

# MOBILE SERVICES FOR AIRLINES »

Innovative mobile services to improve your customers' flying experience

All you need to get through security and on to your plane is a mobile phone. Atos Worldline makes traditional paper boarding passes old fashioned! Innovative mobile services cut the time passengers spend at the airport, increase customer satisfaction and reduce costs.

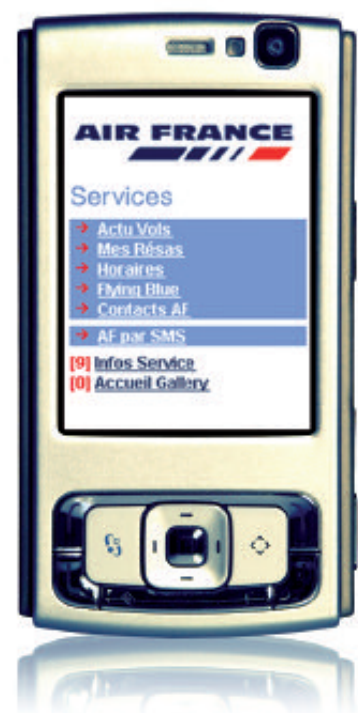
## Innovative Mobile Services

E-Tickets are ubiquitous today, what is the next technology shift that will enable airlines to reduce costs and improve customer service? Mobile services.

Mobile phones are the ideal medium to provide your customers with contents and new services. With Mobiles phones you can reach the passengers on their way to the airport, and send them their flight status, check in or change their itinerary.

## Manage my booking

"M-commerce", purchasing right from your cell phone, is the future of e-commerce. For instance, clients can purchase tickets directly while the taxi is driving them to the airport, change their itinerary to get back home earlier or choose their seat, right from their cell phone. Business travellers appreciate the flexibility!



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## Efficient Mobile Check In

Passengers simply register their mobile number at the time of booking to receive a message with a 2D bar code. This bar code, along with additional information in the message, is used as the passenger's boarding pass and can be read by the scanning equipments at the airports. Atos Worldline' solution follows the IATA guidelines and supports industry standards: Aztec, Datamatrix and QR codes. By eliminating paper completely from the check-in process, this "green" application helps the environment, too.

## The solution

A mobile site is the foundation of your mobile strategy. Customized to your airline's own look and feel, it is the logical extension of your web site to the mobile world. Although screen size, keypad and connection speed are just a few factors among others to affect the way you think about a mobile site. With more than 600 models currently used, device compliance makes the difference.

Atos Worldline has developed a unique technology, Worldline Mobile, to make mobile site development easier. The result is a mobile site accessible to all models, guaranteeing a user-friendly experience to all your customers.

## Hosting and support

We deliver an end-to-end service, whereby we host your mobile applications in our industrial data centre located in northern France. We are committed to offering best quality services to our clients; shown through

the Service Level Agreements (SLA) in order to meet your specific needs and guarantee you a perfect service.

## Mobile Messaging platform

Atos Worldline gets an industrialized platform to send and receive multi-format mobile messages in a massive way: SMS, MMS, Wap Push, Mail i-mode and Mobile email. For example, we manage more than 350 million SMS a year. The wide mobile operators' coverage guarantees you service quality and cost optimization for every message sent in the world.

## Optimize ROI

Atos Worldline, major European provider in payment services, has developed a secure mobile payment solution, SIPS mobile. SIPS Mobile guarantees the secure payment of all your customers' transactions by mobile phones.

We support various pricing models, to fit to your business goals for these mobile services: pricing can be a fixed fee or can vary upon usage, with no or little up-front investment.

[www.atosworldline.com/airlines](http://www.atosworldline.com/airlines)

## Client Highlight



Our main reference, Air France selected Atos Worldline to design, develop and host Air France Compagnon, the company's mobile site. Air France customers can view flight status, check in and log in their Flying Blue account.

*"We selected Atos Worldline for their capacity to deliver these innovative services in a very reliable way"*

**Laurent Petitmangin**  
Marketing Manager, Ground Products  
Air France



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