



## Aeroporti di Roma Lands Digital Transformation Right on Time

Complete data integration, correlation, and visibility on customer behaviors

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—Floriana Chiarello, Head of Demand Management

### CHALLENGE

“Our digital strategy is a must-have enabler to deliver innovative, efficient, and high-quality services to passengers, retailers, companies, and the entire airport ecosystem,” says Head of Demand Management Floriana Chiarello.

### SOLUTION

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### BENEFITS

#### INTEGRATION AND CORRELATION FOR DIGITAL TRANSFORMATION

“We are using TIBCO ActiveMatrix BusinessWorks™, TIBCO Enterprise Message Service™, TIBCO StreamBase®, TIBCO® Live Datamart, and TIBCO API® Exchange to integrate and correlate all information to understand customer behaviors, support managing operational situations, and prevent critical events.”

The information being collected encompasses the airport ecosystem as well as services in the customer journey—reservations, parking, check-in, security, shopping, boarding, public transport, car rental, and others. Benefits include operational cost reduction, improved customer experience, increased retail revenue.



## DETAIL

ALL

Airport information managed by TIBCO

## AEROPORTI DI ROMA

Aeroporti di Roma S.p.A. operates Leonardo da Vinci-Fiumicino Airport and Rome Ciampino Airport.

## FAST FACTS

**Passengers:** >47 million  
**Destinations:** 230 worldwide  
**Airlines:** 100 operating in the two airports  
**Employees:** 3,393  
**Revenue:** €1.3 billion

## CUSTOMER BEHAVIOR AND BUYING PATTERNS IDENTIFIED

“Now we are focusing on passenger flow analysis to understand customer needs, and how to improve the time they spend in various areas.

“We used StreamBase and TIBCO BusinessWorks to develop the passenger flow service. Heat maps and bubble maps show passenger volumes and density, as well typical passenger paths.

The gates are the last points at which we capture Wi-Fi data, so we can correlate passenger flow with flight data, and flight data with boarding card information used in our shops. By analyzing correlated data, we can activate predictive analysis and study trends and historical buying patterns to identify future improvements for the airport’s shopping and food businesses.

## AIRPORT OPERATIONS PLAN (AOP) FOR REAL-TIME VISIBILITY

“We are developing an airport operation plan with all information in a unique dashboard focused on preventing situations and improving resiliency,” continues Ms. Chiarello. “The AOP is the main software for the control room and is supported by StreamBase, TIBCO ActiveSpaces\*, TIBCO BusinessWorks, and the API gateway. It correlates all information for all stakeholders: airlines, handlers, security, air traffic control, ground control, facilities, and others to better manage both air side and land side airport processes. We will provide real-time tracking for common awareness and predictive KPI calculation for preventing critical situations.

## ENHANCED CUSTOMER SERVICE

Leveraging its new technologies to maximize efficiency, Aeroporti di Roma built a huge new boarding area of approximately 90,000 square meters (968,750 square feet) at Leonardo da Vinci-Fiumicino Airport, enabling more than 6 million additional passengers per year. The project consists of two large structures, an innovative pier with 22 gates that double the airport’s capacity for extra-Schengen destinations, innovative boarding and disembarking features that accommodate the world’s largest aircraft, an exclusive shopping gallery with the best Italian and international products, and an Italian food street offering a superb restaurant selection.

## FUTURE

“For the next three to four years, we want to use digital instruments to personalize the travel experience and increase results. We also want to invest in digital backend projects to improve services for airport ecosystems and increase efficiency and reduce operational cost.”



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09/13/18