

SIMPLIFYING THE BUSINESS: DELIVERING INDUSTRY CHANGE

What is Simplifying the Business?

Sponsored by the IATA Board of Governors, Simplifying the Business (StB) is an industry-wide change programme that began in 2004. Its objective is to lower costs and improve customer service.

StB's original set of projects promised US\$6.5 billion in annual savings to the industry. E-ticketing, StB's first project, concluded on 1 June 2008. It increased ET penetration from 19% to 100% in four years, saving the industry US\$3 billion annually.

In 2008, five initiatives, each with a three-to-five year timeframe, make up Simplifying the Business:

- Bar Coded Boarding Passes (BCBP)
- Common Use Self-Service (CUSS) kiosks
- IATA e-freight
- Baggage Improvement Programme (BIP)
- Fast Travel Programme

How will it help the industry?

StB will reduce costs and improve customer service by:

- introducing faster and easier check-in through the use of a 2D IATA standard barcode
- offering the passenger more self-service options during their journey through the airport
- converting paper documents into electronic messages for the air cargo industry, saving time and increasing accuracy
- reducing baggage mishandling rates

Why is StB able to realise industry-wide change?

- A focus on a mutually beneficial (win-win-win) approach for everyone involved – one that results in industry-wide action
- The leadership of the IATA Board of Governors – a group of 30 airline CEOs - and the industry wide implementation targets they set
- The endorsement of the IATA AGM, representing 93% of international scheduled air traffic
- A focus on the business problem – and arriving at solutions by using existing technology and simpler processes
- The ability to create industry-wide standards
- A global network of approximately 4,000 IATA staff, StB champions in airlines and airports, industry experts and suppliers

How does StB deliver industry change?

StB's change model focuses on mobilising, facilitating, supporting and guiding stakeholders:

- The industry is **mobilised** through the StB global network
- StB **facilitates** industry adoption of its projects through matchmaking tools and the StB Preferred Partners programme – a group of approximately 30 companies which provide IATA standard products and services
- StB **supports** the industry by organizing training via regional workshops, providing critical data and regularly communicating project developments
- Each StB project also produces relevant **guidance** - in the form of implementation guides, standards, or recommended practices