



Simplifying the Business

Technology that drives industry change

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September 14, 2009
Beijing



This crisis is an opportunity...

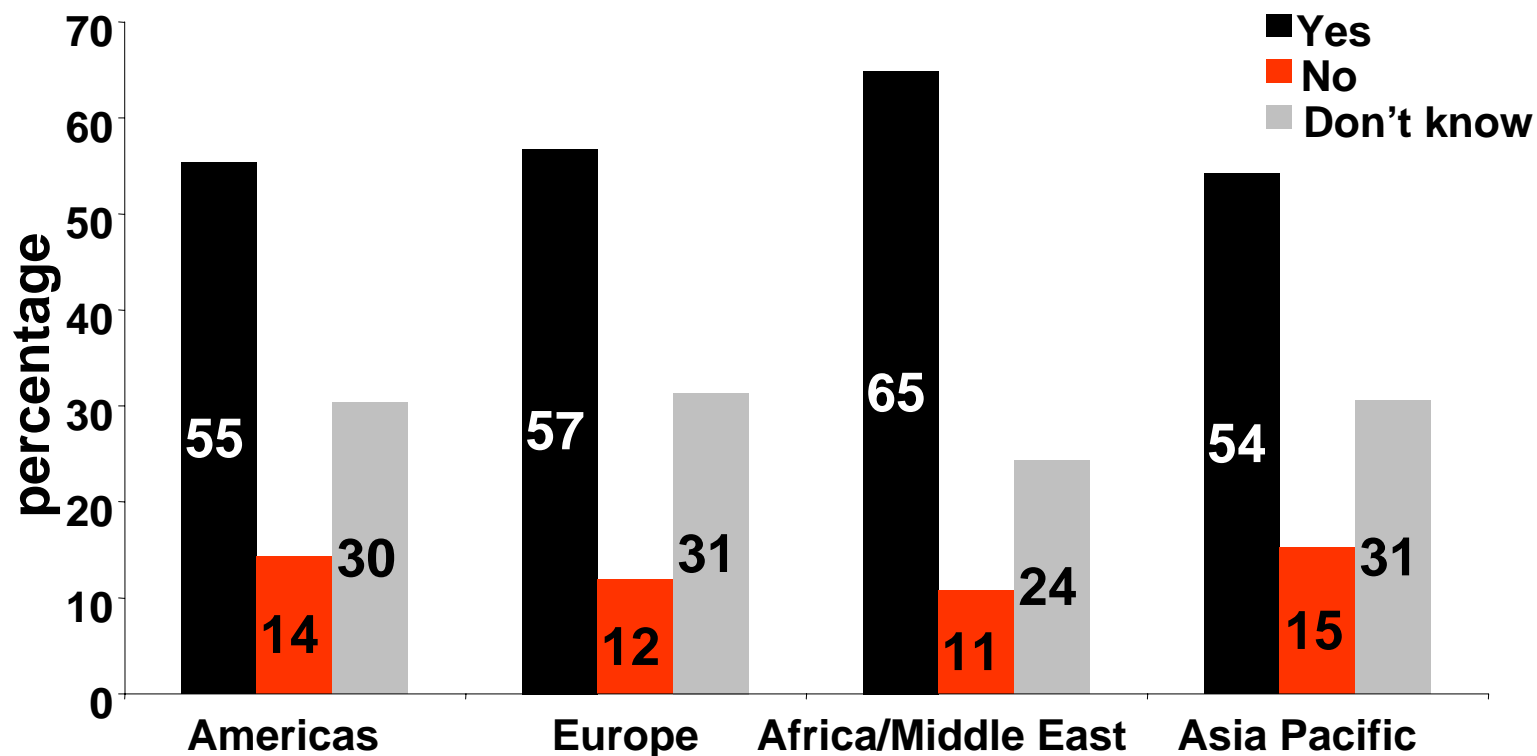
OUT OF CLUTTER,
FIND SIMPLICITY.
FROM DISCORD,
FIND HARMONY.
IN THE MIDDLE OF
DIFFICULTY LIES
OPPORTUNITY.

-ALBERT EINSTEIN-

- We have the opportunity to rethink the way we work
- “Never waste a good crisis.”

... to give passengers what they want

Would you favour airlines to provide the passenger with more self-service options?



How do we do that using technology?

- Collaboration between industry parties is more relevant than ever
- At StB, our projects aren't IT projects - they are business transformation projects where technology plays a key role



BCBP: 100% by 2010, US\$1.5 billion in savings



Fast Travel: more self-service for passengers, US\$1.6 billion in savings



BIP: cutting mishandling in half by 2012, US\$1.9 billion in savings



IATA e-freight: paper-free air cargo, US\$4.9 billion in industry savings



For more information, visit the StB website
➤ <http://www.iata.org/stb>

A screenshot of the IATA Simplifying the Business (StB) website. The page features a navigation menu at the top with links for 'About Us', 'Member clubs', 'Work Groups', 'Areas of Activity', 'Services & Solutions', 'Events', 'Training', and 'Pressroom'. Below the navigation, there is a search bar and a list of links for 'IATA by Region', 'Careers', and 'Customer Service'. The main content area is titled 'Simplifying the Business' and includes a sub-header 'The Simplifying the Business programme's mission is to change the way the air transport industry operates - resulting in better service for passengers and lower costs for the industry.' It also lists 'How does StB realise industry-wide change?' with bullet points such as 'A focus on a mutually beneficial approach for everyone involved' and 'The leadership and support of the IATA Board of Governors - a group of 30 airline CEOs'. The page also features a sidebar with 'IATA News' and 'Simplifying the Business News' sections.