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Empowering Airlines & Airports for Exceptional Operational Efficiency and Passenger Experience

Airlines & Airports operate in an industry where performance, reliability, and passenger experience are vital. Passengers expect seamless connectivity, efficiency, and a superior travel experience.

On the ground, turnaround times are becoming squeezed, and costs related to delays in departure vairy depending on location and airline but on average sources say between £45 – £150 per minute.

Media headlines state Airline IT plays a crucial role in optimising operations and enhancing the passenger experience. Despite investing in performance measurement tools, Airlines often overlook the perspective of aircrew, ground staff, check-in staff, ramp agents, and most importantly their passengers, which can result in misconceptions about critical system performance, availability and cause Airline's challenges.

Challenges Airlines & Airports face:

• **Passenger Expectations:** Passengers demand a seamless and connected travel experience, from booking tickets on the website, to checking in on a mobile application, checking bags at a kiosk, Wi-Fi and in-flight entertainment. Meeting these expectations is vital for customer loyalty.

• **Legacy IT:** Airlines realise they rely heavily on complex networks, legacy applications, and global distribution systems (e.g., Sabre, Amadeus, Travelport...)

• **Next Generation IT:** The risk of downtime, cost implications and impact to the passenger experience to move from legacy IT to the next generation systems.

• **Data Management:** Airlines handle enormous volumes of data related to flight schedules, passenger information, and maintenance records. Efficient data management is essential for compliance and decision-making.

• **Reducing Carbon Emissions:** The aviation industry is under increasing pressure to reduce its carbon footprint due to jet fuel dependency and waste management issues.

ALLUVIO
by riverbed

Riverbed can tackle these particular challenges:

1. **Pre-flight Passenger Experience satisfaction:** Enhance performance by optimising connectivity and application delivery. This ensures smooth reservation systems, ticket processes, check-in, and real-time flight updates.

2. **In-flight Passenger Experience Improvement:** Riverbed helps airlines enhance the passenger experience through faster and more reliable in-flight Wi-Fi, entertainment, and connectivity services. This boosts customer satisfaction and loyalty.

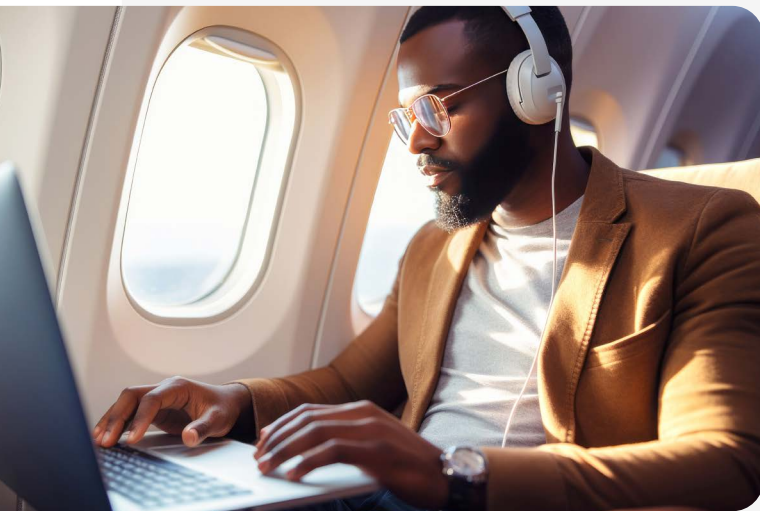3. **Performance Monitoring of Mission Critical Systems:** Riverbed's monitoring tools provide real-time visibility into the performance of critical applications, enabling proactive issue resolution and preventing disruptions.

4. **Risk Mitigation during Cloud Migration:** Maintaining real-time visibility across all IT services ensures smooth operations, even during cloud migrations. Automation and self-healing capabilities enable seamless rollback of changes if needed.

5. **Turning Data into Action:** Airlines can leverage insights into how IT services affect both employees and the passenger experience. This data empowers them to prioritise services and projects effectively.

> "Alluvio IQ is helping my team realize a self-healing network. Using the built-in features of runbooks and AI/ML we can reduce the number of alerts and capitalize on our automation processes to perform corrective actions to the network before users experience impact. Alluvio IQ is a game changer in monitoring and unified observability."

Earl Foster, American Airlines

Benefits for Airlines & Airports

- **Cost Reduction:** Riverbed's solutions help airlines optimise their hardware and network resources, leading to reduced IT asset and operational costs.

- **Improved Efficiency:** By streamlining data management and application delivery, airlines can enhance operational efficiency and decision-making.

- **Enhanced Passenger Satisfaction and Increased Revenue:** Reliable pre-flight and in-flight services and seamless passenger experiences will lead to higher customer satisfaction and loyalty.

- **Competitive Advantage:** Airlines leveraging Riverbed's solutions gain a competitive edge by offering superior services and operational excellence.

- **Sustainability:** Riverbed captures actual performance data from all applications and devices, translating it into actionable, environmental insights to reduce carbon emissions.

Riverbed's Alluvio platform is a game-changer, elevating digital experiences. With a complete range of solutions that fine-tune digital interactions from the very first keyboard or mouse click, all the way through infrastructure, applications, and back-end systems, Riverbed transforms guesswork into actionable insights. This approach not only reduces support costs but also minimises disruptions at the forefront of operations. For more information, visit https://www.riverbed.com/contact-us/

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Riverbed – Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed offers two industry-leading solution areas – Alluvio by Riverbed, an innovative and differentiated Unified Observability portfolio that unifies data, insights, and actions across IT, so customers can deliver seamless digital experiences; and Riverbed Acceleration, providing fast, agile, secure acceleration of any app over any network to users, whether mobile, remote, or on-prem. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at riverbed.com.