

**MATERNA**  
**IPS** intelligent  
passenger  
solutions

History repeats itself –  
How everybody  
eventually comes  
around to embracing  
digital transformation in  
the passenger journey!

Intelligent Passenger Solutions - A great way to start a trip.

A wide-angle photograph of an airport check-in area. The room is filled with rows of white self-service kiosks. Each kiosk has a small screen displaying flight information and a tray for luggage. The kiosks are arranged in a grid pattern. Above the kiosks, there are signs with numbers and letters, such as '01 P', '02 P', '03 P', '04 P', '05 P', '06 P', '07 P', '01 Q', '02 Q', '03 Q', '04 Q', '05 Q', '06 Q', '07 Q', '08 Q', '09 Q', '10 Q', '11 Q', '12 Q', '13 Q', '16 Q', '17 Q', and '18 Q'. The floor is covered in a blue and white geometric pattern. The background features a large glass wall with a metal frame, providing a view of the airport tarmac and other buildings. In the top left corner, there is a dark blue rectangular box containing the Materna IPS logo and tagline.

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Materna IPS

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# ABOUT

## Materna IPS

Materna IPS, the aviation company of the Materna Group, has been a major player in the aviation industry for over three decades as an international service provider for intelligent passenger self-service solutions to airlines, airports and ground handling companies.

We are the leading provider of Self Service solutions including Check In kiosks and Self Bag Drops.

**A great way to start a trip.**

**Where are the best ideas from:  
In the office or drinking coffee at airports?**



## And what is on your CIO's objectives list?



## Probably 'digital' transformation



## Can we realistically do 'digital' transformation at the present time?

- The short term necessity may be more seen as 'problem fixing' focussed rather than revolutionary.
- In other words tactical rather than strategic, but generally speaking the two are not mutually exclusive

**What the passenger wants .....**

**.....versus what the passenger sees**



## Bringing the stakeholders on side with the quick wins

- Stake holder views have evolved.....this has happened in every industry throughout history!
- In aviation some good examples of how the challenges have changed :

Ground handlers were people centric suppliers, now that is harder to deliver

Airports had plentiful real estate and could build out of problems

Taking payments with cards was seen as the answer but now has more legislation and risks.

## Finding the low hanging fruit and making it part of the bigger picture



## Making the low hanging fruit part of the bigger picture

- A simple biometric check to 'replace' an agent operated document check is the first step of biometric enrolment.
- A CUSS check in kiosk can be the first step of a Two Step self Bag drop process.
- A self boarding gate can ultimately be part of a 'single token' passenger journey.
- QR code links on self service screens can simplify payments replacing Chip & PIN devices

Well planned quick wins will not be throw-aways or obsolete with a bit of careful planning and future proofing.

## Airports – talk to your airlines

- Focus on fixing easily identified problems
- Provide real evidence that will help a business case
- Encourage the early adopters
- Avoid trials, pilots, POC's for existing technologies and instead take a phased approach.
- Don't be afraid to listen, learn and adapt.

## How to work with your suppliers to plan the steps

- Identify and prioritise the issues
- They are always willing to come to talk and buy the coffees !
- You may be surprised at the changes that are possible and who wants to make them
- Everybody eventually embraces digitalisation!

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*“ A journey of a thousand miles begins with a single step ”*

Chinese proverb - Chapter 64, Dao De Jing - Laozi

## Thank you for your attention



Please do feel free to get in contact with us , either at our booth or by phone or e-mail.

The aviation company of the Materna Group

# Materna IPS GmbH

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