



**ANGKASA PURA II**  
INDONESIA'S AIRPORT COMPANY

# INDONESIA AIRPORTS APPLICATION



# OUTLINE

- 1** Angkasa Pura II at a Glance
- 2** Smart Airport
- 3** Customer Experience for Digital Journey
- 4** Indonesia Airports Apps





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# **1** 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

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# COVERAGE

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## 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

Rank	Airport	Country	Connectivity Index	Rank	Airport	Country	Connectivity Index
1	ORD	USA	1204	26	EWR	USA	268
2	ATL	USA	997	27	SIN	Singapore	262
3	DFW	USA	709	28	BOM	India	260
4	DEN	USA	633	29	CDG	France	257
5	CLT	USA	588	30	YVR	Canada	254
6	LAX	USA	580	31	JFK	USA	252
7	CGK	Indonesia	566	32	DCA	USA	249
8	SEA	USA	470	33	HKG	Hong Kong	244
9	SFO	USA	449	34	MEL	Australia	237
10	PHX	USA	431	35	MIA	USA	236



## OAG - 2017 Megahubs International Index

### Top 50 International Megahubs

Rank	Airport	Country	Connectivity Index	Rank	Airport	Country	Connectivity Index
1	LHR	United Kingdom	379	26	YVR	Canada	165
2	FRA	Germany	307	27	DFW	USA	164
3	AMS	Netherlands	299	28	HND	Japan	163
4	ORD	USA	295	29	SFO	USA	153
5	YYZ	Canada	271	30	FCO	Italy	145
6	SIN	Singapore	257	31	PEK	China	142
7	CGK	Indonesia	256	32	CAN	China	141
8	ATL	USA	256	33	BOM	India	140
9	KUL	Malaysia	242	34	MAD	Spain	138
10	CDG	France	242	35	NCE	France	133
				36	JNB	South Africa	133

### Top Megahubs by Region (Asia Pacific)

Rank	Airport	Country	Connectivity Index
1	CGK	Indonesia	566
2	HND	Japan	418
3	SYD	Australia	389
4	DEL	India	286
5	SIN	Singapore	262
6	BOM	India	260
7	HKG	Hong Kong	244
8	MEL	Australia	237
9	KUL	Malaysia	234
10	PEK	China	226

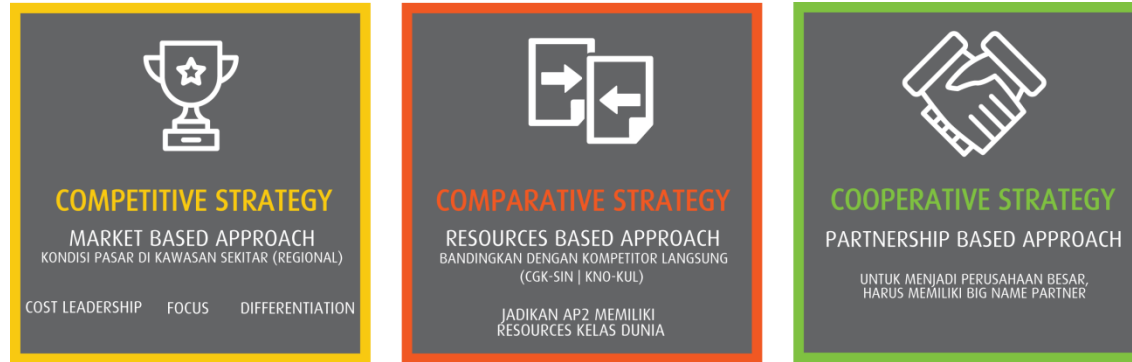
### Top LCC Megahubs

Rank	Airport	Country	Connectivity Index
1	KUL	Malaysia	134
2	CGK	Indonesia	95
3	SIN	Singapore	88
4	DEL	India	76
5	LAX	USA	71
6	JFK	USA	69
7	BOM	India	69
8	DMK	Thailand	66
9	MCO	USA	64
10	MEX	Mexico	64

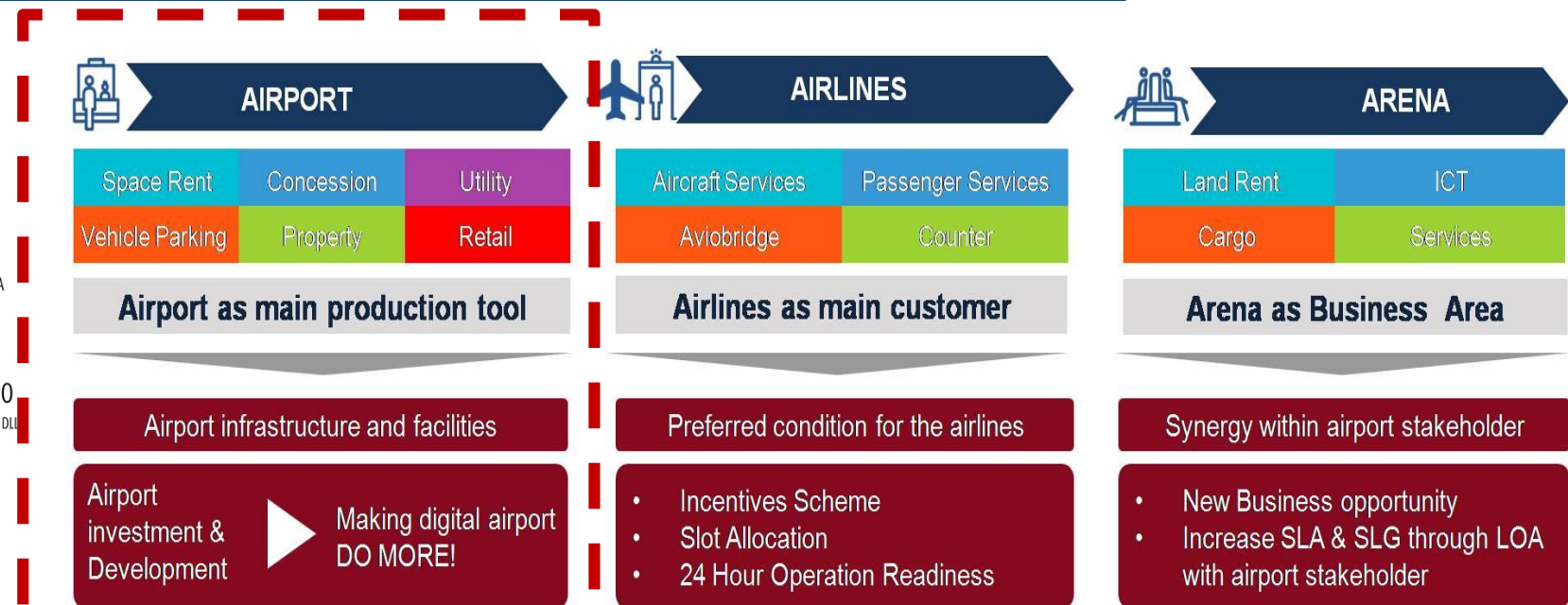
### Top International Megahubs by Regions

Rank	Airport	Country	Connectivity Index
1	SIN	Singapore	257
2	CGK	Indonesia	256
3	KUL	Malaysia	242
4	HKG	Hong Kong	233
5	BKK	Thailand	226
6	ICN	South Korea	196
7	PVG	China	167
8	SYD	Australia	167
9	DEL	India	166
10	HND	Japan	163

# BUSINESS STRATEGY



## 3 (three) main business streams which contribute to Angkasa Pura 2 Income





# 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!

**SERVICES**





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## **2** Smart Airport



# The Smart Airport Framework



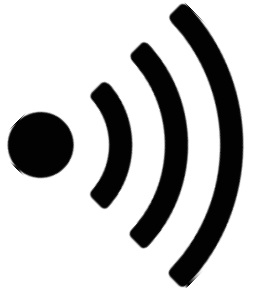
Digital-based application for passengers, stakeholders and employee itself.

Making the passenger experience smoother, more convenient at every step.



## SMART AIRPORT

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

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



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

Maximizing existing revenue streams and creating new ones.



# DIGITAL MARKETING STRATEGY for Indonesia Airport Apps



# INDONESIA AIRPORTS APPS *MARKETING MIX CONTENT*



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**Awareness**

**Purchase**

## ENTERTAIN

## INSPIRE

**Emotional**

Digital Cinema

Airportainment

Games

What's New

Travel

Event

Rating

**Rational**

My flight

Important Number

Profile

Airport Care

eBook

E Commerce

Shop & Dine

Facilities

My Transport

## EDUCATE

## CONVENIENCE

All contents are available in Indonesia Airports Apps



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# **3** Customer Experience for Digital Journey





# CUSTOMER EXPERIENCES IDENTIFICATION

## PRE JOURNEY

Pains	Needs
<ul style="list-style-type: none"> <li>Traffic Jam &amp; Weather</li> </ul>	<ul style="list-style-type: none"> <li>Traffic Update &amp; Weather</li> </ul>
<ul style="list-style-type: none"> <li>Jammed Parking</li> </ul>	<ul style="list-style-type: none"> <li>Smart Parking &amp; Booking</li> </ul>
<ul style="list-style-type: none"> <li>Security Check Point Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Request Premium Service</li> </ul>
<ul style="list-style-type: none"> <li>Check-In &amp; Baggage Drop Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Request Premium Service</li> </ul>
<ul style="list-style-type: none"> <li>Over Luggage</li> </ul>	<ul style="list-style-type: none"> <li>Request Premium Service (Airport Helper)</li> </ul>
<ul style="list-style-type: none"> <li>Leak of Information Drop Off Gate</li> </ul>	<ul style="list-style-type: none"> <li>Find Gate in <a href="#">Indonesia Airport Apps</a></li> </ul>
<ul style="list-style-type: none"> <li>Ticket Airport Train Reservation</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Indonesia Airport Apps</a></li> </ul>
<ul style="list-style-type: none"> <li>Leak of Information</li> </ul>	<ul style="list-style-type: none"> <li>FIDS at Public Transportation</li> </ul>
<ul style="list-style-type: none"> <li>Leak of Information Dangerous Good</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Indonesia Airport Apps</a></li> </ul>

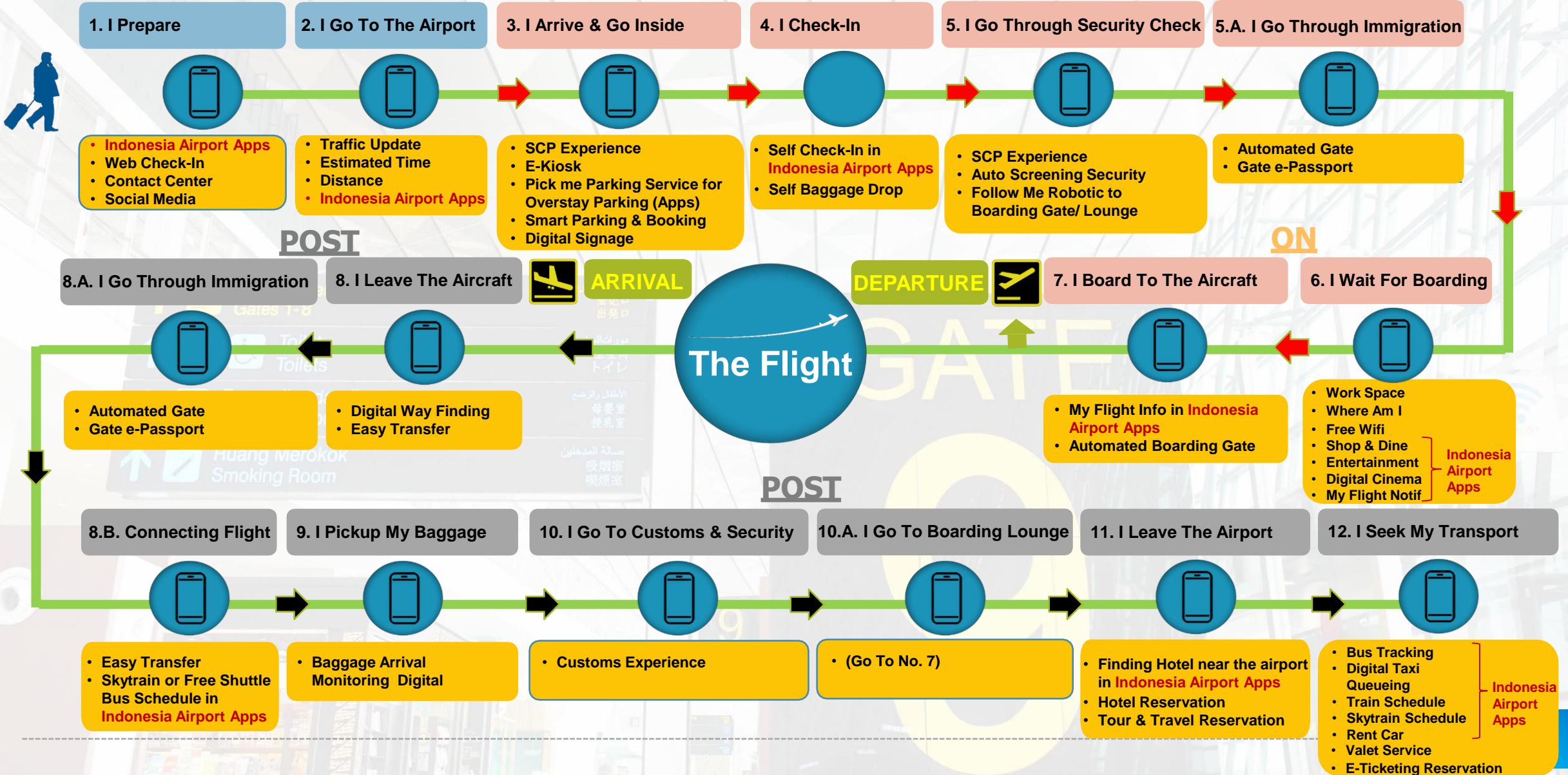
## AIRPORT JOURNEY

Pains	Needs
<ul style="list-style-type: none"> <li>Jammed Parking</li> </ul>	<ul style="list-style-type: none"> <li>Signage Digital Available</li> <li>Smart Parking &amp; Booking</li> <li>Valet Service</li> </ul>
<ul style="list-style-type: none"> <li>Leak of Information</li> </ul>	<ul style="list-style-type: none"> <li>E-Kiosk</li> <li>Where Am I</li> <li>Digital Signage Public Area</li> <li>Real Time Flight Information (FIDS)</li> <li>Tenant (FIDS)</li> </ul>
<ul style="list-style-type: none"> <li>Over Luggage</li> </ul>	<ul style="list-style-type: none"> <li>Additional Request Premium Service (Airport Helper)</li> </ul>
<ul style="list-style-type: none"> <li>Security Check Point (1 &amp; 2) Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Request Premium Service</li> <li>SCP Experience</li> <li>Auto Screening Security</li> <li>Follow Me Robotic to Boarding Gate/Lounge</li> </ul>
<ul style="list-style-type: none"> <li>Check-In &amp; Baggage Drop Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Online Check-In</li> <li>Self Check-In</li> <li>Self Baggage Drop</li> <li>My Flight Notification in <a href="#">Indonesia Airport</a></li> </ul>
<ul style="list-style-type: none"> <li>Immigration Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Automated Gate</li> </ul>
<ul style="list-style-type: none"> <li>Boarding Gate Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Automated Boarding Gate</li> </ul>

## POST JOURNEY

Pains	Needs
<ul style="list-style-type: none"> <li>Leak of Information</li> </ul>	<ul style="list-style-type: none"> <li>Digital Way Finding</li> <li>E-Kiosk</li> <li>Where Am I</li> <li>Digital Signage Parking Area</li> <li>Real Time Flight Information (FIDS)</li> <li>Tenant (FIDS)</li> </ul>
<ul style="list-style-type: none"> <li>Transfer Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Easy Transfer</li> <li>Digital Signage</li> <li>My Flight Info in <a href="#">Indonesia Airport Apps</a></li> </ul>
<ul style="list-style-type: none"> <li>Immigration Queuing</li> </ul>	<ul style="list-style-type: none"> <li>Automated Gate</li> </ul>
<ul style="list-style-type: none"> <li>Waiting for Baggage</li> </ul>	<ul style="list-style-type: none"> <li>Baggage Arrival Monitoring Digital</li> </ul>
<ul style="list-style-type: none"> <li>Customs</li> </ul>	<ul style="list-style-type: none"> <li>Customs Experience</li> </ul>
<ul style="list-style-type: none"> <li>Leak of Information Tour &amp; Travel</li> </ul>	<ul style="list-style-type: none"> <li>Tour &amp; Travel Reservation</li> </ul>
<ul style="list-style-type: none"> <li>Leak of Information</li> </ul>	<ul style="list-style-type: none"> <li>Bus Tracking</li> <li>Digital Taxi Queuing</li> <li>Valet Service</li> <li>Train Schedule</li> <li>Skytrain Schedule</li> <li>E-Ticketing Reservation</li> <li>Rent Car</li> <li><a href="#">(Indonesia Airport Apps)</a></li> </ul>

# AIRPORT DIGITAL JOURNEY EXPERIENCE





# Passenger Journey using Indonesia Airport Apps

## Pre Journey

### 1. Preparation

My Flight Information :

- Terminal Info
- Remark
- Gate Info
- Flight Schedule
- Flight Reminder



### 2. How to go to the Airport

My Transport :

- Airport Train Schedule
- Bus
- Rent a Car



## Airport Journey

### Landside

3. Arrived at the Airport  
One terminal to the other terminals.

My Transport :

- Skytrain Schedule
- Shuttle Bus Schedule
- Rent a Car



### Terminal

4. Check-in

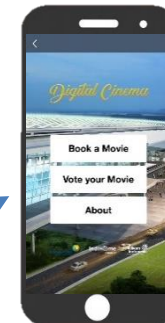
Self Check-in :

- 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

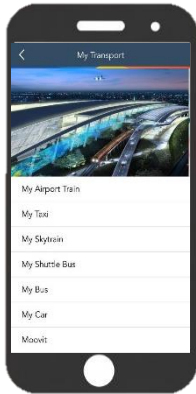


## Post Journey

### 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



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# 4 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 FEATURES ■



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*Indonesia Airports Apps* will managing the airport through digital tools to ensure a pleasant and civilized experience.



**APPS LAUNCH**  
**Nov 9<sup>th</sup> 2016**



**TOTAL**  
**DOWNLOAD**  
**89.700**



**30.645**  
**INSTALL ON**  
**ACTIVE DEVICE**



**AVERAGE RATING**  
**4.5 (795 Voters)**

# INDONESIA AIRPORTS APP FEATURES



**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

# 2 My Transport

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



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- 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

#1 1.48KB/s 08:16 86%

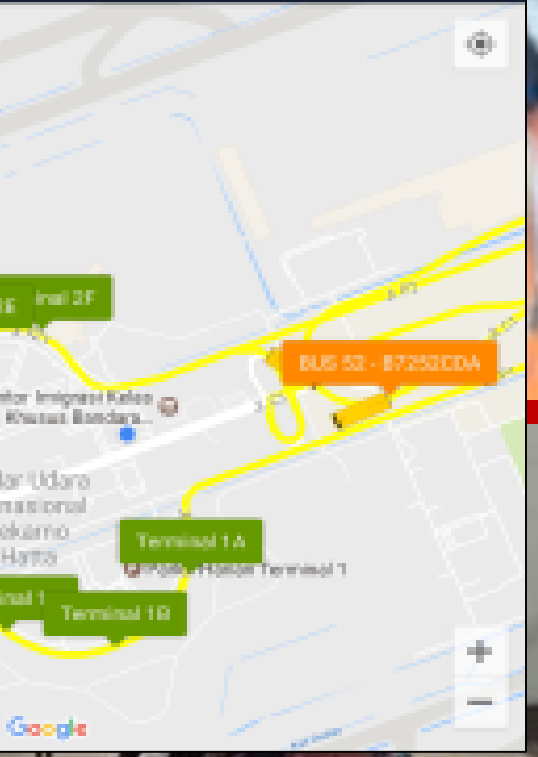
← My Shuttle 🔍 ↻

- BUS 04 - B7259TAA  
SPEED : 30.38 KM/H  
LOCATION : 0.21 KM N OF TERMINAL 1A  
EST TIME ARRIVAL : 0.41 MINUTES
- BUS 01 - B7238TAA  
SPEED : 32.40 KM/H  
LOCATION : 0.25 KM S OF TERMINAL 2D  
EST TIME ARRIVAL : 0.46 MINUTES
- BUS 02 - B7241TAA  
SPEED : 4.03 KM/H  
LOCATION : 0.07 KM W OF TERMINAL 3U  
EST TIME ARRIVAL : 1.04 MINUTES
- BUS 07 - B7235TAA  
SPEED : 0.04 KM/H  
LOCATION : FAR AWAY FROM TERMINAL  
EST TIME ARRIVAL : -
- BUS 06 - B7017TXU  
SPEED : 0.00 KM/H  
LOCATION : FAR AWAY FROM TERMINAL  
EST TIME ARRIVAL : -



12:28 PM

← My Shuttle



Google

Before integrating with mobile application system

- Untracking
- Uninformed
- Uncertainty

After integrating with mobile application system

- Informative
- Scheduled
- Convenient

**Digitalize shuttle bus tracking**

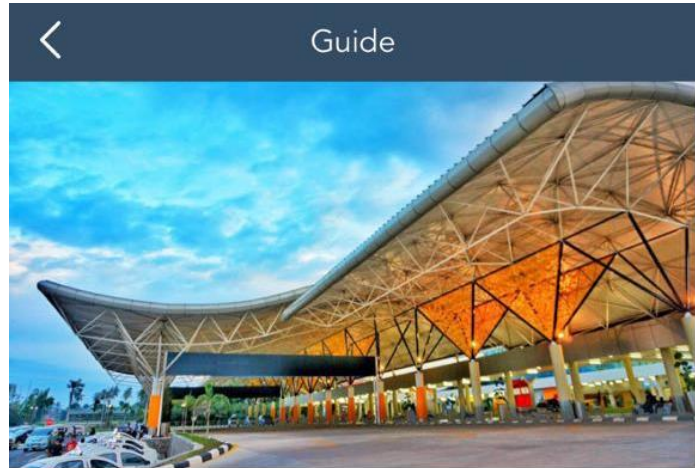
### 3 Silent Airport (My Flight)

Flight Information

Flight Number

DEPARTURE	ARRIVAL
Load Earlier	
Garuda Indonesia GA 0574 To Balikpapan Terminal 3	17:05 Gate
Etihad Airways EY 7124 To Balikpapan Terminal 3	17:05 Gate
Batik Air ID 6850 To Pekanbaru Terminal 1C	17:10 Gate C6
Nam Air IN 0098 To Bandar Lampung Terminal 2F	17:10 Gate F6
Garuda Indonesia GA 0322 To Surabaya Terminal 3	17:40 Gate U20
Garuda Indonesia GA 0508 To Pontianak Terminal 3	17:10 Gate
Saudi Arabian Airlines SV 6146 To Surabaya Terminal	17:40 Gate U20

### 4 Location Context (Guide)



- Facilities
- Hotels
- Important Numbers
- Tourism



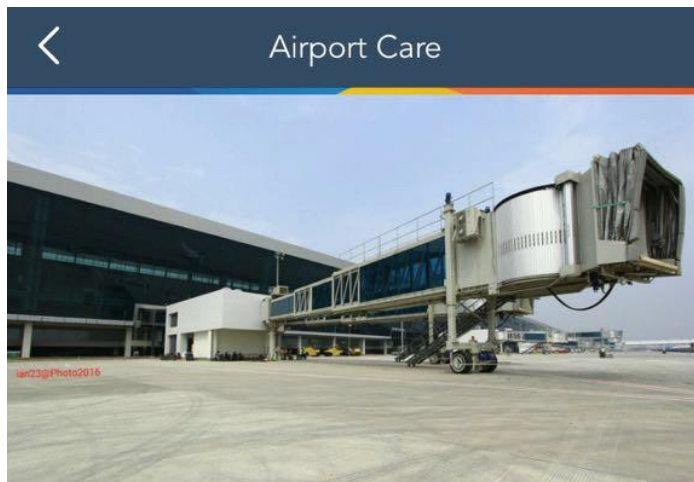
5

### Shopping Merchant (Shop & Dine)



6

### Digital Interaction (Airport Care)



Report

View Report

Survey

Lost And Found

Lost And Found Report

7

### e - Commerce



Flight Booking

Currency

Multifinance

Cargo Information

Flight Insurance





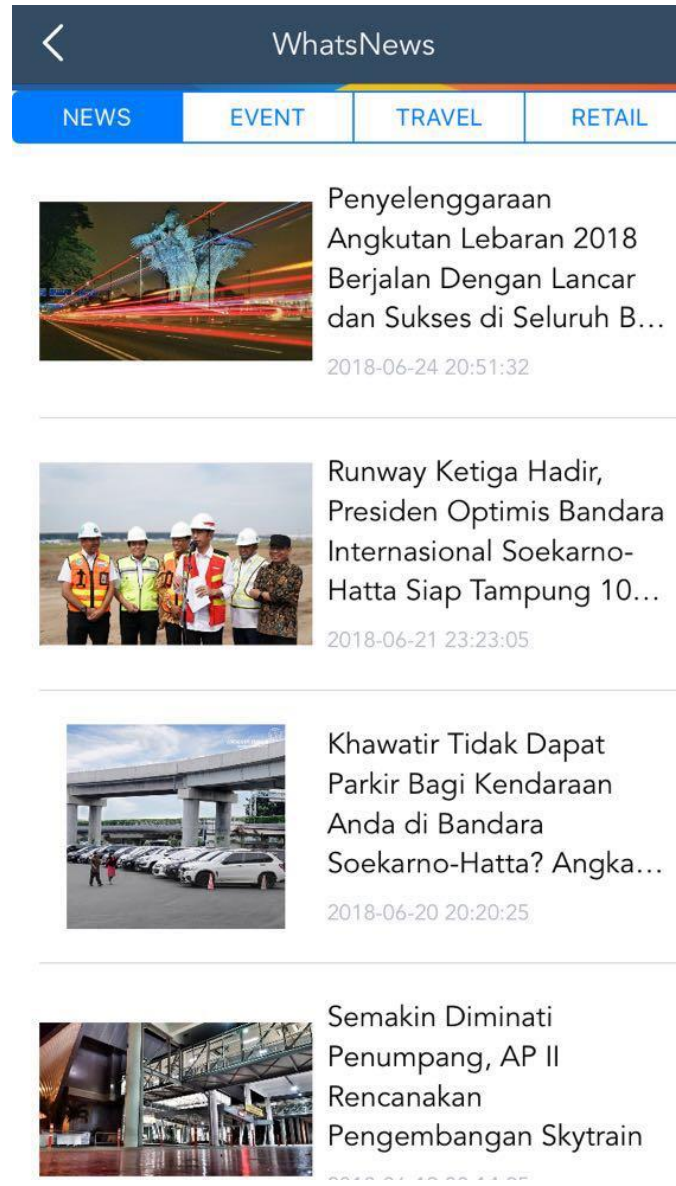
8

## Airportainment



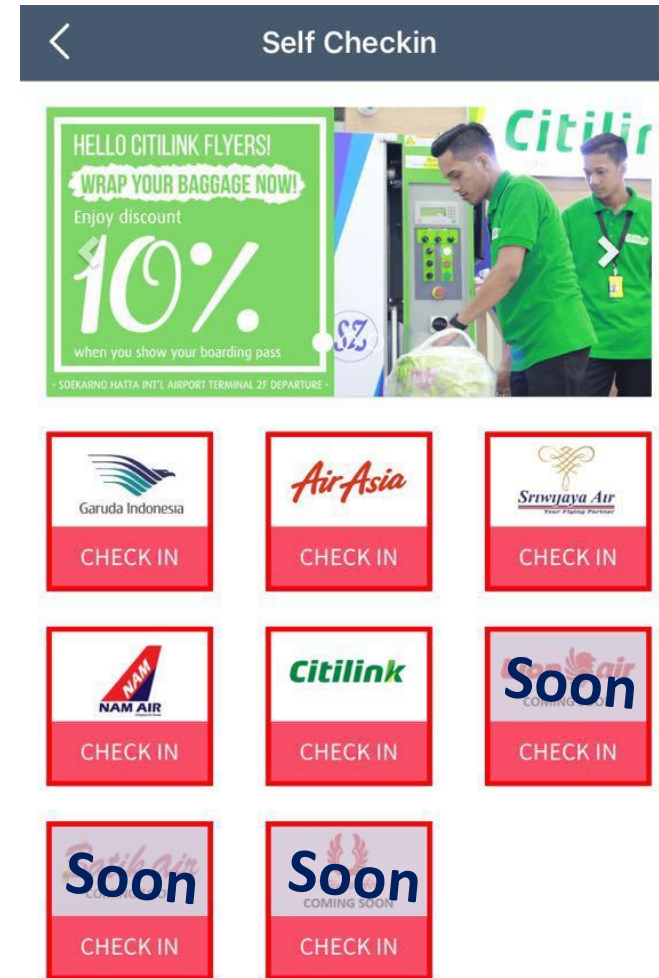
9

## What's New



10

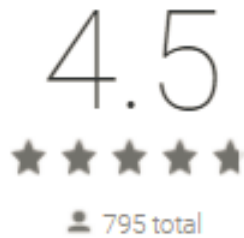
## Check-in



# APPS TESTIMONIAL & NEWS

<http://bit.ly/2l8FwXy>

## REVIEWS




ANGKASA PURA II  
**TAXI**

**MORE CONVENIENT TO GET TAXI**

ORDER TAXI VIA INDONESIA AIRPORTS APP  
**DOWNLOAD NOW**  
[bit.ly/IndonesiaAirports](http://bit.ly/IndonesiaAirports)

WORLD'S MOST IMPROVED AIRPORT



ANGKASA PURA II  
**INTERNATIONAL** **DOMESTIC**

**NEED FLIGHT INFO? GET YOUR PERSONAL REMINDER**

GET YOUR FLIGHT INFO VIA INDONESIA AIRPORTS APP  
**DOWNLOAD NOW**  
[bit.ly/IndonesiaAirports](http://bit.ly/IndonesiaAirports)

WORLD'S MOST IMPROVED AIRPORT

## The Jakarta Post

Thursday, Feb 15, 2018 | Video | 26°C

NEWS BUSINESS SE ASIA COMMUNITY OPINION **JPLUS** TRAVEL VIDEO PAPER EDITION

NEWS DESTINATIONS

TRAVEL NEWS

### Indonesia Airports mobile app provides real time flight, airport information

**JP** News Desk  
The Jakarta Post

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




**BRANZ SEMATUNG**  
**HANDOVER IN 2018**  
021 2765 2100



**BRANZ SEMATUNG**  
**HANDOVER IN 2018**  
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2. Despite prohibition, couples in West Jakarta tie the knot on

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

<http://www.thejakartapost.com/travel/2017/05/24/indonesia-airports-mobile-app-provides-real-time-flight-airport-information.html>

[https://www.internationalairportreview.com/award\\_nominee/35910/pt-angkasa-pura-ii-passenger-experience/](https://www.internationalairportreview.com/award_nominee/35910/pt-angkasa-pura-ii-passenger-experience/)



**THANK YOU**