INDONESIA AIRPORTS APPLICATION
OUTLINE

1. Angkasa Pura II at a Glance
2. Smart Airport
3. Customer Experience for Digital Journey
4. Indonesia Airports Apps
Angkasa Pura II at a Glance
ANGKASA PURA II AT A GLANCE

“PT Angkasa Pura II (Persero) are the state-owned business company in the field of management Airport services, to implement and support policy government programs in the field of economic and national development in general”
MISSION

- Ensuring safety and security as a first priority;
- Providing world-class infrastructure and services to support economic development of Indonesia through connectivity to other cities or countries;
- Delivering a reliable, consistent and pleasant travel experience to all our customers by using modern technology;
- Developing a network of partners to complement our capabilities and extend our offering;
- Bringing the best out of our people and being the employer of choice among Indonesian;
- Honoring our corporate and social responsibilities.

VISION

"The Best Smart Connected Airport Operator in the Region"

CORE VALUE

PRIDE OF INDONESIA | ENTREPRENEURIAL | RESPONSIBLE | FOCUSED | OUTSTANDING SERVICE | RESPECTFUL | MERITOCRATIC
Manage 15 Airports:
1. Sultan Iskandar Muda Airport
2. Kualanamu International Airport
3. Sultan Syarif Kasim II International Airport
4. Raja Haji Fisabilillah Airport
5. Minangkabau Airport
6. Depati Amir Airport
7. Sultan Thaha Airport
8. Sultan Mahmud Baddarudin II
9. Halim Perdanakusuma
10. Soekarno-Hatta International Airport
11. Husein Sastranegara Airport
12. Supadio Airport
13. Silangit Airport
14. Kertajati Airport
15. Banyuwangi Airport
### OAG - 2016 Megahubs Index

**Top 50 Megahubs**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Airport</th>
<th>Country</th>
<th>Connectivity Index</th>
</tr>
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<tbody>
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<td>1</td>
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<td>8</td>
<td>SEA</td>
<td>USA</td>
<td>470</td>
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<td>9</td>
<td>SFO</td>
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### OAG - 2017 Megahubs International Index

**Top 50 International Megahubs**

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<td>YYZ</td>
<td>Canada</td>
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### Top Megahubs by Region (Asia Pacific)

<table>
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### Top LCC Megahubs

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### Top International Megahubs by Regions

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<tr>
<td>10</td>
<td>HND</td>
<td>Japan</td>
<td>163</td>
</tr>
</tbody>
</table>
3 (three) main business streams which contribute to Angkasa Pura 2 Income

**AIRPORT**
- Space Rent
- Concession
- Utility
- Vehicle Parking
- Property
- Retail

**AIRLINES**
- Aircraft Services
- Passenger Services
- Aviobridge
- Counter

**ARENA**
- Land Rent
- ICT
- Cargo
- Services

**Airport as main production tool**
Making digital airport DO MORE!

**Preferred condition for the airlines**
- Incentives Scheme
- Slot Allocation
- 24 Hour Operation Readiness

**Synergy within airport stakeholder**
- New Business opportunity
- Increase SLA & SLG through LOA with airport stakeholder

**COMPETITIVE STRATEGY**
Market Based Approach
- Cost Leadership
- Focus
- Differentiation

**COMPARATIVE STRATEGY**
Resources Based Approach
- Bandingkan Edwin Kompetitif Langsung
- Internal vs Market
- Resources Kelas Dunia

**COOPERATIVE STRATEGY**
Partnership Based Approach
- Membuka Perekonomian Raya
- Harus Mencari Big Name Partner

BUSINESS STRATEGY

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BUSINESS STRATEGY

AIRPORT

- Space Rent
- Concession
- Utility
- Vehicle Parking
- Property
- Retail

Airport as main production tool

Airport infrastructure and facilities

Airport investment & Development

Making digital airport DO MORE!
Why airport need to digitalize?

Airports are becoming “Transportation Hub” and this provides an immense growth opportunity for non-aeronautical revenue stream.

How Technology Creates a First Class Airport Experience:

The Smart Airport is a collaboration between people and systems, between airports, airlines and ground handlers with the ultimate goal of moving passengers and cargo from departure to arrival in a safe, hassle-free and timely manner.

Operating efficiency improvement
- Promote process visibility and tracking
- Improve efficiency
- More civilized

Reducing loss opportunity
- Reduce operating costs and increase revenue
- Organize rapidly growth of populations and trends

Creating new revenue stream
- Establish long-term growth
- Analizing Passenger needs
2 Smart Airport
Making the passenger experience smoother, more convenient at every step.

Providing an ecosystem that readily gives everyone access to information and data they need.

Maximizing existing revenue streams and creating new ones.

Enabling all stakeholders to share information in real time and work together as one.

Digital-based information system for employee, leaders and stakeholders.

Digital-based application for passengers, stakeholders and employee itself.

Ref: SITA. Towards 2020 and Beyond
SMART AIRPORT STRATEGY

**BRAND MANAGEMENT**
- Indonesia Airports

**FEATURES/CONTENT MANAGEMENT**
- Real Time Information
- Painful Reduction
- Helpful Information
- Heatmaps
- Personal Responses
- Survey
- Comment & Review

**CUSTOMER/EMPLOYEE ENGAGEMENT**
- Integrated Communication
- Contact Center & Airport Reporting
- Video Tutorial

**COMMUNICATION**
- Maintaining SLA & SLG
- Monitoring CMS (content management system)

**SERVICES**

**SUCCESS INDICATOR**
- STRONG BRAND AWARENESS
- INNOVATIVE & HELPFUL
- CLOSED RELATIONSHIP
- FAST RESPONSES
- MONITORED & FOCUSED
DIGITAL MARKETING STRATEGY for Indonesia Airport Apps

SMART AIRPORT

Indonesia Airports

REACH
• Search engine optimisation
• Advertisement (pay per click)
• Online PR
• Social Media Marketing

ACT & CONVERT
• Ecommerce Management
• Landing Page Optimisation
• Conversion Rate & Review Optimisation

ENGAGE
• Content Marketing Strategy (Tenant, Business Partner)
• E-Contact (contact center)
• Customer Services & Support
• Live Chat

Ref: SMART INSIGHT Digital Marketing Strategy
Customer Experience for Digital Journey
# CUSTOMER EXPERIENCES IDENTIFICATION

## PRE JOURNEY

<table>
<thead>
<tr>
<th>Pains</th>
<th>Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Jam &amp; Weather</td>
<td>Traffic Update &amp; Weather</td>
</tr>
<tr>
<td>Jammed Parking</td>
<td>Smart Parking &amp; Booking</td>
</tr>
<tr>
<td>Security Check Point Queuing</td>
<td>Request Premium Service</td>
</tr>
<tr>
<td>Check-In &amp; Baggage Drop Queuing</td>
<td>Request Premium Service</td>
</tr>
<tr>
<td>Over Luggage</td>
<td>Request Premium Service (Airport Helper)</td>
</tr>
<tr>
<td>Leak of Information Drop Off Gate</td>
<td>Find Gate in Indonesia Airport Apps</td>
</tr>
<tr>
<td>Ticket Airport Train Reservation</td>
<td>Indonesia Airport Apps</td>
</tr>
<tr>
<td>Leak of Information</td>
<td>FIDS at Public Transportation</td>
</tr>
<tr>
<td>Leak of Information Dangerous Good</td>
<td>Indonesia Airport Apps</td>
</tr>
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</table>

## AIRPORT JOURNEY

<table>
<thead>
<tr>
<th>Pains</th>
<th>Needs</th>
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<tbody>
<tr>
<td>Jammed Parking</td>
<td>Signage Digital Available</td>
</tr>
<tr>
<td>Leak of Information</td>
<td>Smart Parking &amp; Booking</td>
</tr>
<tr>
<td>Over Luggage</td>
<td>Valet Service</td>
</tr>
<tr>
<td>Security Check Point (1 &amp; 2) Queuing</td>
<td>E-Kiosk</td>
</tr>
<tr>
<td>Check-In &amp; Baggage Drop Queuing</td>
<td>Where Am I</td>
</tr>
<tr>
<td>Immigration Queuing</td>
<td>Digital Signage Public Area</td>
</tr>
<tr>
<td>Boarding Gate Queuing</td>
<td>Real Time Flight Information (FIDS)</td>
</tr>
<tr>
<td>Automated Gate</td>
<td>Tenant (FIDS)</td>
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## POST JOURNEY

<table>
<thead>
<tr>
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<tr>
<td>Leak of Information</td>
<td>Digital Way Finding</td>
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<tr>
<td>Transfer Queuing</td>
<td>E-Kiosk</td>
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<tr>
<td>Immigration Queuing</td>
<td>Where Am I</td>
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<tr>
<td>Waiting for Baggage</td>
<td>Digital Signage</td>
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<tr>
<td>Customs</td>
<td>My Flight Info in Indonesia Airport Apps</td>
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<tr>
<td>Leak of Information</td>
<td>Easy Transfer</td>
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<tr>
<td>Bus Tracking</td>
<td>Digital Taxi Queuing</td>
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<tr>
<td>Customs Experience</td>
<td>Valet Service</td>
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<td>Leak of Information</td>
<td>Train Schedule</td>
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<td>Tour &amp; Travel Reservation</td>
<td>Skytrain Schedule</td>
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<tr>
<td>Lease of Information</td>
<td>E-Ticketing Reservation</td>
</tr>
<tr>
<td>(Indonesia Airport Apps)</td>
<td>Rent Car (Indonesia Airport Apps)</td>
</tr>
</tbody>
</table>
Passenger Journey using Indonesia Airport Apps

1. Preparation
   - My Flight Information:
     - Terminal Info
     - Remark
     - Gate Info
     - Flight Info
     - Flight Reminder

2. How to go to the Airport
   - My Transport:
     - Airport Train Schedule
     - Bus
     - Rent a Car

3. Arrived at the Airport
   - One terminal to the other terminals.
   - My Transport:
     - Skytrain Schedule
     - Shuttle Bus Schedule
     - Rent a Car

4. Check-in
   - Self Check-in:
     - Sriwijaya Air
     - Air Asia
     - Citilink
     - NAM Air
     - Garuda Indonesia

5. Waiting for Boarding
   - Guide: Facilities (Co-working space, executive lounge, reading corner etc.)
   - E-commerce: Tenants
   - Airportainment: Digital Cinema

6. Leave the Airport
   - My Transport:
     - Airport Train Schedule
     - Bus Tracking
     - Digitalize Taxi Queuing
     - Rent a Car

7. Connecting Flight
   - My Transport:
     - Skytrain Schedule
     - Shuttle Bus Schedule
Indonesia Airports Apps
Application

INDONESIA AIRPORTS

Short Description
Portal for Indonesia Airports Managed By PT Angkasa Pura II (Persero)
http://bit.ly/2l8FwXy
**Indonesia Airports Apps** will managing the airport through digital tools to ensure a pleasant and civilized experience.

**INDONESIA AIRPORTS APPS FEATURES**

**Apps Launch**

Nov 9th 2016

30,645
Install on Active Device

Total Download
89,700

AVERAGE RATING
4.5 (795 Voters)
INDONESIA AIRPORTS APP FEATURES

Welcome to
Jakarta - (CGK) - Bandara Internasional Soekarno-Hatta
(Change Airport)

1. Personalization (My Profile)
   Personal info of end-user, enabling behavior analytic

2. Multi Transport Integration (My Transport)
   Easy to arrange trip from/to airport from multi available transport

3. Silent Airport (My Flight)
   Push announcement of airline flight.

4. Location Context (Guide)
   On roadmap to in-door navigation. Currently only listing nearby place and public facilities

5. Shopping Merchant (Shop & Dine)
   On roadmap to payment integration. Currently serving list of available merchant

6. Digital Interaction (Airport Care)
   Enable digital form of feedback and customized survey

7. e-Commerce
   An online market place or commerce related information

8. Airportainment
   An Online Digital Cinema at The Airport

9. What’s New
   Information for Airport News, Event, Retail & Travel Promotion

10. Check-in
    Self Check-in where customer at once directly issued e-boarding pass

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PT Angkasa Pura II (Persero) offers various types of transportation such as:

- My Airport Train
- My Taxi
- My Skytrain
- My Shuttle Bus
- My Bus
- My Car
- Moovit
Before integrating with mobile application system
- Long queueing
- Uncertainty
- Late response

After integrating with mobile application system
- Distributed
- Convenient
- Fast response

Digitalization taxi queueing process
Before integrating with mobile application system

- Untracking
- Uninformed
- Uncertainty

After integrating with mobile application system

- Informative
- Scheduled
- Convenient

Digitalize shuttle bus tracking
<table>
<thead>
<tr>
<th>Flight Information</th>
<th>Guide</th>
</tr>
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<tbody>
<tr>
<td><strong>Load Earlier</strong></td>
<td><strong>Guide</strong></td>
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<tr>
<td>Garuda Indonesia GA 0574</td>
<td>Facilities</td>
</tr>
<tr>
<td>To Balikpapan</td>
<td>17:05</td>
</tr>
<tr>
<td>Terminal 3</td>
<td>Gate</td>
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<tr>
<td>Etihad Airways EY 7124</td>
<td>Boarding</td>
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</tr>
<tr>
<td>Terminal 3</td>
<td>Gate</td>
</tr>
<tr>
<td>Batik Air ID 6850</td>
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</tr>
<tr>
<td>To Pekanbaru</td>
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<tr>
<td>Terminal 1C</td>
<td>Gate C6</td>
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<tr>
<td>Narm Air IN 0098</td>
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</tr>
<tr>
<td>Terminal 2F</td>
<td>Gate F6</td>
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<tr>
<td>Garuda Indonesia GA 0322</td>
<td>Important Numbers</td>
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<tr>
<td>To Surabaya</td>
<td>17:40</td>
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<tr>
<td>Terminal 3</td>
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<tr>
<td>Garuda Indonesia GA 0508</td>
<td>Tourism</td>
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<tr>
<td>To Pontianak</td>
<td>17:10</td>
</tr>
<tr>
<td>Terminal 3</td>
<td>Gate</td>
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<tr>
<td>Saudi Arabian Airlines SV 6146</td>
<td></td>
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</tbody>
</table>
5. Shopping Merchant (Shop & Dine)

Shop & Dine

- Periplus Bookindo
  - Jam Operasional: 04.00 s.d 24.00
  - W/H: Range Harga: Rp 5.000 - Rp 2.200.000
  - Metode Pembayaran: Tunai

- WHSmith
  - Jam Operasional: 24 Jam
  - Range Harga: Rp 6.000 - Rp 1.000.000
  - Metode Pembayaran: Tunai Kartu

6. Digital Interaction (Airport Care)

Airport Care

- Report
- View Report
- Survey
- Lost And Found
- Lost And Found Report

7. e-Commerce

- eCommerce
  - Flight Booking
  - Currency
  - Multifinance
  - Cargo Information
  - Flight Insurance
### What's New

<table>
<thead>
<tr>
<th>News</th>
<th>Event</th>
<th>Travel</th>
<th>Retail</th>
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<tr>
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<td><strong>EVENT</strong></td>
<td><strong>TRAVEL</strong></td>
<td><strong>RETAIL</strong></td>
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</tbody>
</table>

#### Digital Cinema

**Book a Movie**

**Vote your Movie**

**About**

#### Penyelenggaraan Angkutan Lebaran 2018

Berjalan Dengan Lancar dan Sukses di Seluruh B...  
2018-06-24 20:51:32

#### Runway Ketiga Hadir, Presiden Optimis Bandara Internasional Soekarno-Hatta Siap Tampung 10...

2018-06-21 23:23:05

#### Khawatir Tidak Dapat Parkir Bagi Kendaraan Anda di Bandara Soekarno-Hatta? Angka...

2018-06-20 20:20:25

#### Semakin Diminati Penumpang, AP II Rencanakan Pengembangan Skytrain

#### Check-in

- **CitiLink**
  - Check In
- **AirAsia**
  - Check In
- **Garuda Indonesia**
  - Check In
- **IndiHome**
  - Check In
- **Soon**
  - Check In

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Indonesia Airports mobile app provides real time flight, airport information

The Jakarta Post

Jakarta | Wed, May 24, 2017 | 10:01 am

http://tangerangnews.com/bandara/read/19050/Yuk-Unduh-Aplikasi-Indonesia-Airport-Milik-Angkasa-Pura-II
THANK YOU