


<b>Customer</b>	<b>AirTran Airways</b>
<b>Customer Information</b> 	<p>AirTran is a wholly owned subsidiary of Southwest Airlines. It is one of America's largest low-fare airlines, operating 700 flights a day to 71 destinations.</p> <p>AirTran is the second largest carrier at Hartsfield-Jackson Atlanta International Airport.</p>
<b>Engagement Information</b>	<p>IBM replaced AirTran's kiosks with more than 400 desktop kiosks.</p> <p>IBM also designed a check-in application that could run on the new kiosks, as well as the existing airport Common Use Self-Service Kiosk (CUSS) kiosks.</p> <p>The kiosks are monitored by IBM Kiosk Manager, allowing AirTran to quickly identify and resolve any technical problems.</p>
<b>Challenge</b>	<p>AirTran wanted to replace their existing kiosks with newer technology that would be easier to maintain and monitor.</p> <p>They also wanted to replace their kiosk self-service check-in application with a more robust solution. This solution had to leverage their existing web-service interface to provide consistency across multiple check-in channels.</p> <p>AirTran's goals included:</p> <ul style="list-style-type: none"> <li>• Reducing maintenance costs for kiosk hardware</li> <li>• Insulating kiosk check-in application from DCS by using a services layer</li> <li>• Implementing a kiosk network monitoring tool to analyze any issues</li> <li>• Improving speed-to-market for any system changes, as AirTran now controlled and maintained the services layer</li> </ul>
<b>Solution</b>	<p>IBM provided more than 400 A1 desktop kiosks to replace the existing kiosk network.</p> <p>Making travel easier and more efficient for passengers, the new AirTran kiosks feature:</p> <ul style="list-style-type: none"> <li>• 17-inch touch screen</li> <li>• Thermal boarding pass printer</li> <li>• 2D barcode reader</li> <li>• Swipe passport reader</li> <li>• DIP magnetic card reader</li> <li>• IBM's CUSS kiosk software platform</li> </ul> <p>IBM also designed a CUSS-compliant kiosk check-in application that could run on the new A1 kiosks and on the existing airport CUSS kiosks. The application was written to interface with AirTran's web services layer for all communication to back-end systems including the DCS.</p> <p>The kiosk application provides enhanced check-in functionality and self-service features, allowing passengers to:</p> <ul style="list-style-type: none"> <li>• Upgrade to exit row, premium economy or business class seating</li> <li>• Pay for excess and special baggage</li> </ul>

	<ul style="list-style-type: none"> <li>View a pricing details display that provides a tally of all fees owing</li> </ul> <p>The system is monitored using IBM's Kiosk Manager administration and monitoring tool. This tool allows AirTran to identify and resolve any technical problems quickly and efficiently.</p>
<p><b>Results</b></p>	<p>IBM's A-series kiosk hardware provides AirTran with a solid platform to support their check-in application. The A-series kiosk has proven to be reliable and easy to maintain, and is seen as a vast improvement over the previous kiosk hardware.</p> <p>The check-in application provides a functionally-rich experience that is intuitive and easy to use for AirTran's passengers.</p> <p>AirTran has also increased revenue by collecting additional fees through the kiosk application, and has reduced costs by using the AirTran web service layer.</p> <p>Overall, the solution allows AirTran to achieve continued cost savings, keep airfares competitive and improve customer service levels.</p>

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