


Customer	bmi
Customer Information 	<p>bmi is the second largest airline operating at London's Heathrow airport.</p> <p>The bmi group offers approximately 2,000 flights per week to a network of 69 airports in the UK and Europe, Middle East, Asia and Africa.</p>
Engagement Information	<p>IBM re-designed bmi's kiosk, web and mobile self-service check-in systems to deliver an integrated and innovative check-in process.</p> <p>Along with the ability to check-in using an airport kiosk, the internet or their mobile device, bmi passengers can use other self-service features, such as:</p> <ul style="list-style-type: none"> • Checking-in to onward flights • Changing seats or changing to an earlier flight • Updating frequent flyer details and travel information • Printing boarding passes <p>IBM also supported the check-in application with a dedicated help desk for the duration of the project.</p>
Challenge	<p>bmi wanted to make travelling easier and more convenient for their passengers.</p> <p>They also sought to replace their self-service check-in application with a more robust solution, while continuing to leverage their existing kiosks.</p> <p>Other goals included:</p> <ul style="list-style-type: none"> • Simplifying their architecture • Consolidating multiple applications • Using web services that would allow for easier and faster integration of new services • Improving speed-to-market for any system changes, as many trivial change requests had to go back to multiple software vendors
Solution	<p>IBM designed a multi-channel kiosk check-in application to run on bmi's existing kiosks. IBM also created a web services layer to support the web and mobile check-in application.</p> <p>The solution involved complex integration with a legacy host system using native commands and screen scraping.</p> <p>In addition to the check-in application, IBM provided a set of web services that enabled bmi to generate and deliver a paperless boarding pass to passengers.</p> <p>IBM also implemented business rules using MVFLEX expression language (MVEL), a powerful, open-source scripting toolkit. By using a simple interpretive coding language, bmi can update and manage their business rules without involving IBM.</p> <p>The system is monitored using IBM's Kiosk Manager administration and monitoring tool, allowing bmi to identify and resolve any technical problems quickly.</p>
Results	<p>IBM's innovative, established multi-channel check-in solution provides bmi passengers with a consistent and highly functional self-service experience.</p> <p>The solution also allows bmi to achieve continued cost savings, keep airfares</p>

competitive and improve customer service levels.

“We are pleased to be partnering with a company which has demonstrated its capability in this field over a number of years,” said Peter Federico, bmi Group IT director.

“IBM's solution has a well-proven track record, being run by many airlines in Europe and around the world. It gives us a unified check-in platform for self-service kiosks, web and mobile devices.”

Images:

