

Driving Digital Services to Move People



Introduction

Travel and transportation companies have responsibility for creating thousands of smooth and convenient experiences, underpinned by speed and security. The demands of a mobile and digital generation have caused travel and transportation companies to deliver services in a new way – customers can now pay for travel by simply scanning the mobile devices at gates.

For forward-thinking companies in this sector looking to stay ahead of the curve, technology innovation must be a top priority. Continually reassessing how to transport people and objects from one point to another in innovative and unique ways is key to creating a customer experience that keeps customers coming back. The convenience of a journey plays a huge part in improving customer experience which is why we are seeing technologies such as biometrics being used as a key identifier in faster, self-service systems at airport checkpoints, enabling a smoother passenger experience. And while ride-hailing services like Uber and MyTaxi now seem commonplace, it's important to remember that something as simple and innovative as the use of mobile technology to order a car is what seemingly upended the traditional taxi industry overnight.

Companies embracing innovation are using technology to increase operational efficiency, and data to inform and customise each scenario and process. Underpinning both of these is identity – of people, partners, goods, and services – to build trust and transform experiences.



The Route to Success

All of the innovations in technologies need to address the challenges that make the journey less than perfectly seamless, but there can be no compromise when it comes to increasing risk to passengers and to the business.

Seamless and secure journeys

Airports use innovative technologies to increase the through-put of passengers; reducing delays, and queues. The challenge is that the increased efficiency that comes from these technologies cannot come at the cost of increased risk to passengers. The technology must also provide the same stringent checks as manned systems to ensure that cargo and luggage goes to the correct place, and most crucially that only the right passengers get on the right flight. A seamless experience must be trusted to provide safety.

Protecting the people you move, and yourselves

Personal data is the most valuable type of data any company can possess. For organisations in the travel and transportation sector, which work across borders, possessing personal data can become a potential barrier and even threat to the business. Transportation companies potentially hold identity information, medical details, information about where a person will be at a given time, financial details and even identity information about those under 18 years old. The loss of these types of data poses a risk for the individuals using the services which is why much of this data is protected under law. If a travel or transportation company has the data they hold compromised by accident, through an external attack or even because of a malicious insider breach, then the company is open to large fines, operational disruption and huge reputational damage.

[A cyber-attack on travel trade association ABTA put the data records of around 43,000 people at risk of being accessed by criminals.](#)

The organisation reported around 1,000 of these files could include “personal identity information” of consumers that had complained about a holiday. Similarly, a large hotel chain that had 500 million customer records breached saw a reduction in bookings from online travel agents in the following quarters, on top of the ICO fine, increased insurance premiums and costs related to class-action lawsuits.

Threats like these require quick and preventative measures to safeguard identities of customers and uphold the values of the industry, and the services it offers.

The Journey Ahead

The future of the travel and transportation industry will no doubt be accelerated by customer appetite for new services. Organisations that are hungry enough to respond to new technology trends and capitalise on growing consumer interests will be successful. **Process Automation will undoubtedly play a part in the future of the travel industry**, accelerating processes to register users quickly and securely and deliver new services. The use of multiple Cloud services is also key to driving innovation and connecting data streams which is making on-premise IAM solutions less relevant, and cloud based solutions more important.

The value of IAM

Identity and access management (IAM) supports organisations migrating to newer digital models: helping IT managers understand who is accessing each service and independently authenticate them. Three-quarters of IT leaders claim IAM addresses the top challenges of security, legacy infrastructure, and maintaining high availability in doing so. That report also pointed to three top initiatives which depend heavily on IAM:

- Introducing new experiences for the end customer
- Improving the employee experience and partner/employee collaboration
- Effectively migrating core systems (email, HR, ERP etc)

However, while such tools are essential to the success of businesses it's important to remember that not all IAM is created equal.

IDaaS vs. on-premises

Legacy IAM doesn't fit well with the kinds of new, cloud and mobile-driven infrastructure that the Transport sector is increasingly migrating to. It takes significant time and resources to integrate, and even then will be a constant barrier to continuous improvement. New connectors must be built at great expense each time a new cloud app is added – with the result being more maintenance and potential downtime.

Identity-as-a-service (IDaaS), on the other hand, introduces a wide range of benefits designed to support the goals of Digital Transformation whilst enhancing security. It's highly scalable, reliable and easy to set-up as you're effectively outsourcing IAM to a trusted third-party expert. It secures access at the cloud app layer rather than the perimeter and offers visibility into all your apps, users and devices from a single interface. What's more, new apps can be added and managed with ease, and no unnecessary downtime.

Transportation leaders from taxi hailing services to international airports are embracing the power of technology innovation to provide more immersive, engaging consumer experiences. Driverless vehicles, automation and biometrics are just some of the sweeping trends set to take the transport sector by storm, but central to the success of these endeavours is identity – and its value should not be overlooked. Sweeping new legislation such as GDPR will bring severe penalties for any breaches to personal data, and as such, organisations in every sector must carefully secure the identity for both its employees and customers. This is particularly true for those in transportation, where the challenges match the opportunities: if managed in the right way, identity can be used to completely transform the movement of passengers, goods and services.

