



SMS for Airlines & Aviation



Phone: +852 580 84070
+44 203 318 3618

Email: sales@solutions4mobiles.com

www.solutions4mobiles.com

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The Mobile World – Introduction

Our world is more Mobile now than ever. In 2013 there were more than 6 billion subscriptions. With increasing penetration of mobile phones to the most rural areas, mobile networks cover more than 90% of the world's population. Consumers are always on the move and expect to use services and products on the go. This combined with the fact that mobile phone is the most personal digital device there is, make mobile a great B2C communication channel.

There are 1 billion smartphones and there are 5 billion feature phones. All these phones have built-in SMS capability. Mobile apps and smartphones are the latest trend in the industry, offering rich functionality, but limiting the potential marketplace. Availability, affordability and ubiquity make the mobile phone SMS capability an essential platform for global enterprise airline and aviation services.

With the internet and mobile revolution, expectations are shifting towards the mobile phone. Many globally established airlines now choose SMS as an important channel when planning their mobile strategy. The mobile phone has become the new “must have” for any serious “innovative” airline service.

The Mobile World – Introduction

Some of the key business performance factors for the airline industry is customer service, customer loyalty and internal communication. Over the years technological innovations have helped airlines to reduce costs, deliver new services and enhance airline customer experiences.

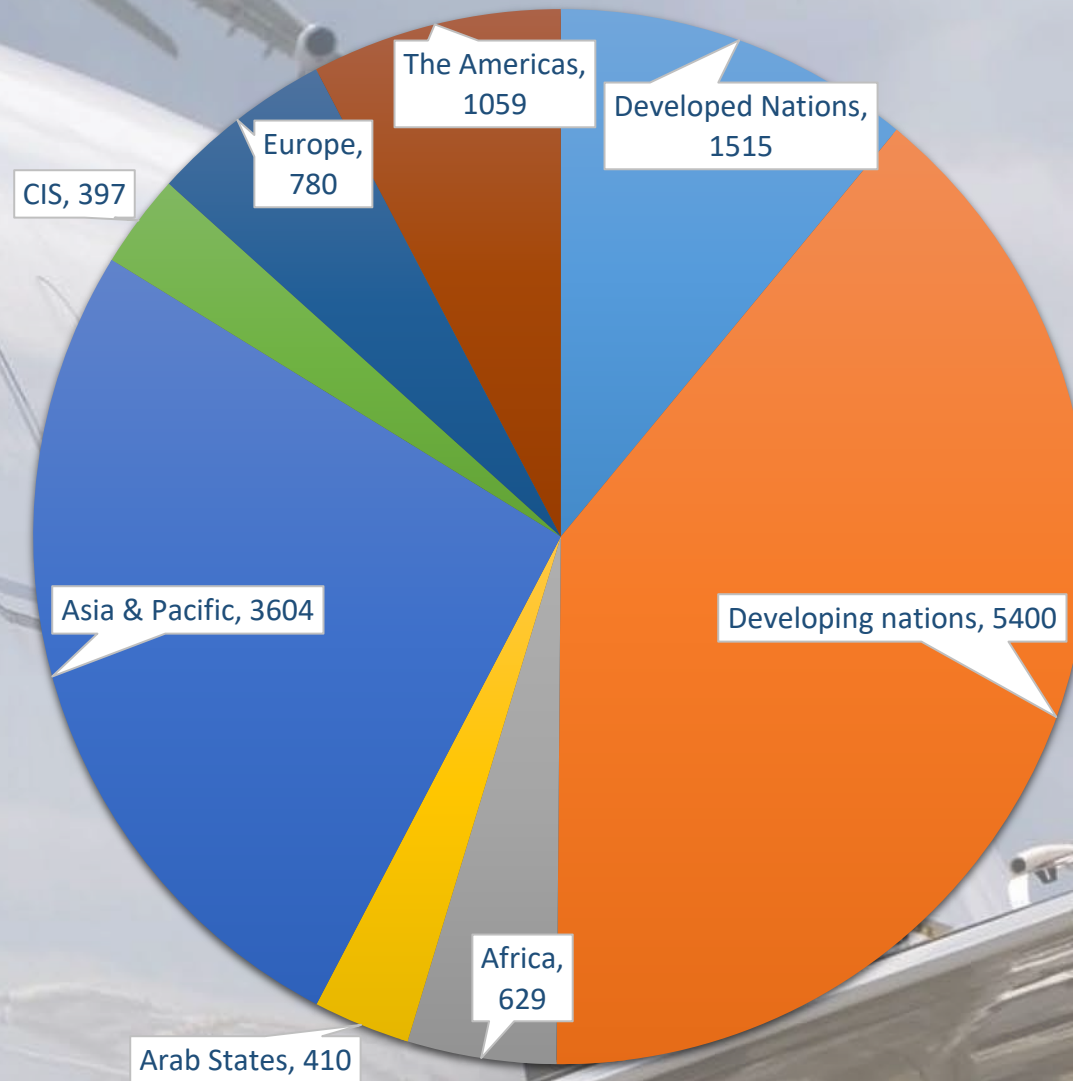
IATA 2013 annual review states that technology is making it possible for airlines to improve the passenger experience and to reduce costs. It is also helping the industry to meet the rising expectations of travelers accustomed to having more control over their flight(s) and relevant information.

As the mobile revolution continues to evolve, mobile technologies are available for the airlines to adopt and deploy. The Short Message Service (SMS) is a well-established, mature technology that airlines can benefit greatly from. SMS can be deployed in a huge variety of tailored use cases for airlines. It is available on all mobile phones across all technologies, including GSM, CDMA and 3G.

The Mobile World – Facts

- 6 billion subscriptions worldwide.
- Mobile operators cover more than 90% of the world.
- Consumers are always on the move (Consumers expect to use services and products on the go).
- All mobile phones support SMS (Smartphones and feature phones).
- SMS does not require data connections or apps.
- SMS is cost effective and ubiquitous.
- Consumers carry their mobile phone and use it for everyday activities 24 hours a day, 7 days a week (the most personal and direct channel on which customers can be reached on the spot).
- SMS traffic is expected to expand to nearly 10 trillion by 2015.

The Mobile World - Mobile cellular subscriptions (millions) - 6915 millions



Source: © International Telecommunication Union (May 2014)

SMS for Airlines – Outbound SMS

Outbound SMS is a fast and reliable way to send large volumes of SMS messages on a global scale. By using MobiWeb's Enterprise Cloud Messaging Platform, airlines may send marketing campaigns, promotions / special offers, passenger alerts, notifications, increasing passenger convenience and satisfaction, while driving sales.



**Airline sends
SMS**



**Passengers reads
SMS**



**Increased Sales
&
Passenger Satisfaction**

SMS for Airlines – Inbound SMS

Inbound SMS allows airlines to globally receive SMS messages from passengers increasing customer loyalty, retention and reactivation through enhanced customer service with 2-way communication.



**Passenger
sends SMS**

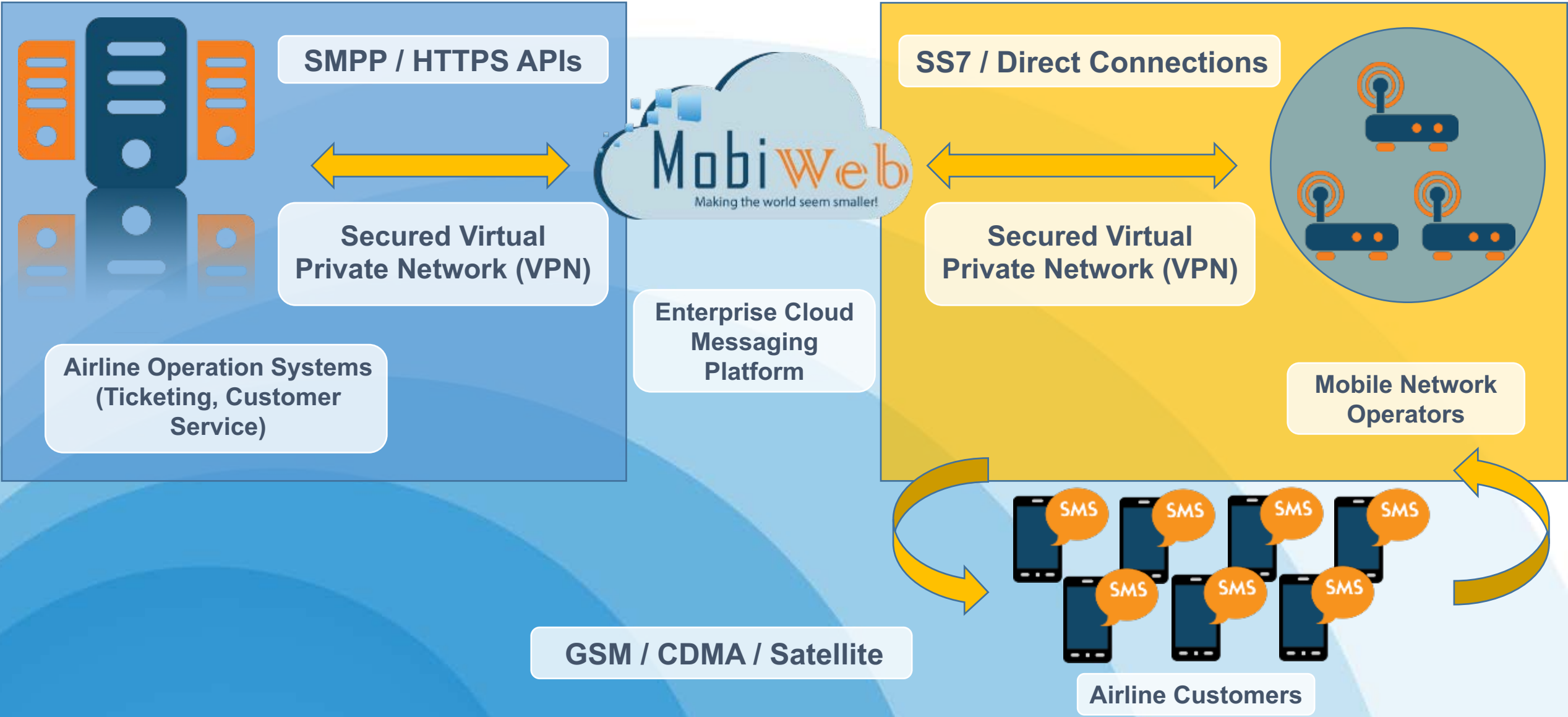


**Airline Customer
Service replies**



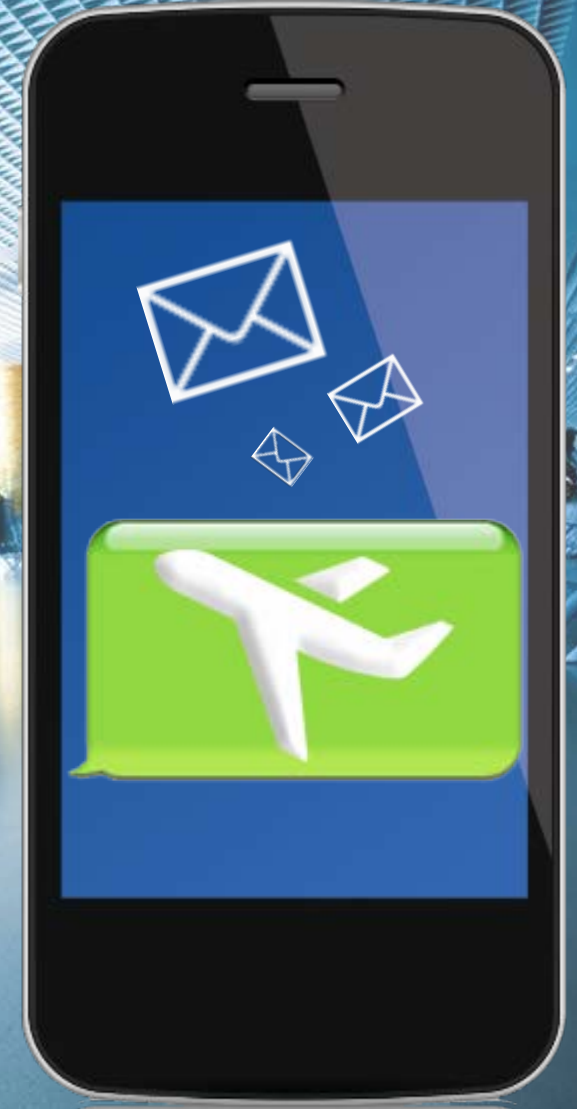
**Customer
Loyalty**

SMS for Airlines – Technical Overview



SMS for Airlines – Features

- Worldwide Coverage
- Simplified Global Messaging through one interface
- Established, Flexible & Ubiquitous Technology
- High Performance (2000 SMS per sec)
- High Availability (99%)
- Low Deployment, Maintenance and Support cost
- Enhanced Security (VPN / up to 1024bit AES)
- 24/7 Enterprise Support through SLAs
- Minimal Foot Print in Airline's IT Infrastructure (No programming libraries required)
- Easy Integration (SMPP / HTTP APIs)
- Highly Customizable and Scalable Solution



SMS for Airlines – Use Cases

Outbound SMS Applications

- Mobile Boarding Pass delivery / Mobile Ticketing
- Passenger alerts of flight delays, cancellations and gate changes
- Transmission of scheduling information, reminders and alerts for pilots, aircrew and staff
- Launch marketing promotions / offers to existing & prospective customers
- Enhanced identity authentication with OTP (One Time Pin) two-factor security check in Web Check-in

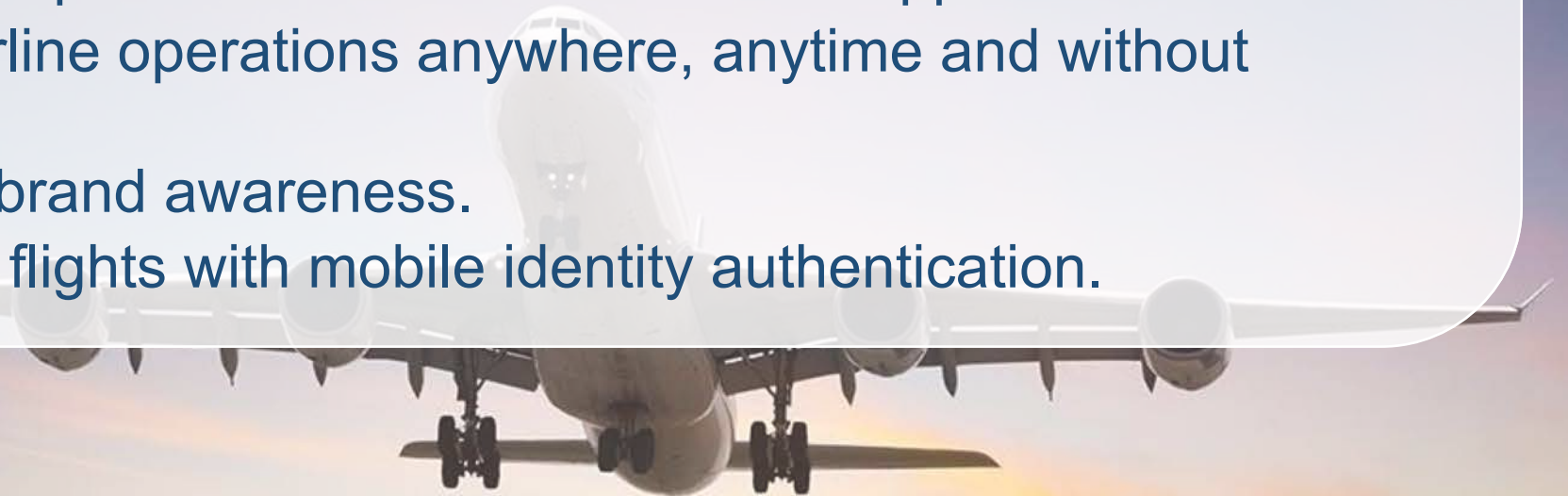
SMS for Airlines – Use Cases

Inbound SMS Applications

- Internal communications between head offices, regional offices, pilots and management globally
- SMS Check-in
- Receive and respond to information inquiries from passengers about flight status, gates, times, baggage claim, flight availability and schedules
- Facilitate opinion polls or contests to engage customers, get feedback and build customer loyalty
- Customer service inquiries
- Call center information responses

SMS for Airlines – Benefits

- High ROI.
- Increased revenues.
- High cost savings for Internal Communications, Ticketing Operations, Customer Service Operations and Customer Support Operations.
- Increased customer loyalty, passenger convenience and satisfaction.
- Enhanced customer experience / reduced customer support cost.
- High availability of airline operations anywhere, anytime and without internet.
- Increased sales and brand awareness.
- Increased security of flights with mobile identity authentication.



About MobiWeb

Since its establishment in 1999, MobiWeb is providing global SMS Messaging for B2B, B2C and C2C mobile interaction.

MobiWeb has established multiple direct connections with mobile operators around the globe. This makes MobiWeb the ideal partner for companies that demand high quality SMS messaging services, meeting the most demanding enterprise requirements.

MobiWeb actively participates in the development of the mobile ecosystem as a GSMA associate member.

Using direct connections to telecommunication carriers and operators in the largest cloud data centers spanning across the globe, MobiWeb provides high quality telecommunication solutions to more than 2350 enterprises.



Quality

- Worldwide reach, covering 96% of the world
- High performance SMS messaging processing
- Strict Service Level Agreements
- 99% service availability with fallback ability – Redundant Infrastructure
- Enhanced security
- Easy integration with minimal footprint





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