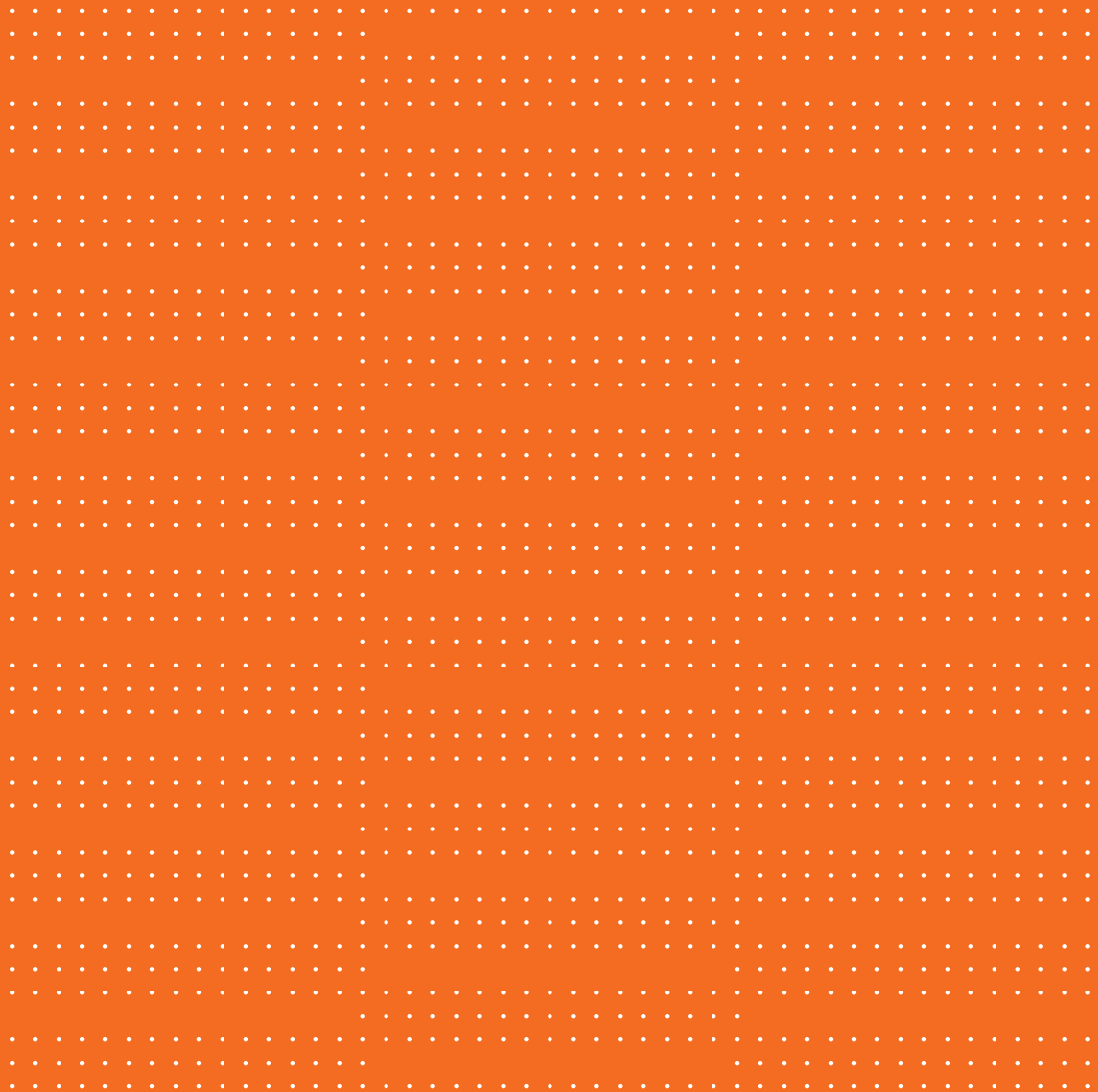# Genetec Airport Sense.

Advanced operational analytics

Genetec™

Building a smoother passenger experience

Like any business, the success of an airport relies on the customer's experience. In simple terms, happy passengers spend more – an extra 10 minutes in security reduces the average passenger's spend in the commercial and retail area by 30%*.

Genetec Airport Sense is an advanced analytics solution that gives you a deeper understanding of what's happening in your airport – helping you create a passenger journey that's not only faster but also smoother.

The insights gained through Airport Sense allow you to pinpoint hindrances to the flow of passengers in ticketing, screening, and passport control – and identify where queues build in areas such as duty free, entertainment, and pre-boarding.

With Airport Sense, you'll get a clearer understanding of your airport environment, helping you give passengers a seamless experience – from drop-off to take-off.

*Passengers in Focus, SITA, 2016

Understand how an airport moves

Analyze passenger behavior

As airport terminals become more sophisticated, traditional food outlets and magazine kiosks are replaced with upmarket cafés and luxury boutiques. These new revenue sources are fueling airport growth. Understanding how people move through an airport is the key to protecting and supporting that growth.

Airport Sense delivers the analytical tools and insights to help you gain a deeper understanding of the microcosm of airport life. By optimizing passenger footfall, you can enhance operations and increase retail activity.

How are passengers moving around your airport? By looking at their behavior throughout the terminal, Airport Sense provides real-time data about movement in and around an airport.

The information gathered helps predict the everyday flow of people, which means the impact of common phenomena, such as strikes, incidents, and bad weather, can be better understood and provisioned for. Airport Sense provides insights about the areas that are better exposed and most visited, which will have an impact on rental prices, advertisements, or on the configuration of commercial areas.

Locate and mitigate bottlenecks

Optimize the passenger journey

Airports work best when the movement of people is smooth. Any obstruction to the passenger journey has a ripple effect. A full understanding only comes from analyzing every aspect of the passenger experience: duty free, food and beverage, security, passport control, boarding gates, lounges, prayer rooms, and restrooms.

Airport Sense shows you where passengers are waiting the longest, how many people pass through an area and in which directions, and where they dwell the longest.

Heat maps, dashboards, and real-time notifications draw your attention to the various corners of your airport. They help you identify where the journey is smooth and where passengers are held up. Timely metrics guide your actions, so you can eliminate unnecessary hold-ups.

For check-in, passport control, security, and boarding, Airport Sense gives you increased passenger counting capabilities, a better understanding of flow direction, and, as a result, reduced waiting time and more throughput. For duty free and boarding, Airport Sense allows you to understand movement and congestion by seeing average density, direction, and dwell time.

See the full picture

Every day, your security system is capturing valuable data. Airport Sense uses that data to deliver insights. The airport operator uses the insights to enhance operations, optimize the flow of people, and find out why some zones are more profitable than others. The insights you gain through Airport Sense can be used throughout your facility.

Airport Sense delivers the analytical insights so you make timely decisions for the right reasons.

Visualize traffic flow over time
Interpret trends in footfall and behavior to understand your passengers' itineraries, helping you enhance your duty-free layout.

Help retailers make informed decisions
Share insights and advise or guide retailer product placement decisions.

Turn data into measurable KPIs
Convert anonymous, raw data into performance targets for your airport – and monitor progress with real-time dashboards and accurate reporting.

Find new uses for your security equipment
Airport Sense processes video and sensor data to understand passenger queues, processing time, density, and assets usage.

36,560
The number of aircraft in the worldwide fleet by 2032 – a doubling in size due to increased demand. *The future of air travel, Arup, 2016*

$9b
Total IT investment spending at airports in 2016 – a new record with no end in sight. *Airport IT Trends Survey, SITA, 2016*

Airport Sense makes life easier for passengers by optimizing their experience at every touchpoint.

Predict flow based on past trends

Understand how passengers move through your terminal and confidently predict when the busy times in specific areas will be.

Optimize staffing levels

Identify bottlenecks and obstacles, optimize staff, and make a direct, positive impact on revenue.

Measure waiting times

Get notified in real time when queues form or become too long, then reallocate staff to deal with peak times.

Clear barriers

Identify the checkpoints that are preventing passengers spending more time in commercial areas.

$47.81bn

The predicted value of the global airport retail market by 2021. In 2016 it was US$31.79 billion. *Airport Retailing Market Global Forecast to 2021, Markets and Markets, 2016*

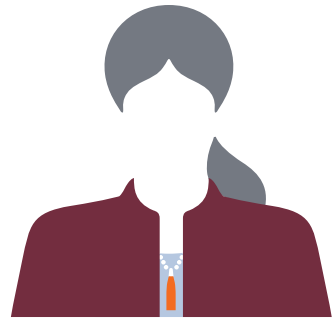# Who benefits from the analytical insights of Airport Sense?

Security Managers

Analyze and understand incidents, operator activities, and hardware issues.

Operations Managers

Mitigate the impact of flight delays and strikes, improve flow management, and enhance the passenger experience.

Business Analysts

Analyze passenger behavior, manage and allocate resources more effectively, and increase non-passenger revenue in rental spaces.

Airport Directors

Increase airport revenue and capacity, while tracking and analyzing overall performance.

Heads of IT

Measure and analyze team performance, improve operations, and optimize resource allocation.

Consultants

Benefit from a more holistic understanding of an airport and make more informed recommendations.

Realize the potential of your security data

Genetec Airport Sense seamlessly blends into your security and networking environment. Compatible with Genetec Security Center, our unified security platform, it helps you get the most out of your airport's new or existing cameras – as well as your other security systems and devices. Armed with new, richer sources of information, Airport Sense helps you uncover passenger insights that will transform your business.

Genetec Airport Sense gives you the ability to transform the data captured by your security system, and turn it into practical business insights.

genetec.com/airportsense