



PUBLIC

IGA: Making Life So Much Easier for Air Travelers with Integrated Technologies

On track to build one of the world's most impressive airports, IGA Havalimanı İşletmesi A.Ş. (IGA) committed to using intelligent technologies to make the experience at Istanbul Airport in Turkey like no other. To bring its vision to life, IGA joined forces with Detaysoft to implement SAP S/4HANA® and SAP® Customer Experience solutions. The result: a single platform **connecting intelligent end-to-end business processes and customer experience management**, helping it create sky-high passenger experiences that exemplify the new art of travel.



THE BEST RUN



Picture Credit | IGA Havalimanı İşletmesi A.Ş., Istanbul, Turkey. Used with permission.

Maximizing the Passenger Experience with Intelligent Solutions from SAP

Before: Challenges and Opportunities

- Establish an intelligent business landscape able to support end-to-end business processes
- Embrace connected technologies and data to maximize the passenger experience
- Smooth the information flow to travelers before and during their airport visit

Why SAP and Detaysoft

- Intelligent infrastructure for ERP and end-to-end business processes connecting to the customer experience
- Detaysoft is an SAP platinum partner with more than 20 years of experience
- Detaysoft's reputation for award-winning digital transformation projects implementing innovation solutions from SAP

After: Value-Driven Results

- Equipped airport with a single platform connecting processes for finance, accounting, controlling, supply chain logistics, and human resource management
- Enabled enterprise-wide access to real-time insights and analytics
- Optimized the customer experience, offering passengers various services between their homes and arriving at the boarding gate, using a mobile app integrated with the IGA PASS loyalty program running on SAP® Customer Experience solutions



“With SAP S/4HANA and SAP Customer Experience solutions, we have intelligent end-to-end business processes connected to the customer experience, **enabling truly personalized experiences for travelers** using Istanbul Airport.”

Olgay Demirci, Deputy General Manager IST Systems, IGA Havalimanı İşletmesi A.Ş.

52 million

Passengers used the airport in 2019

200 million

Passengers able to use the airport upon completion

Featured Partner





Building and Operating One of the **World's Most Technologically Advanced Airports**

IGA Havalimanı İşletmesi A.Ş. (IGA) has engaged in the construction of Istanbul Airport in Turkey and its operation for 25 years. The firm finalized the first of four phases of construction in 2018, opening two runways and landing strips, an air traffic control tower, and a passenger terminal with a passenger capacity of 90 million. Once all phases of the project's development and construction are finalized, the airport stands to be among the biggest in the world. At this time, the airport will have close to double the capacity of the world's busiest airport and already has the ability to host flights to more than 300 destinations, making it **the world's busiest air hub**.

Significant technology investment

Committed to creating an airport that was not just one of the largest in the world but also one of the smartest, the scale of the technology investment undertaken by IGA represents one of the most significant information-technology projects ever undertaken in Turkey.

Delivering excellence in passenger experience

From the very outset, IGA needed to build its business infrastructure on intelligent technologies, connecting its operations with customer experience management – using smart, integrated technologies to **deliver an outstanding experience for passengers**.

To get there, IGA sought to take advantage of end-to-end business processes, digital technologies, and connected data to improve the passenger journey – making it quicker, more enjoyable, and as convenient as possible.





Putting Intelligent End-to-End **Business Processes in Flight**

Committed to building an intelligent enterprise, IGA teamed up with SAP global partner Detaysoft. Working in close collaboration, the company rolled out SAP S/4HANA®, integrating SAP® Customer Experience solutions.

Intelligent end-to-end business processes

Equipping the airport with an intelligent infrastructure for ERP built on SAP S/4HANA, IGA gained **a single platform** connecting processes for finance, accounting, controlling, supply chain logistics, and human resource management. With intelligent processes, the airport operator has comprehensive visibility across its business.

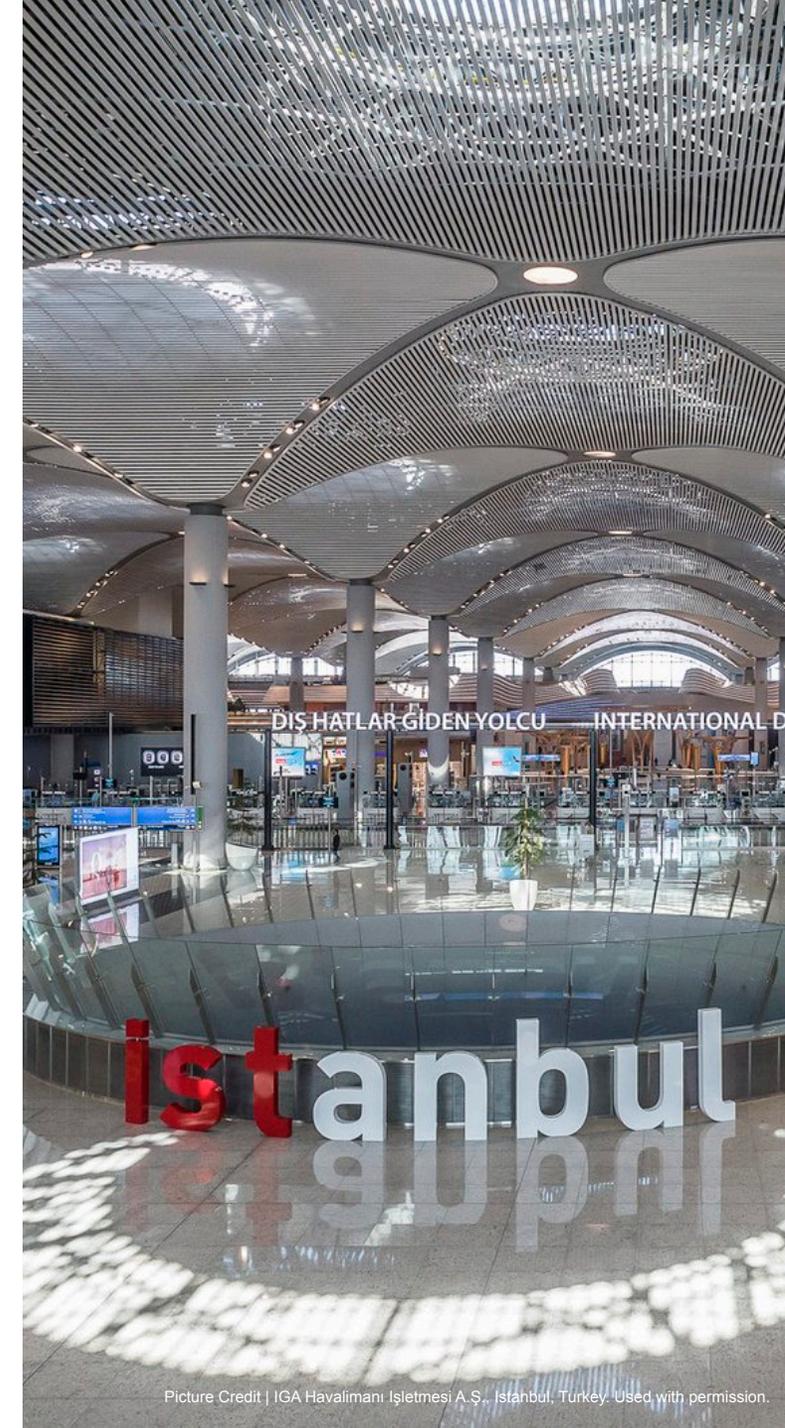
Terabytes of data generated daily across the airport's connected systems continually feed IGA's analytics solutions, delivering a constant flow of insights and intelligence.

Exceptional traveler experience

The team implemented IGA's loyalty program – IGA PASS – on the SAP Customer Experience portfolio, integrating a new Istanbul Airport app using the SAP Fiori® design system. Through the Istanbul Airport app, the airport operator offers travelers **helpful and convenient services** between their homes and the departure gate.

“Thanks to expertise from our partner Detaysoft, **all our systems communicate with one another**, giving us comprehensive business and customer experience management processes.”

Olgay Demirci, Deputy General Manager IST Systems, IGA Havalimanı İşletmesi A.Ş.





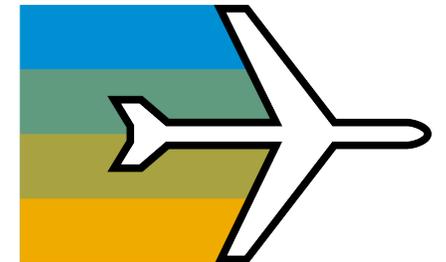
Joining Forces with Detaysoft for a **Smooth and Efficient Technology Take Off**

With a team of 450 employees in Turkey, Detaysoft offers consulting services to improve business efficiency and leads digital transformations for its clients, implementing end-to-end solutions from SAP.

Establishing a dedicated 100-person team, Detaysoft was involved in all stages of the project from design to implementation, completing the first phase of the **rollout of SAP S/4HANA in just six months**.

The team designed end-to-end businesses processes integrated with aviation systems and customer experience management. This included flight and sales information, real estate management, recruitment, performance, training, remuneration, and talent management processes, as well as reporting and budgeting systems.

Detaysoft also configured IGA's loyalty program IGA PASS to run on SAP Customer Experience, creating and integrating a mobile app with the platform. The app enables passengers to access various services between their homes and the airport to maximize the experience at Istanbul airport.





Delivering a **High-Flying Passenger Experience** Heightened by Advanced Technologies

Making life easier for travelers, IGA now offers its passengers a number of services between their homes and the departure gate through its newly created Istanbul Airport app, which is integrated with the IGA Pass loyalty program.

The app **gives travelers information at their fingertips**, allowing them to receive notifications on check-in and gate closing times before they leave for the airport. They can also access predicted travel time to the airport, thanks to integration with Google Maps.

At the airport, integrated technologies help users avoid unnecessary travel time within the terminal and avoid queuing. The app allows users to see available parking space on each floor, while returning passengers can locate their vehicle simply by entering their license plate details. Inside the terminal, users can view wait times at security gates on illuminated panels.

Maximized passenger experience

Elsewhere, interactive kiosks welcome travelers while a bag drop system enables passengers to check in their luggage quickly and easily without queuing at counters.

For passengers with digital tracking-enabled passports, airport procedures in arrivals, departures, and transit areas are streamlined, again **creating an optimal experience for travelers**. Users of the app can board their plane by simply scanning their boarding pass without staff intervention.



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Studio SAP | 68981enUS (20/07)

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