develop **your 'Model T' strategy.**



Three Simple Steps

1. **Check-in** on the internet and request a mobile boarding pass



2. Receive the Unisys Mobile **Boarding Pass** identifier in a few seconds



3. Transform the identifier in five seconds into **any format** of boarding card

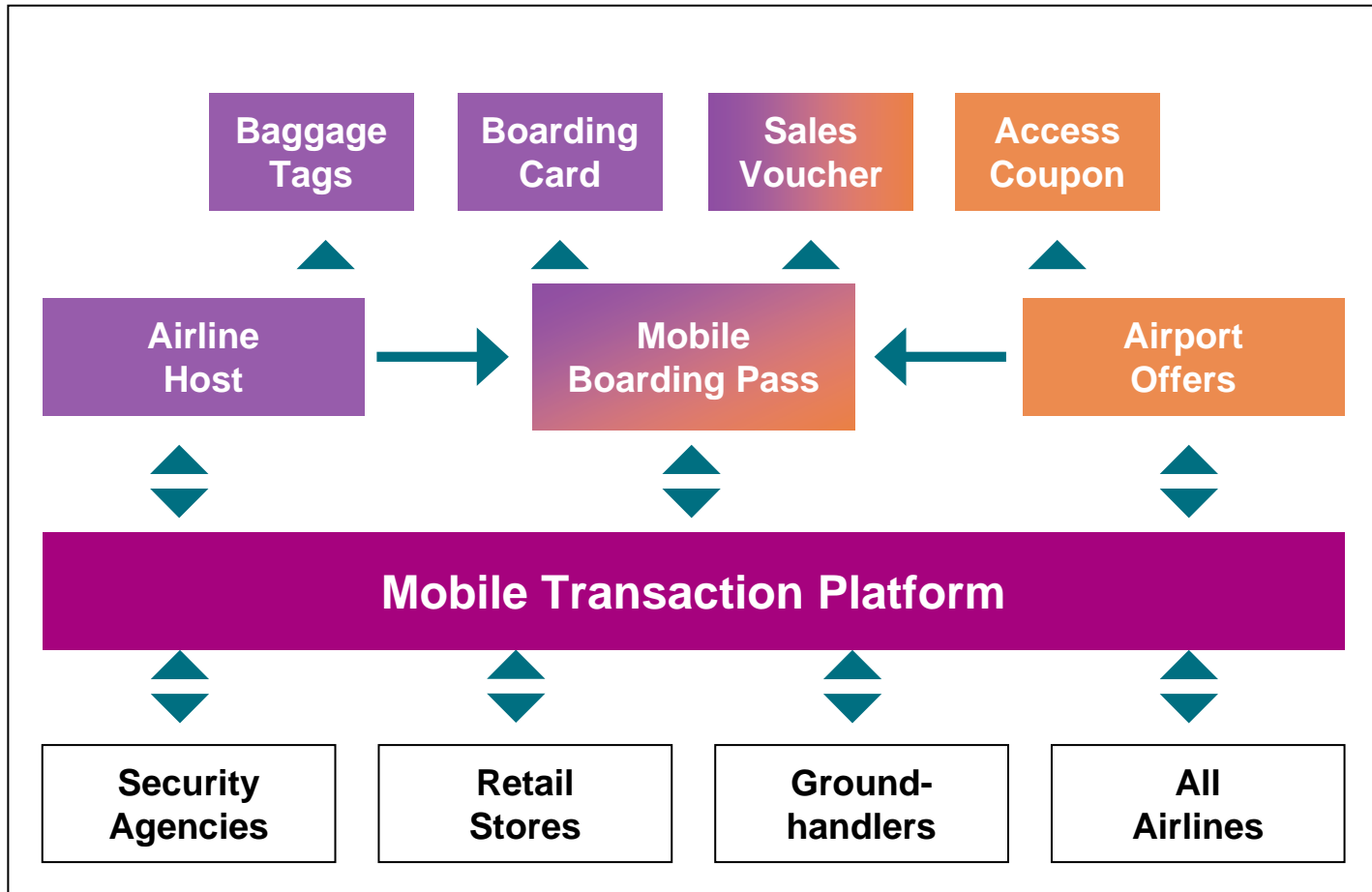


Innovator's Dilemma

- Six Keys to Building New Markets by Unleashing Disruptive Innovation *by Professor Clayton M. Christensen, HBS*

1. Disruptive innovations spur growth
2. Disruptive businesses either create new markets or take the low end of an established market
3. Disruptive opportunities require a separate business-planning process
4. Don't try to change your customers—help them
5. Integrate across whatever is not good enough
6. Be patient for growth but impatient for profitability

Combining Check-in and Retail



Don't Miss The Boat

- Do not wait longer
 - All including **Self-Service concept** with clear financial goals and business case
 - Inexpensive pilot installation to prove it works **for your airport**
- Design a clear business architecture
 - Business architecture sessions with your experts to **model the new business** opportunities and make a sound project plan
 - Financial risks are minimized and controlled by you
- Start operation with one (or more, if possible) airline partner
 - Make the launch a marketing event for your airport, as it is a true innovation
- Rapid expansion depending on success of pilot
 - The technology is simple to install and based on open standards

Summary

We build today the tools you are going to use tomorrow

- Four Check-in Channels
 - Check-in Assistant for Airport Desks
 - CUSS Kiosk Application
 - Internet Application for PC
 - Internet Application for PDA
- IATA 2D Bar Code (PDF 417) for Internet and CUSS
- Unisys Mobile Boarding Pass
- Unisys Quick Service Point

