



Air Transport Industry (ATI) wins with Alcatel-Lucent Rainbow

Improve passenger experience, enhance operations, and increase security.

Solution Brief

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Alcatel-Lucent 
Enterprise

Alcatel-Lucent Rainbow™ Communications Platform as a Service (CPaaS) for ATI connects passengers, operations and security teams, key stakeholders and business processes. It delivers communication services and collaboration technology across and beyond your organization to improve business processes.

Integrating the Rainbow CPaaS solution into existing operations or passenger applications also enables you to optimize operations, transform your passengers' and staff's experiences and open up new revenue opportunities.

The connected journey

According to IATA, 4.1 billion people traveled by airline in 2017. That's more people than ever before, and represents an increase of 7.3% over 2016.¹

In the ATI sector, the passenger journey is a vital process that links the traveler with airports and airlines from booking travel, to arrival at the final destination. This journey includes travel to the airport, navigation through the airport, boarding the plane, waiting in line at baggage claim, and may continue even after arrival. Digital transformation is moving the passenger journey from a 'disconnected' to a 'connected' passenger experience and satisfying new expectations at each step along the way. The real benefit to the passenger environment is the communication services, provided by CPaaS integration, to enable real-time interaction with staff in the event of an incident.

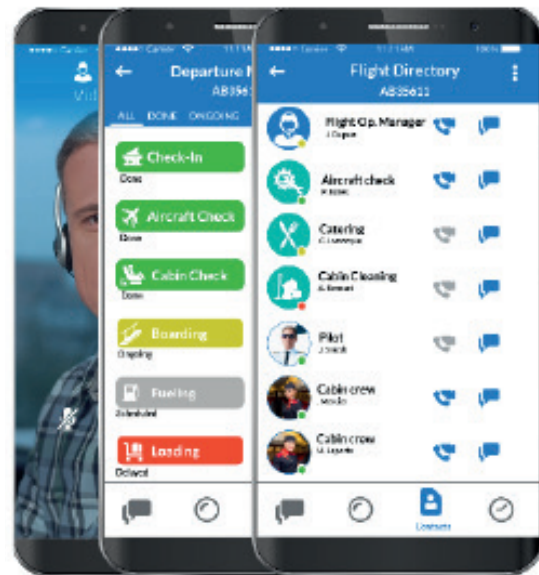
To optimize services and the passenger experience, efficient operations are key. Collaboration between stakeholders is vital to enhance decision-making processes, execute daily schedules, and coordinate actions efficiently in the event of service disruptions. Integrating a CPaaS solution with business processes to provide communications and collaboration services is essential.

Why Alcatel-Lucent Enterprise?

ALE provides the building blocks that enable a secure solution to deliver innovative services and applications for transportation operators.

This is based on three main objectives:

- Transforming the passenger experience
- Increasing safety and security
- Improving operations



Rainbow enriched business applications.

Transforming the passenger experience

The Rainbow CPaaS embeds collaboration services in business applications. API deployment enables transportation authorities to provide real-time communications capabilities such as messaging, voice, collaboration and video.

- Using the airport application, passengers can access information on services such as baggage claim, flight booking, taxi reservation, places of interest and security check. Rainbow enables personalized communication to passengers offering contextual information such as boarding times and gate/flight updates for a better real-time assistance experience.
- Passengers value independence throughout their journey. The more they can do on their own, the better, especially when it means less wait times. Rainbow CPaaS can be integrated with the airport's mobile application or airline kiosks to provide real-time assistance via voice or video call with airport or airline staff in case of any problems during the check-in or baggage tag request.

¹ <https://www.forbes.com/sites/ericrosen/2018/09/08/over-4-billion-passengers-flew-in-2017-setting-new-travel-record/#821b18d255b2>

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New communication media to support flight departure operations.

- To improve the contact between the passengers and airline/airport through the website, Rainbow CPaaS offers the capability of a connected portal to provide real-time video, chat bot interaction or voice sessions to enhance end user support.
- Improve and ease interactions for People with Reduce Mobility (PRM) by providing chat bots for service automation and requirement pre-qualification, as well as easy access to PRM assets and locations, real-time interaction with the PRM agents, adapted guidance and time estimates.
- When used in conjunction with location-based services, passengers can easily get directions to points of interest within the airport and the airport can customize messages based on the passenger's location.

Increasing safety and security

Security is a top priority for transportation operators. Solutions that proactively protect, detect, and react are key in keeping the transportation system safe and secure for passengers and staff.

Rainbow CPaaS provides the collaboration platform to allow faster resolution of incidents that can affect the safety and security of passengers and staff.

- Make the passenger an active participant in the security process by using the airport/airlines application to identify suspicious activities, packages or abandoned luggage.

- A Rainbow bubble, (a group chat room) for security staff can quickly alert and inform group members of any incidents and allow them to collaborate to resolve the issues.
- An alert can also be sent to passengers and staff in areas affected by a threat and provide instructions to bring them to safety.

Improving operations

It's all about improving the decision-making process, optimizing maintenance procedures, sticking to schedules as planned, ensuring coordination and collaboration between stakeholders and fast recovery when operations are interrupted – without breaking the budget.

Operations in the ATI environment is quite complex because it involves multiple technologies for different purposes such as the radio communication system, telephony system and intercom system making communications between stakeholders complicated. Rainbow, as a relationship engine, enables seamless communication between different organizations, business processes, IoT devices, workforce and communities. Rainbow enhances the collaboration within each organization and beyond their border connecting them to work for a common goal.

- Improve daily operations for flight managers. The right communications tool let stakeholders collaborate and share real-time information about the task progress to allow flights to depart on-time.
- Similarly, these collaboration capabilities can be extended to the flight crew for better schedule planning and to provide them with real-time flight changes.
- The increasing use of connected devices (IoT) in the transport sector for security, operations and passenger service, means solutions must be able to connect objects, systems, business processes and people. A CPaaS solution provides bi-directional communications to receive information from the devices, control them, collect statistics, notify the right team about a specific activity, coordinate actions, and improve collaboration between staff.

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Learn more

Go to our [dedicated developer website](#) to get more information.

Visit our [website](#) for more information about Rainbow Cloud Services.



#WhereEverythingConnects

Connected Transportation

At Alcatel-Lucent Enterprise we help you connect airport systems with technology that works.

With global reach and local focus, we deliver networking and communications built for airport systems, to deliver mobility, security and safety.

