

INDRA ANALYZE THE USE OF BIG DATA TO INCREASE SALES BEFORE DEPARTURE

- **Data analysis techniques to get to know client profiles, their behavior, habits, and other variables in advance have been tested with great success**
- **This intelligence can help establishments adapt their offer and help airports to design strategies to increase their non-aeronautical revenues**
- **The results obtained came from a pilot scheme carried out within Transforming Transport, the EU initiative led by Indra to improve transport by using Big Data**
- **Indra leads the development of technologies for the transport of the future and for smart mobility, covering the entire life cycle of its clients' projects through Indra Mova Solutions**

Madrid, March 28, 2019.- Indra have demonstrated that using big data to analyze passenger behavior can help to increase the volume of sales before departure and, in turn, the non-aeronautical revenues received by the airport.

Juan Francisco García López, Indra's Airport Product Manager, announced at the 2019 Passenger Terminal Conference, which is being held this week in London, some of the conclusions drawn from the tests carried out in Smart Passenger Flow Pilot.

This pilot project is part of a larger initiative known as Transforming Transport, an €18.6 million project lead by Indra, with participation from 49 partners, and funded by the European Commission via the Horizon 2020 program and aiming to improve logistics and transport throughout the continent through the use of big data.

The analysis of large volumes of information from different sources, together with the use of Indra's collaborative decision-making system, which is part of the company's offer of operating systems for airports, allowed to identify the different types of travelers and prepare descriptive and predictive models of their behavior and needs to be able to segment them.

With this data, commercial establishments can look up to the future and get to know the traveler's profile in advance to offer more attractive products and services. They can also identify which clients they were not able to attract and understand the reasons why they didn't buy.

Knowing basic information about passengers, such as gender, age, destination, when they will check-in, at what time they will go through security control and the time that the passenger will be in the terminal is valuable information when designing a successful commercial strategy.

It greatly helps when it comes to planning which products to offer, their price and the type of advertising strategy to use. Airports, by knowing general purchasing habits, can take actions and make decisions that contribute to increasing non-aeronautical revenues.

Knowing how many people there will be at any given time in every area also helps to plan the necessary resources and staff to attend to them.

With all this data, we can even calculate the probability of each passenger buying something as well as when they will make their purchases. With this new technology, airports gain a powerful tool to handle the constant increase in passengers.

In this sense, Indra has developed a comprehensive range of solutions called Indra Mova Traffic that helps to optimize infrastructure management and the operation of different means of transport, including a complete portfolio of operational systems specialized in real-time management and planning of airport resources. Their solutions to improve the traveler's experience, included in Mova Experience are also worth highlighting.

Indra Mova Solutions

Under Indra Mova Solutions, Indra's innovative offer is grouped to lead technology for transport and smart mobility, with which it comprehensively covers the entire life cycle of the projects of its transport clients. This offer is based on the combination of the new digital capabilities, integration, specialization and innovation demanded by the market, together with reliability, business knowledge, Indra's proprietary transport technology and the unique expertise of Indra's team. It consists of seven lines of solutions: engineering and consulting, collection solutions, operation and control, security, communications and traveler experience and aftermarket services.

About Indra

Indra (www.indracompany.com) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defense markets, and a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2018 financial year, Indra achieved revenue of €3.104 billion, with 43,000 employees, a local presence in 46 countries and business operations in over 140 countries.