Data Quality & Interoperability
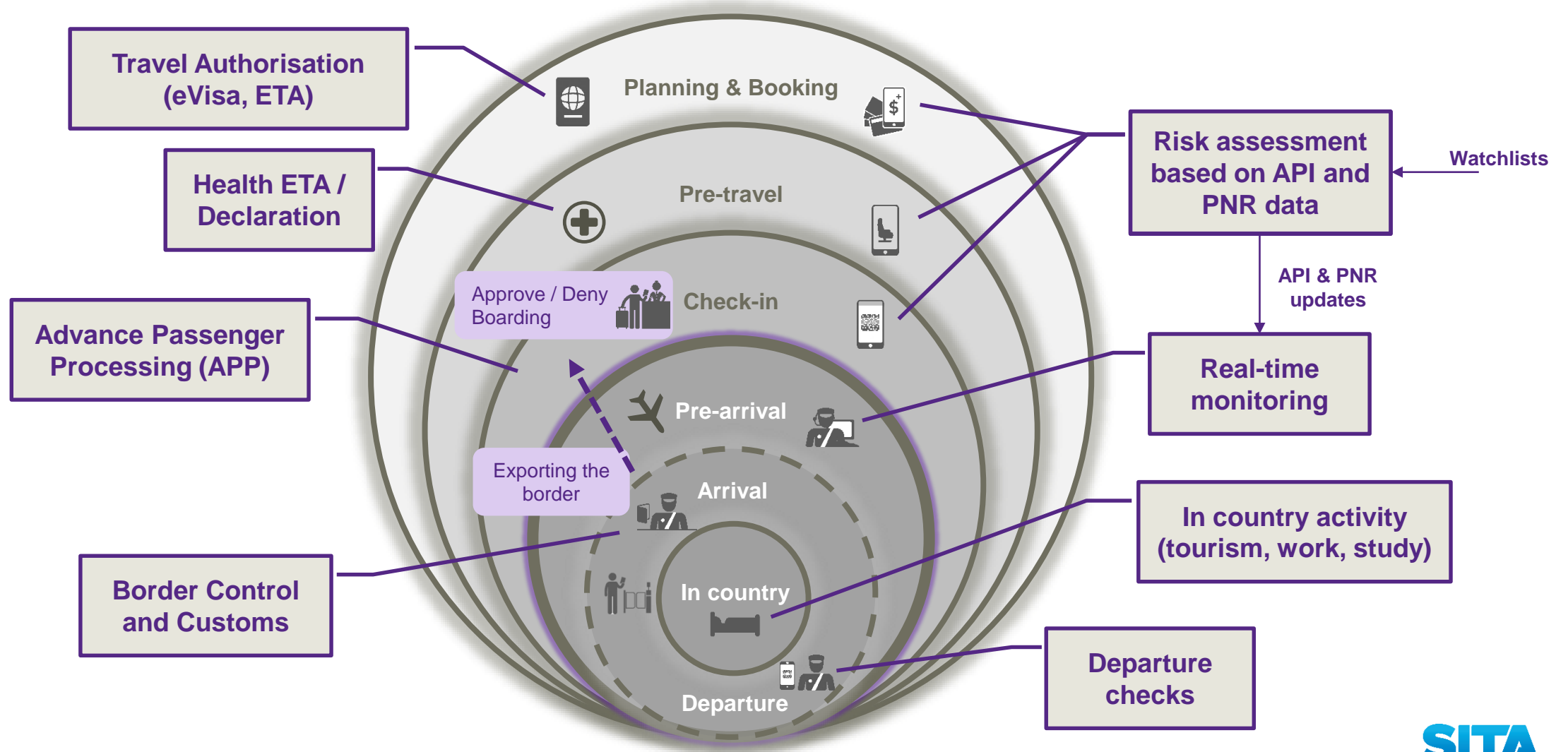
Curing the 'Rubbish In – Rubbish Out' Paradigm

Andy Smith
4th November 2020
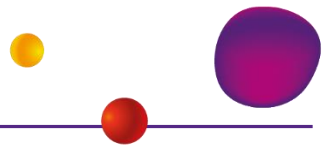
Border Management Layers

Qualified & Quality Data is required at every layer of an integrated border management approach

Travel Authorisation (eVisa, ETA)

Health ETA / Declaration

Advance Passenger Processing (APP)

Border Control and Customs

Planning & Booking

Pre-travel

Approve / Deny Boarding

Check-in

Pre-arrival

Exporting the border

Arrival

In country

Departure

Risk assessment based on API and PNR data

Watchlists

API & PNR updates

Real-time monitoring

In country activity (tourism, work, study)

Departure checks

SITA AT BORDERS

The New Information Sets

Passenger Locator Form

+ Standard
+ Complete
− Paper based
− Not scalable

Health Declarations & Contact Tracing forms

+ Info-packed
+ Complete
− Paper based
− Not standard

Mobile Apps

+ Big data ready
− Not standard
− Not universal
− Limited range
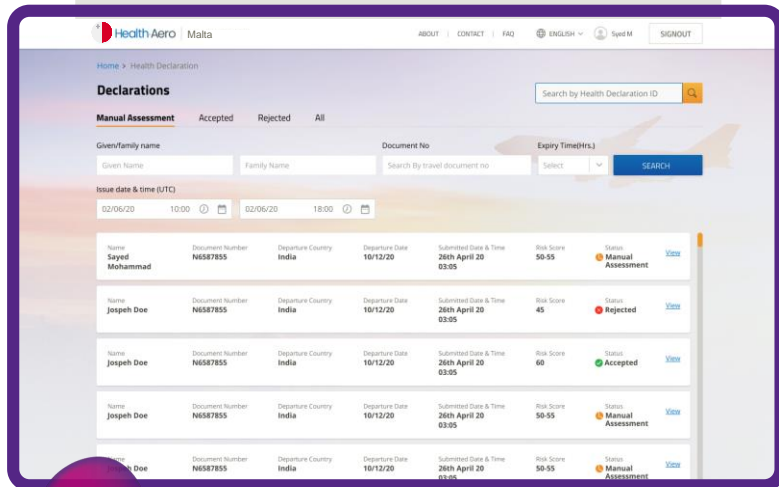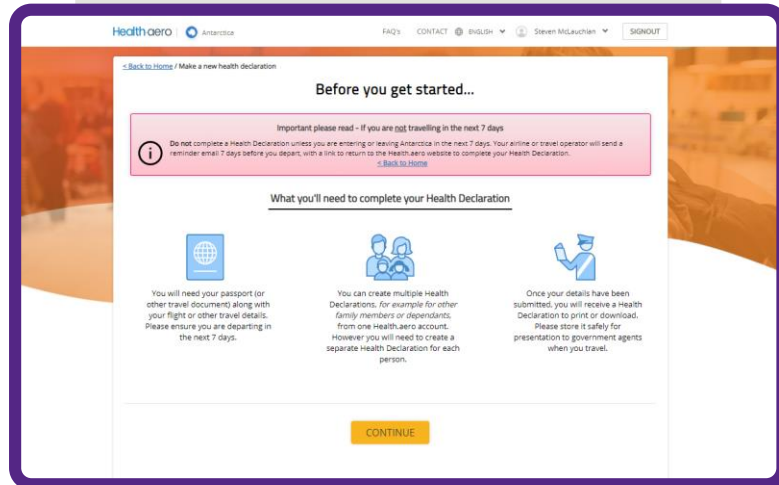
API/PNR

+ Digital
+ Established
* Req. collaboration

SITA
AT BORDERS

SITA Travel Authorization

Health ETA

Protecting the nation's health:

- ☑ open up their borders in a **controlled** manner considering for example the health status of points of embarkation

- ☑ make decisions whether to permit entry of an individual **prior** to them traveling – this is known as 'exporting the border'

- ☑ be **responsive** to handle rapidly changing situations

- ☑ use an **information driven** approach based on real-time data

- ☑ be able to **stop** high-risk individuals or groups checking-in and boarding their flight

- ☑ provide an **easy** to use solution for travelers

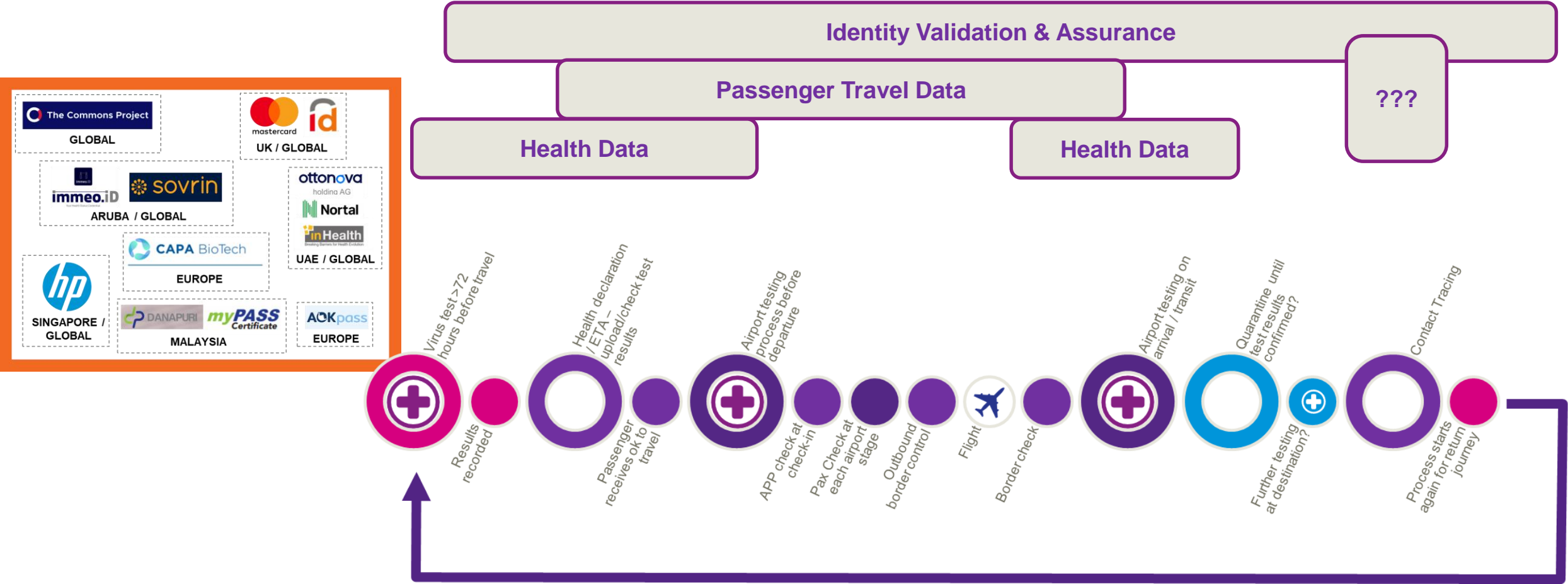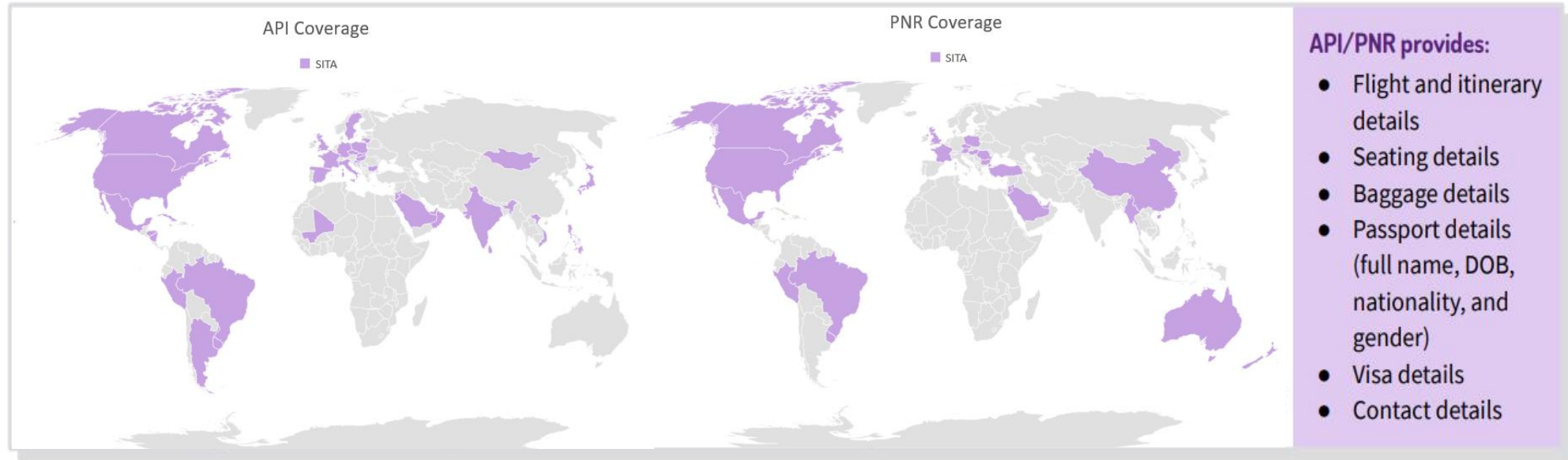- ☑ **quickly** implement the solution with **minimal impact** on carriers

Health certification and Passenger Process

Multiple potential points of testing before, during and after the journey

New Questions from Old Data Sets

API (APP) and PNR already provide valuable information for contact tracing

API Coverage · SITA

PNR Coverage · SITA

API/PNR provides:
- Flight and itinerary details
- Seating details
- Baggage details
- Passport details (full name, DOB, nationality, and gender)
- Visa details
- Contact details

- Has someone travelled in the last XX days?
- Who was on the same flight?
- Who was on the same booking?
- Who was sitting next to them?
- Who were the crew?
- Are they still in the country?
- What are their contact details?

SITA AT BORDERS

Leveraging Data for Contact Tracing

Improving data quality

Governments are focusing on how the quality of API PNR data can be improved to enable accurate risk assessment

Governments rely on API PNR data to look for potential threats to their countries, the quality of the data is of central importance to their risk analysis.

There are many reasons for poor API and PNR data quality:

- Human error, re-keying data
- Different people entering data @ different time
- Varying governments requirements
- Check-in applications
- Airline IT system changes
- Changing global standards
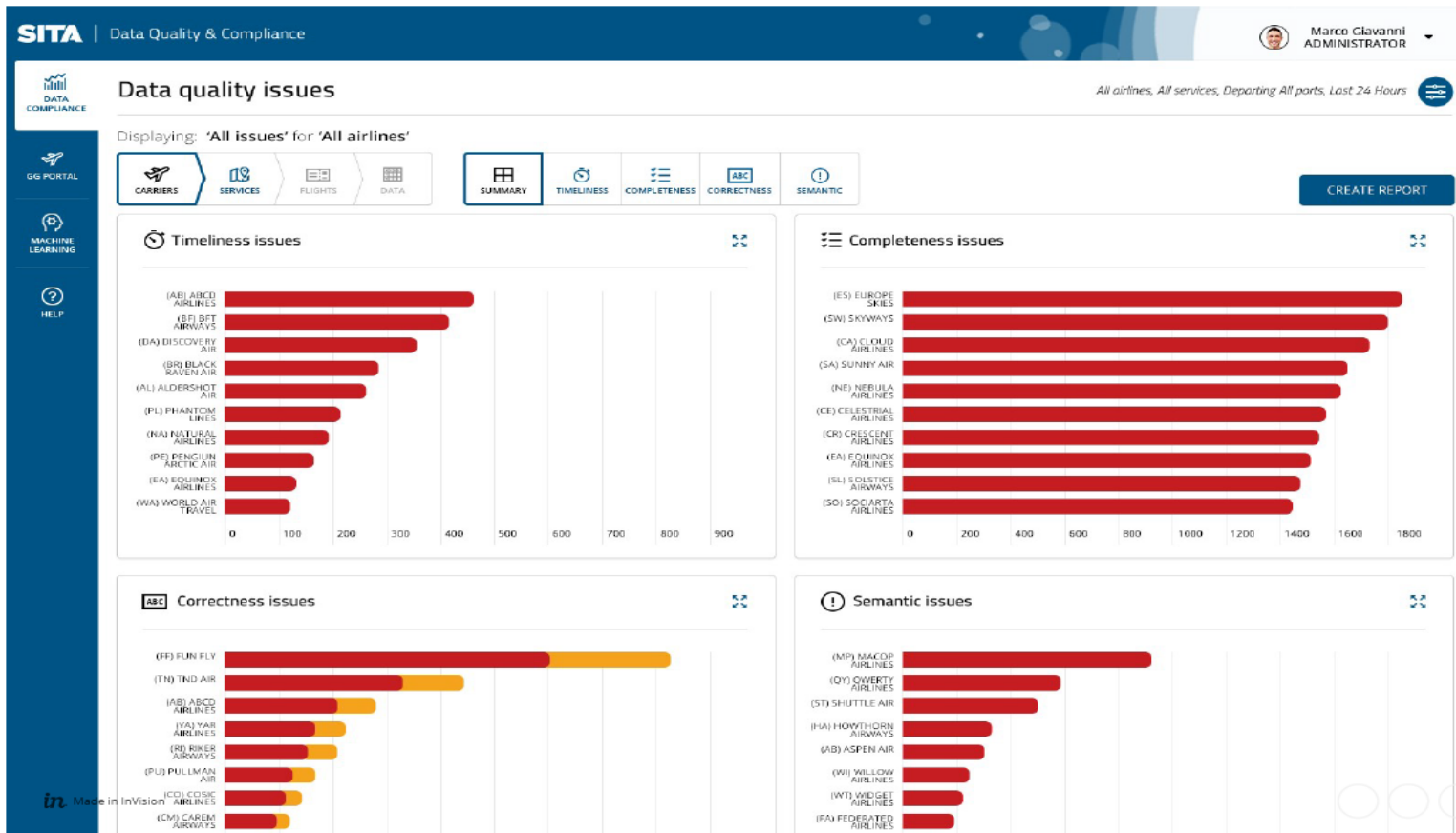
Many Governments don't have a clear view on their data quality, and this need to be resolved before they can improve

Data quality has several different dimensions. These include completeness, time, format and meaning.

Timeliness	Completeness	Correctness	Semantic

Addressing all four allows governments to get the best quality data

SITA
AT BORDERS

Data Quality User Interface Option

Your data validated

Governments rely on data provided by carriers to perform a risk assessment on all travellers arriving or departing the country

Poor quality data or late data can affect the border security

SITA API PNR Gateway runs your data against the four pillars of data quality
- Time
- Completeness
- Correctness
- **Semantic (Machine Learning)**

The result is **visualised** in an **interactive User Interface** where **trend analysis** per carrier and per service can be performed

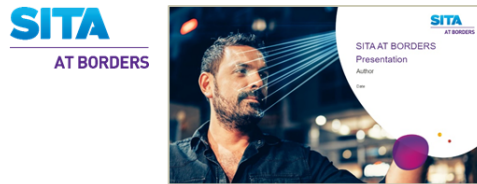# We're a world leading provider for travel & transport

For **airlines**, **airports** and **ground handlers** at the airport

Spanning **operational and business processes**, baggage and passenger management

Focus:

- Smarter, more **collaborative** and **efficient** airports
- Better **on-time** performance, streamlined processes and **greater capacity**
- A **seamless automated** passenger journey

For **governments** and **border** management **agencies**

Spanning **border management**, traveler **identity** and **risk**, **operations** & **automation**

Focus:

- Enabling governments to strike the **balance** between **security** and **facilitation**
- Making travel **safer** and **easier** across and within borders, and building **trust** in travel
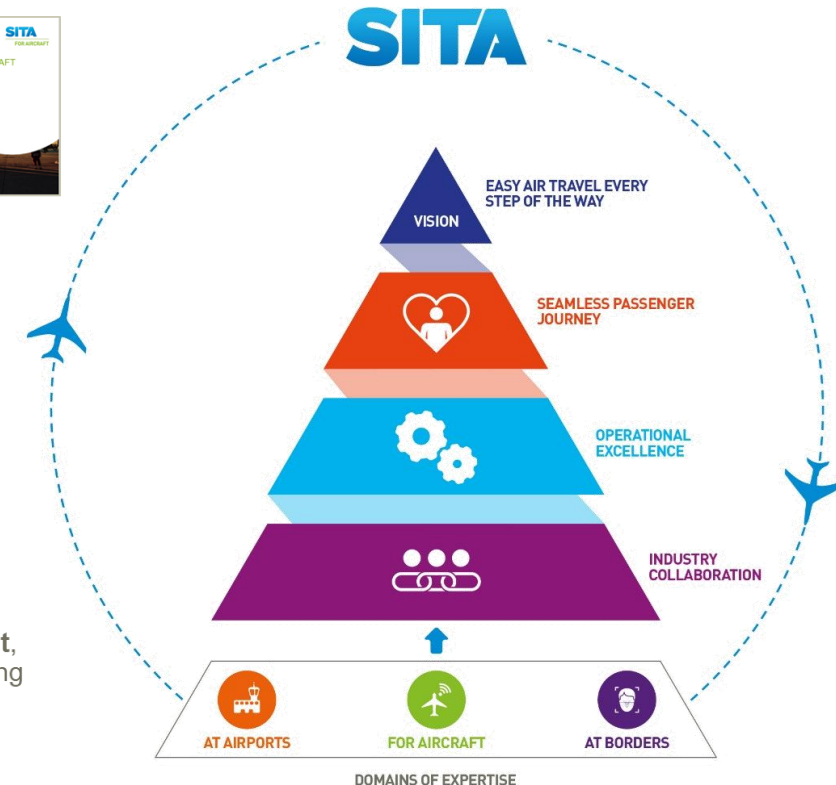- Making borders **smarter, more secure** and more **seamless**

For **airlines**, **ANSPs**, **airframers**, **OEMs** and **MROs**

Spanning **aircraft** & **flight ops**, **data management**, **cockpit** comms and **inflight** connectivity

Focus:

- **Reinventing** operations & the on-board experience
- **Unlocking aircraft data**, whatever platform, onboard, in-flight, on the ground
- Delivering **safer**, more **efficient**, **sustainable** and enjoyable flying experiences

SITA Border Management Portfolio

Our border management ecosystem responds to both todays demands and adapts to tomorrow's developing landscape. It offers a range of flexible solutions to guarantee your land, sea and air border security delivers for your country 24/7.

SITA TRAVEL AUTHORIZATION

Provides a **digital permission** for visitors to travel to your country e.g. an eVisa, an ETA or a Health ETA

SITA API-PNR GATEWAY

Helps **protect your borders** through the collection of data in accordance UN Security Council resolutions

SITA ADVANCE PASSENGER PROCESSING (APP)

"Exporting the border" by combining passenger information service and real-time risk assessment in advance of travel

SITA BORDER CONTROL

Delivering **secure, frictionless** border crossings through primary line systems and Border Automation

SITA INTELLIGENCE & TARGETING

Advanced risk assessment and targeting of goods and people across your borders using rich data analytics

SITA
AT BORDERS

SITA Border Management

- Over **20 years** of border management heritage – including the first Electronic Travel Authorization programme for Australia in 1996

- In-depth **knowledge and expertise** of both border operations and the international travel industry

- Worlds leading provider of **iAPI solutions** with Advance Passenger Processing (APP)
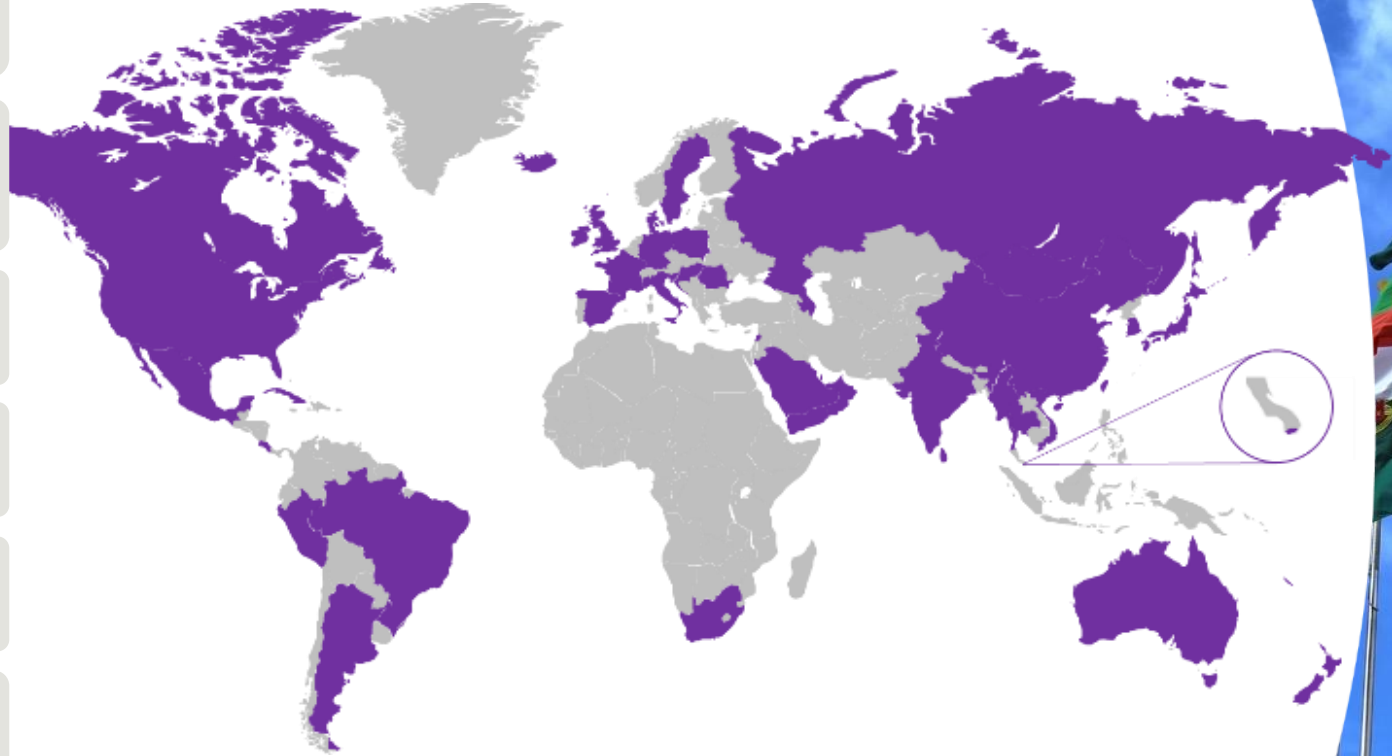
- **> 2 billion travelers** processed each year with our border solutions

- **~700 airlines** connected to our 'single window' gateway

- A unique perspective from the sole provider of **end-to-end** border management solutions

SITA Border Management Customers

SITA
AT BORDERS

SITA at Borders Ethics Charter

We place the utmost importance in conducting our business in a responsible, sustainable and ethical manner, ensuring that we can continue to hold our head high as a respected and trusted corporate citizen.

Our ethics charter is therefore very important to us and covers the following key areas:

- ✓ Human Rights
- ✓ Personal Data
- ✓ Biometrics
- ✓ International Standards

- ✓ Under Government Control
- ✓ Transparency and Fairness
- ✓ Compliance

Happy to Answer any Questions…..

Andy Smith

andy.smith@sita.aero
+44 7785 223257

SITA
AT AIRPORTS & BORDERS