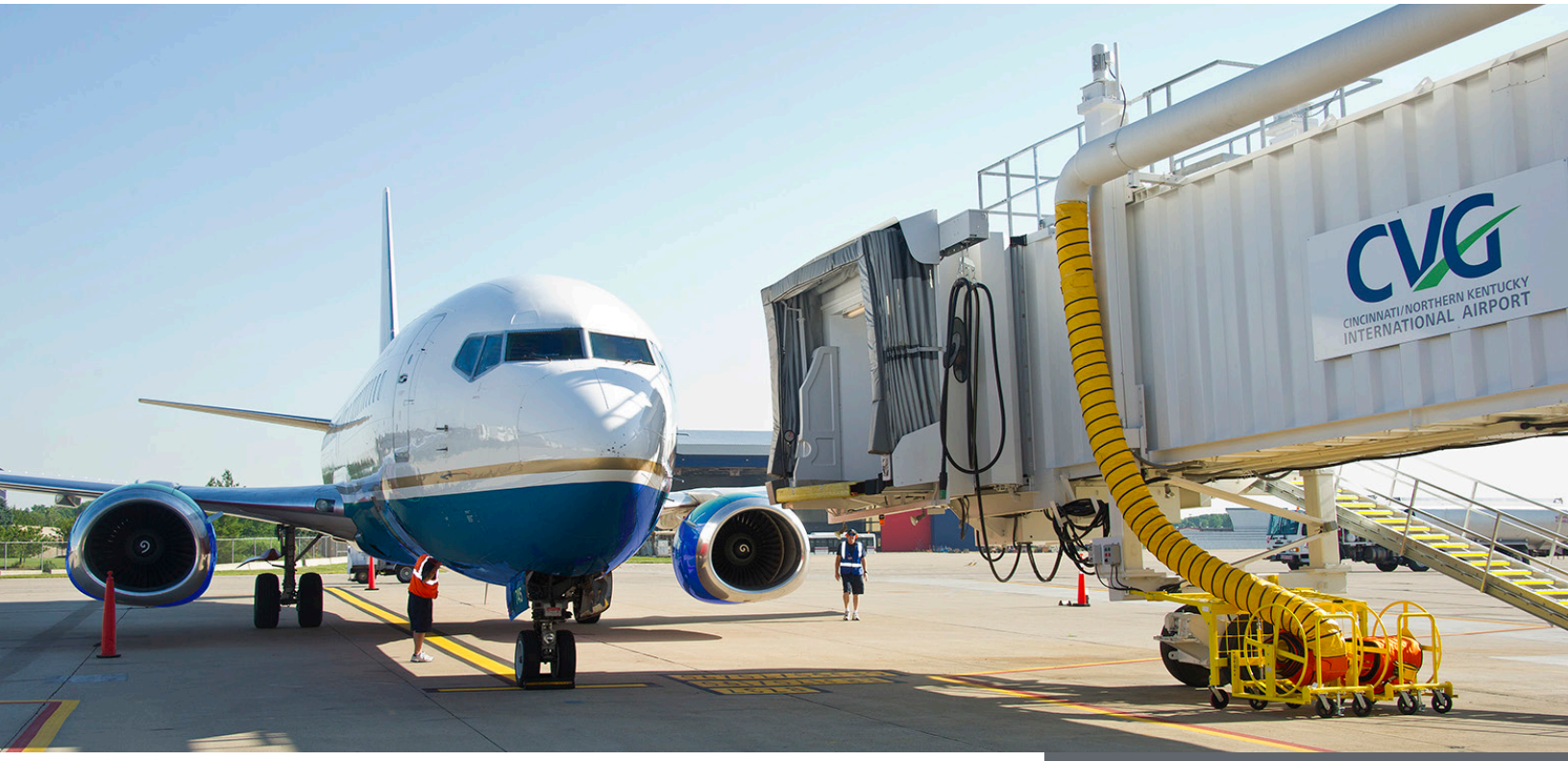


ARINC CMUSE™ SOLUTION AT CVG AIRPORT

INNOVATIVE CLOUD SOLUTIONS ENABLING AIRPORT GROWTH

Cincinnati/Northern Kentucky International Airport (CVG) looks to Collins Aerospace to increase flexibility, enhance the passenger experience

For more than twenty years, the Cincinnati/Northern Kentucky International Airport (CVG) was a major hub for Delta Airlines. But after Delta merged with Northwest Airlines following the 2008 Great Recession, everything changed for CVG. No longer a hub, the airport went from 700 flights a day to 140. Nearly 80% of their traffic had become connecting flights, versus 20% origin and destination (OND). CVG had to re-envision itself to survive.

Over the next five years, that's what they did – focusing on attracting low-cost carriers (LCCs) and cargo carriers. Frontier Airlines and Allegiant® were the first two LCCs to join in 2013 and 2014. In just the few years since, CVG's airfares decreased and local passenger traffic dramatically increased – setting new all-time records. Adding to the rebound was the addition of Southwest Airlines, which joined in 2017. DHL was also growing its North American hub at CVG, and in 2017, Amazon announced its plans to establish its hub at the airport.

A new strategy had changed the direction of CVG, which is now serving 9.1 million passengers annually as of 2019. In fact, in the past few years it was the fastest growing airport in the United States for passenger and cargo. And that 20% OND? It grew to 92%.

But CVG's incredible turnaround brought with it a whole new challenge: how to best position airport and airline operations to not only handle the growth, but to create more.

CHALLENGE:

CVG needed to manage airport and airline operations to support extraordinary air traffic growth – while spurring even more.

SOLUTION:

ARINC cMUSE™ enables faster passenger check-ins, and will scale to meet the needs of passengers and airlines.

RESULTS:

CVG saw more passengers use self-service solutions, and is leveraging the strengths of ARINC cMUSE™ to make their operations more efficient and cost effective as they continue to grow.

Collins Aerospace

A better passenger experience strengthens both the CVG brand and those of the airlines. CVG must keep all of its new passengers moving through the airport efficiently and securely to create an experience they'll remember – for all the right reasons.

But CVG found that LCC passengers tended to engage with self-service solutions less and were overall less mobile-savvy. This started to cause long queues at the ticket counter, which may have caused frustrations with customer service and a poorly perceived passenger experience at the airport and with its tenant airlines. These long queues also affected ancillary revenue – the more time passengers spent in line, the less time they had to spend money at airport shops and other businesses. CVG had to find a way to keep passengers moving quickly through the airport and maintaining their level of satisfaction.

HOW THE CLOUD BREATHES NEW LIFE INTO THE CVG ECOSYSTEM

Common Use Passenger Processing Systems (CUPPS) have long helped airports and airlines operate more flexibly and efficiently, but the cloud can take those benefits to another level. To be able to quickly scale their operations for new airlines (without building new IT infrastructure and server rooms or pulling cable) is a huge advantage for CVG as they continue to grow.

When CVG began the process of finding the right provider for them, the answer quickly became obvious. "Collins Aerospace was the provider that had the right solution ready to go today," said Brian Cobb, chief innovation officer, CVG. "They knocked it out of the park. They understood our vision, and had a common one themselves for the future of the aviation ecosystem. They were invested in the idea of continuously adapting the product as our needs evolved, so the partnership made sense. CVG expects to be fully operating in the cloud by the early 2020's."

Collins' airport cloud solution, ARINC cMUSE™, deploys rapidly and enables CVG to set up either regular check-in or shared mobile check-in wherever and whenever it needs. "We can image a laptop and start checking people in within five minutes," says Cobb. "We could not do that before, when everything was server based."

ARINC cMUSE's agility also helps foster the growth of one of the industry's most recent innovations: self bag drop. Over 30% of CVG's passengers are already using this technology to get through check-in quicker, boosting the mutual brand perception shared by the airport and airline, easing the passenger experience and giving passengers more free time before boarding.

> **[Collins Aerospace] understood our vision, and had a common one themselves for the future of the aviation ecosystem.**

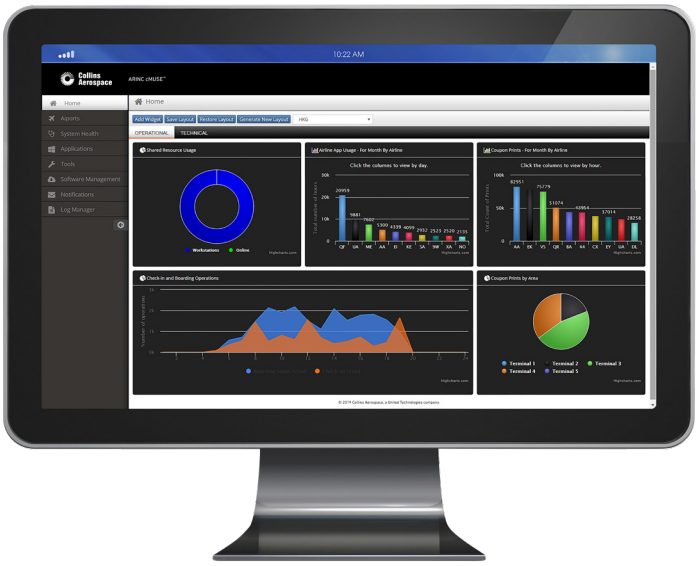
ARINC cMUSE also helps CVG make preparations that no airport wishes were necessary, such as for cyber-attacks or disasters. In the event of an attack, such as the one that targeted Brussels Airport in 2016, an airport relies on having a sound business continuity plan in place to ensure they can begin processing passengers as soon as possible. As a cloud-based solution, ARINC cMUSE would enable CVG (the only airport in the country with Department of Homeland Security and Safety Act designation and certification) to stand up off-site check-ins almost immediately.

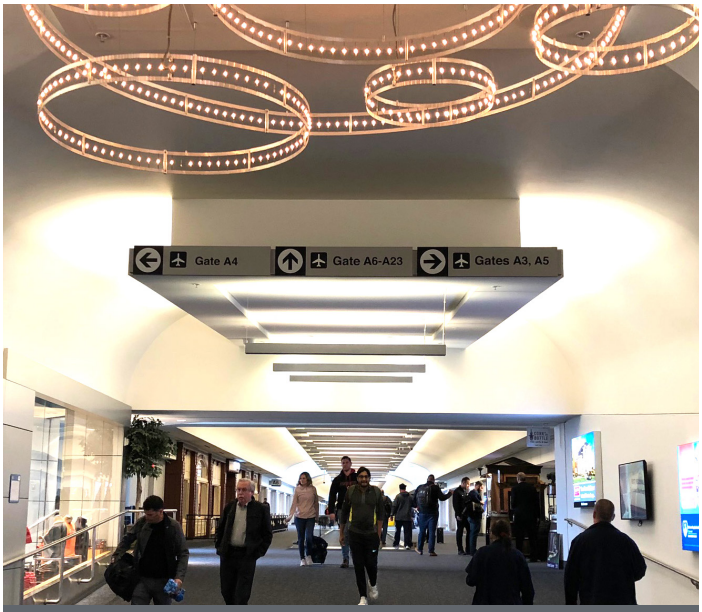
As CVG continues to build on their recent success, they know ARINC cMUSE is built to support their business goals moving forward. "It helps us save space and money since we don't need our own IT infrastructure, but it also helps us be more independent," said Cobb. "It's becoming more and more critical for mid-tier airports to find alternatives besides federal grant money to survive. We have to be as efficient as possible and leverage solutions like ARINC cMUSE to make it happen. We can even test and prove the solution to larger carriers to attract them to our airport."

BRINGING RELUCTANT AIRLINES TO THE TABLE

A major source of airline reluctance to cloud-based solutions has been the concern over cybersecurity breaches. Given the immense amount of critical and private passenger data like personal name records (PNR), advanced passenger information (API) and payment card industry (PCI) data that travels through our solutions, cybersecurity is a concern that Collins takes seriously. We deliver billions of messages per year for hundreds of airlines and thousands of aircraft. It's our job to get critical information from A to B reliably and securely – and using cloud technology as a vehicle doesn't change that.

"ARINC cMUSE is a fully cloud-based solution that we have full confidence in. We haven't encountered any migration problems along the way. Once you test and prove it and get past the 'we're not doing that because we've never done that' mentality, you can take advantage of its tremendous flexibility," Cobb says.





The ARINC cMUSE cloud will adapt and evolve right along with airports.

ARINC cMUSE brings another advantage to airlines: reduced personnel turnover. As Cobb said, "We had to figure out a way to recruit, retain and grow employees in an environment that wouldn't be overwhelming and would help decrease turnover. We knew this would win over airlines and improve the passenger experience at the same time." Now, CVG can set up training labs onsite quickly for groups of employees to learn one common use system, versus flying them to various hubs to learn the complexities of multiple systems.

LOOKING TO THE FUTURE

CVG has put itself in a position to succeed and grow for years to come by adapting to change and executing a new vision. Collins Aerospace is proud to work with them to maintain and accelerate their growth. ARINC cMUSE allowed CVG to pivot their business model quickly, cost-effectively and securely to meet growing needs — their own and those of their tenant airlines.

The opportunities for future airport check-in could bring even more convenience to the passenger experience. What if passengers could check-in in the parking garage, or on the bus to the terminal or even with a ride-sharing service? What if someday they could do it at home when their autonomous vehicle picks them up? The ARINC cMUSE cloud will adapt and evolve right along with airports as they continuously strive to enhance the passenger experience and build their brand alongside those of the airlines they house.

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