SKATEBOARD OVERVIEW
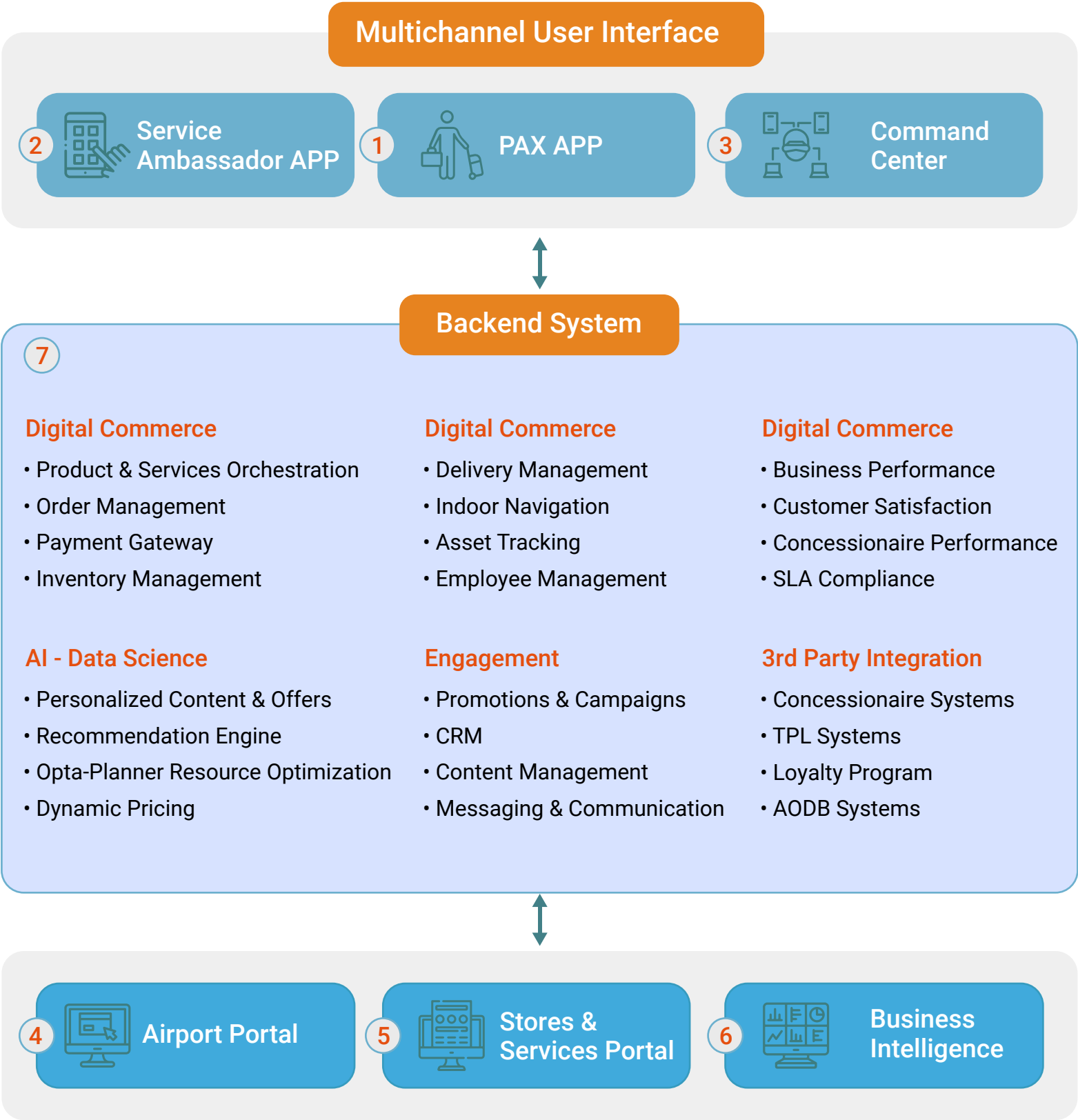## The End-to-End Digital Airport Platform

Skateboard – The Uniqueness
Adaptable for Malls and Branded Retail

Traditional marketplace solution may not suffice to these nuances

01 — Diversity of store and retail formats, each with its unique sales & delivery model

- Duty Free
- Retail – Electronics, Fashion, Essentials, Etc.
- F & B – QSR to Fine Dinning

02 — Whole gamut of service categories at airports which necessitate a unique delivery model

- Meet & Assist, Porter, Luggage Wrap, Left Luggage, etc.
- Premium services like Limo, Fast track, Lounge, Valet Parking, etc.

03 — Rentable properties

- Car Park

04 — Add-ons during online purchase

- Meet & Greet with porter, lounge, personnel shopper with a watch bought at Luxury retail outlet

05 — Criticality of timely delivery of services and products

- Departure passengers have limited dwell time @ airport

06 — Product & Service catalog management

- Categorization and hierarchy management of diversified products

07 — Information for passenger journey on the same application

- Airport and flight information
- Digitalize maps for navigation at the airport
- City and travel information

Skateboard Overview

Multichannel User Interface

| 2 | Service Ambassador APP | 1 | PAX APP | 3 | Command Center |

Backend System

7

Digital Commerce
- Product & Services Orchestration
- Order Management
- Payment Gateway
- Inventory Management

Digital Commerce
- Delivery Management
- Indoor Navigation
- Asset Tracking
- Employee Management

Digital Commerce
- Business Performance
- Customer Satisfaction
- Concessionaire Performance
- SLA Compliance

AI - Data Science
- Personalized Content & Offers
- Recommendation Engine
- Opta-Planner Resource Optimization
- Dynamic Pricing

Engagement
- Promotions & Campaigns
- CRM
- Content Management
- Messaging & Communication

3rd Party Integration
- Concessionaire Systems
- TPL Systems
- Loyalty Program
- AODB Systems

| 4 | Airport Portal | 5 | Stores & Services Portal | 6 | Business Intelligence |

6 Applications working real-time to drive operational excellence

Passenger App

Service Agent App

Command Centre

Product & Services Management

Airport Admin Console

Analytics

Passenger App Features

APP & Web

Smart Shopping - Single Cart Across Airport
Book airport services, Dining, F&B, Retail and Duty Free

Traveler Checklist
Keep track of things before traveling, e- check in, transportation, health assessment, destination info & others to help prepare for the upcoming journey

Flight Alerts & Documents
Check-in, Gate change, flight delays notifications. Scan & store boarding pass & baggage tags, Passport

Passenger's Itinerary
Itinerary is a one stop shop for your journey at the airport which gives you all required information and options, wait times, service info to start, tickets and all document access

Active Engagement and Feedbacks
Traveler Blogs and Real time customer feedbacks

Indoor Navigation
Use indoor terminal maps to navigate & find airport facilities and point of interests

Contactless Payment
Make digital payment for your order through secured payment gateway with Digital wallet, UPI, net banking & cards online

Scan and shop
Scan QR code at a store and load its product catalog on your personal device to shop & pay

Curated Personalized & Hyper Localized offers
Avail great offers just for you

Loyalty Program - Rewards
Be a member & to enjoy great deal and rewards with each transaction or visit

Airport Management Capabilities

Airport Management

SLA Tracking for Services
All Services SLA Performance

Business Performance
Business Performance tracking for all channels

Feedback & Ticket Resolution Tracking
Concession and Service Providers management

Security Management
Concession and Service Providers management

Airport Campaign Management
Raffles, Flight Based Campaigns, Cross Sell Campaigns

Audit Control
Systems and Transactions Audit Control
New Services & Partners Moderation & Approval

Command Centre Performance
Central Control Performance Tracking

Analytics
Extensive and Rich analytics

Service Provider and Shop Managers Capabilities

Vendors & Admins

Resource Optimization
An Interface for vendors to onboarding its staff, manage roaster & resource optimization

Operation Monitoring
An operational cockpit to monitor all the orders and action it, if required on the go

Employee Live Tracking
Track your resources live within the premises and check their status

Robust Catalog Management
Product catalog management with latest price information, product description and images, combo offers, etc.

Campaign Management
Manage & offer campaigns in form of prom codes, discounts, etc.

Inventory Management
Manage periodic inventory and product attributes, configure products barcodes in the system

3rd Party Integration
Ease of integration with any 3rd party to aid functionalities,such as Loyalty Program, Payment Partners, Ticketing System, etc.

Analytics
Insightful data capturing all aspects of the solution to help the business drive decisions
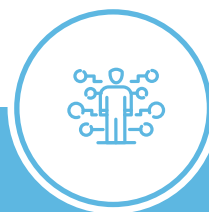
Service Ambassador/Agent App
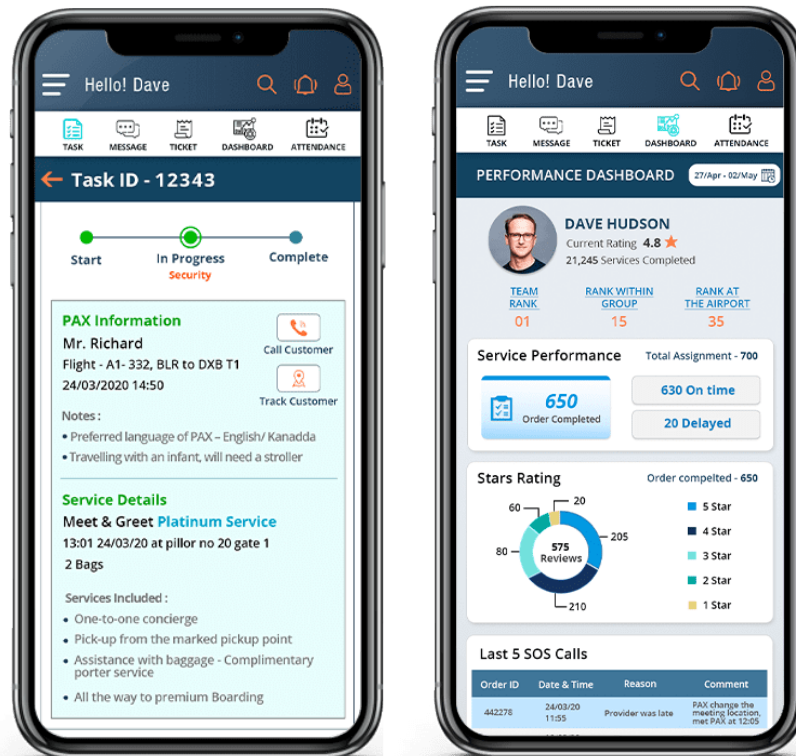
Calendar Management
- Calendar booked for the day
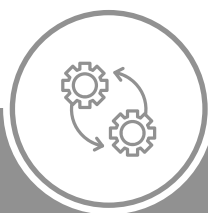- Type of service to be rendered

Communication
- Communicate with Customer
- Alerts, notifications with response from Operation manager

Performance
- Customer ratings
- SOS tickets & tasks closures

Order Execution
- Real time update on service starts and end times

Customer Engagement
- Customer information
- Track and meet customer at airport

Self Service
- Employee self service like attendance, leave tracker, etc.

Command Centre

Customer Flow & Communication	Operations Dashboard
Real Time Location (People & Assets)	Escalations
Re-Scheduling	Real time - Task Management

24*7 Command center with real time update of every action happening on floor to be centrally in control of all services and customer experiences

Artificial Intelligence and Data Science

Resource Optimization Engine

Roster and schedule management of service ambassadors and assets for optimized resource utilization

Personalization Engine

Personalized offers, discounts and content for customer engagement

Recommendation Engine

Upsell and cross sell on customer purchase and browsing patterns

Dynamic Pricing Engine

Dynamic pricing of services to increase the effective yield price and revenue maximization

BI and Analytics

- Order Tracing
- Processes SLA
- Employee Productivity
- Cross Sell & Up Sell Performance
- Real Time Operational Analytics
- Behavioural Analytics
- Mobile App Performance
- Journey Sciences
- Business Performance
- Customer Satisfaction
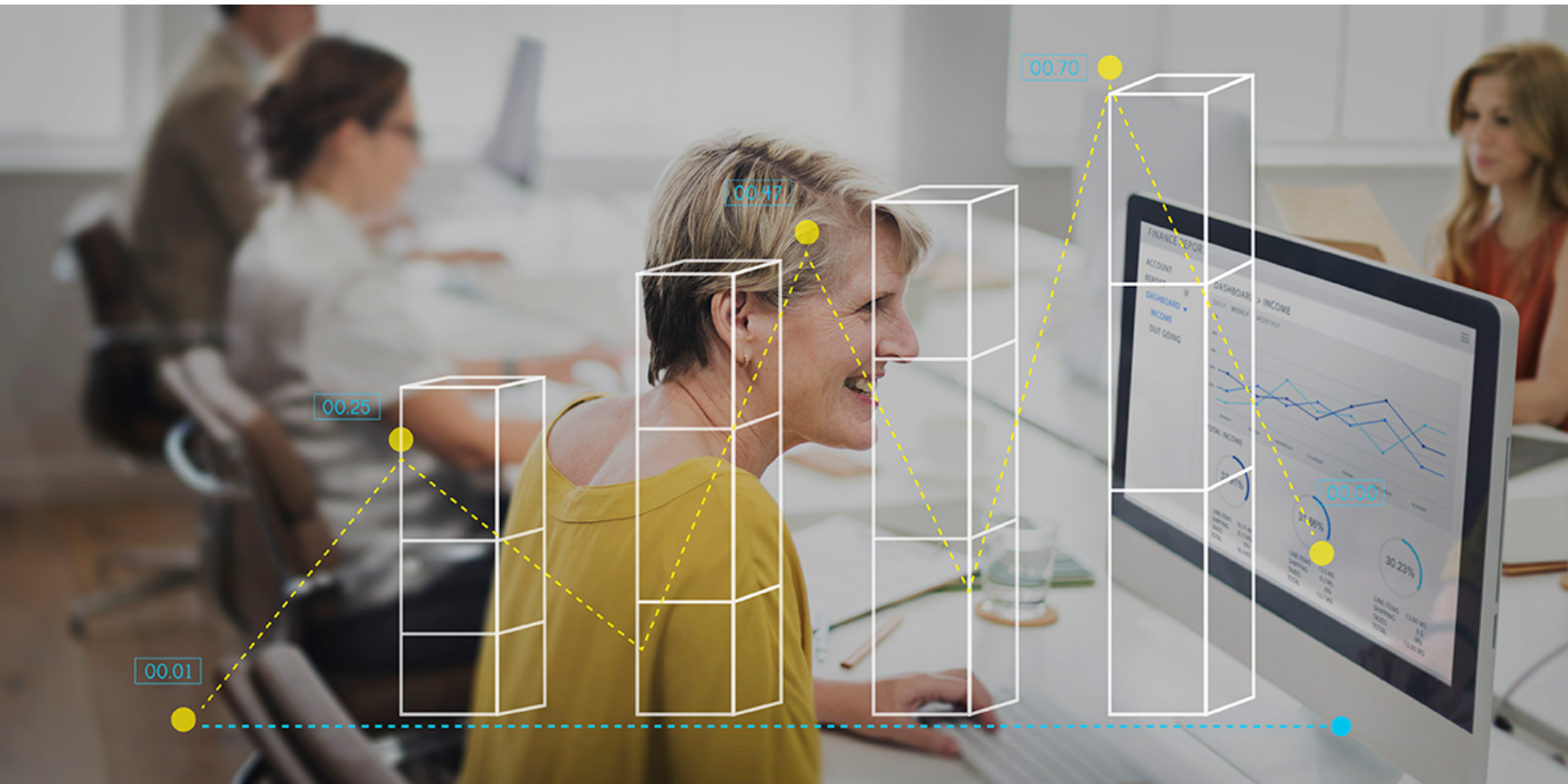
Architecture Overview

Skateboard Architecture Key Principles

01 — Headless Commerce Platform - Clear separation of concerns (Presentation layer and API are clearly separated)

02 — Cloud Independent deployment architecture

03 — Plug and play deployment architecture with dockers

04 — Ability to integrate with any third-party system/application through multiple approaches

05 — Real time advanced analytics

06 — No single point of failure

Skateboard Key Technical Capabilities

Single Unified Platform

> All Services Categories at airport
> a la carte and Packages
> Rentable properties
> Products, F&B and Duty Free

Secure

> GDPR Complaint Storage
> Encrypted Communication
> Facial recognition

Performance

> High Volume Users
> 1000+ transactions per minute

Skateboard Platform

Scale

> Horizontally and vertically scalable for on-premise or cloud, HA and DR setup

AI Driven

> Revenue Optimization
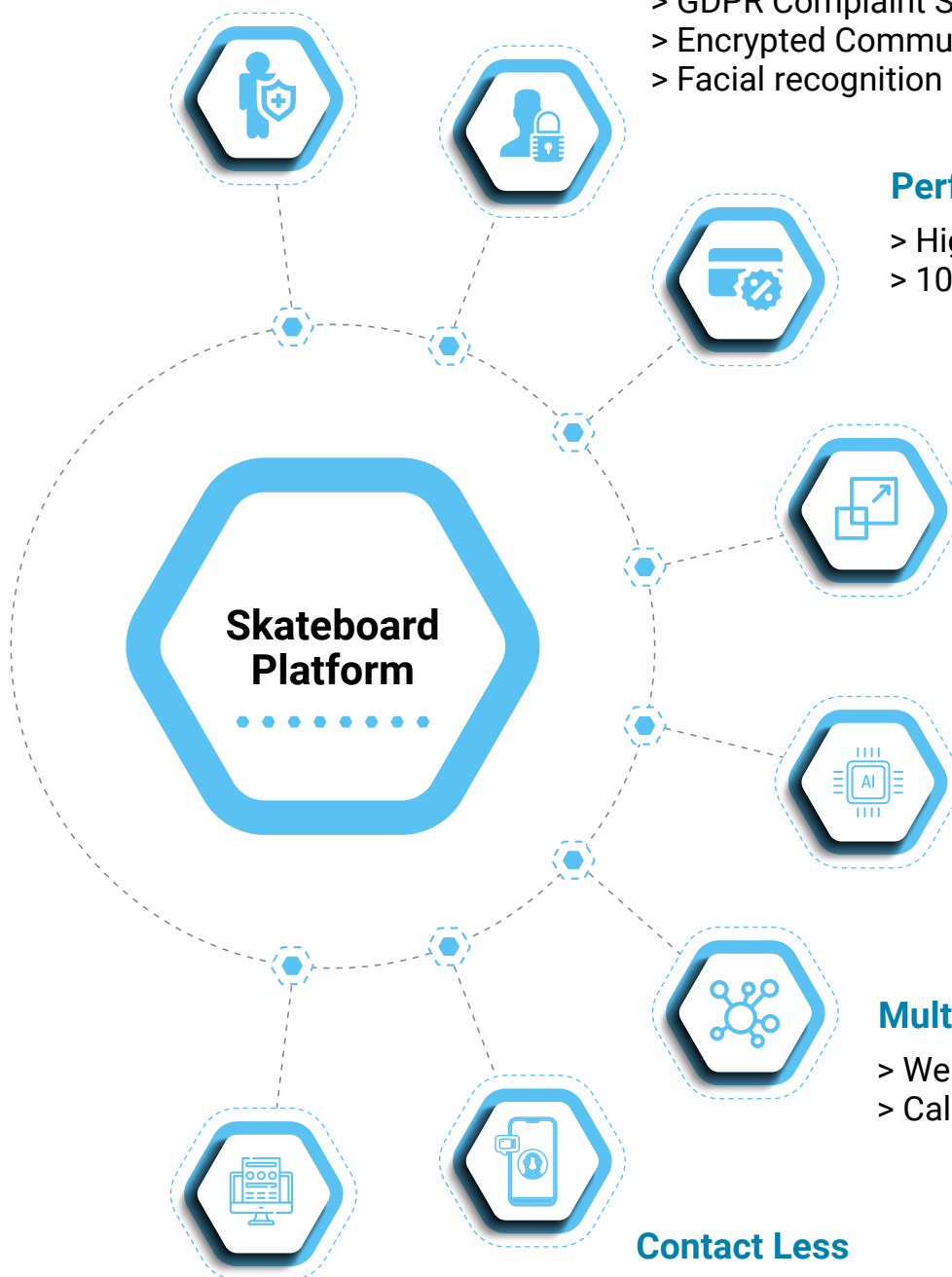> Recommendation engine

Multi Channels

> Web, App, Kiosks,
> Call Centers

Contact Less

> Passenger and Provider Mobile Apps

Ease of Integration

> Introduce New Services
> Introduce New Concessionaires
> Introduce New Service Providers

Application Illustrations

Services Supported – Configure, Manage and Deliver

| PAX Services	Premium Services	Third Party Integration	Add-Ons
Meet & Assist	Baggage Delivery	Lounges	Special Meal
Fast Track	Limo – City, Air Side	Spa	Golf Cart - Parking to Terminal
Porter	Car Spa	Restaurants	Medical Tourism
PRM – B2B & B2C	Travel Concierge	Travel Tourism	Pet Care Service
Buggy	Flower Booking	Meeting Rooms Booking	Home Check-in
Valet Parking	Luggage Insurance	Airport Taxis & Other ground transportation	
Personal Shopper	Pre-Security Courier Delivery	SIM Cards	
Medical (Ambulift)	Excess Baggage	Forex	
Baggage Wrap		Local Tourism/City Tours	
Left Luggage		Private Jets/Charter Flights	
Lost & Found		VIP Terminal	
PRM Lounge		Premium car parking Slot booking	

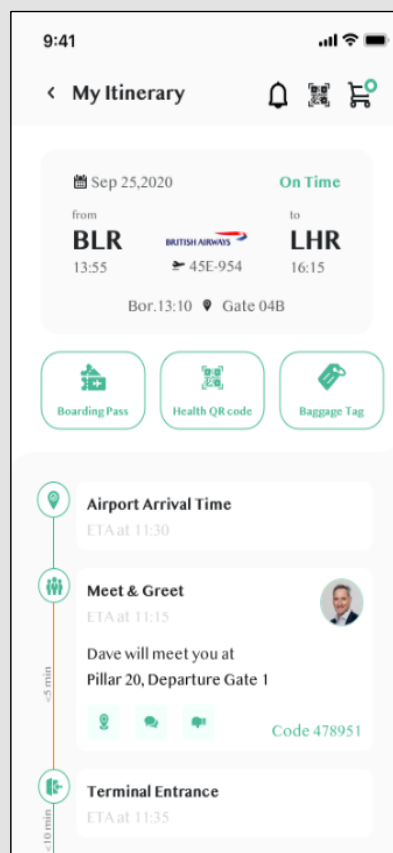# Retail Commerce Supported

Reserve and Collect

Contactless Experience
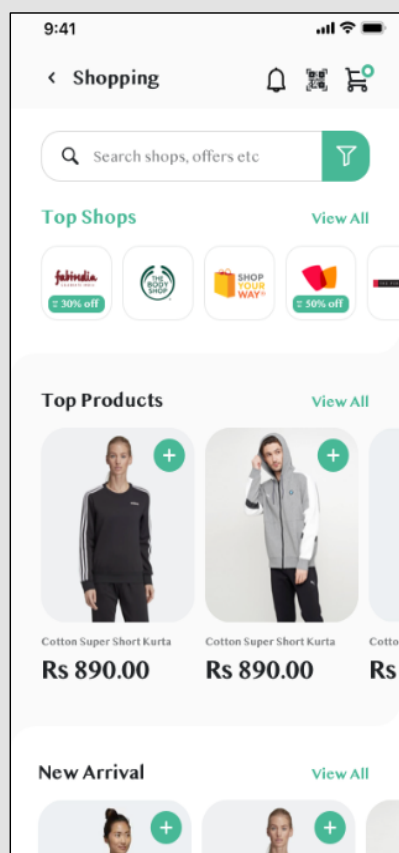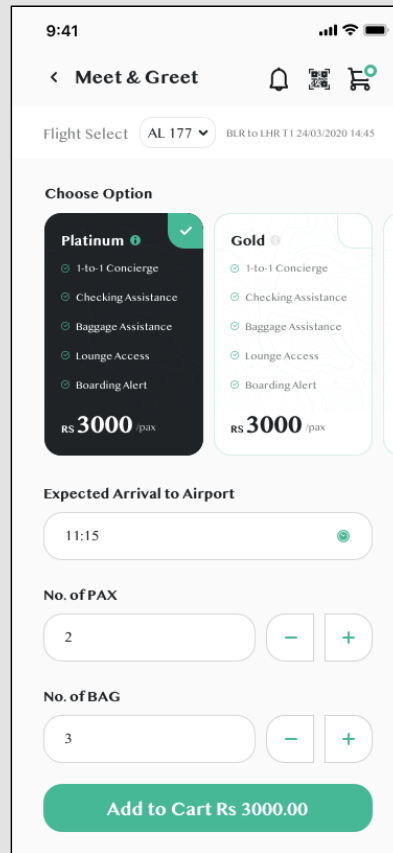
Duty Free

Fashion and Accessories
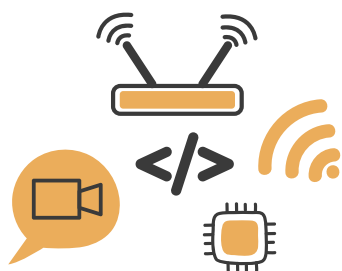
Electronic and Essentials

Food and Beverage

Passenger App
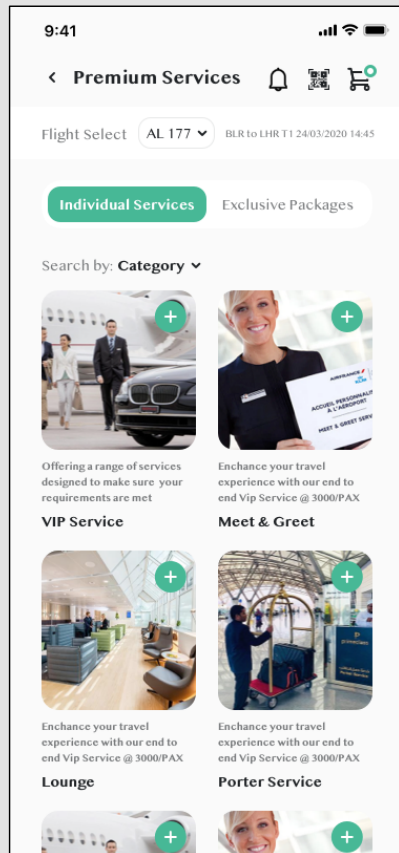
Service Provider App
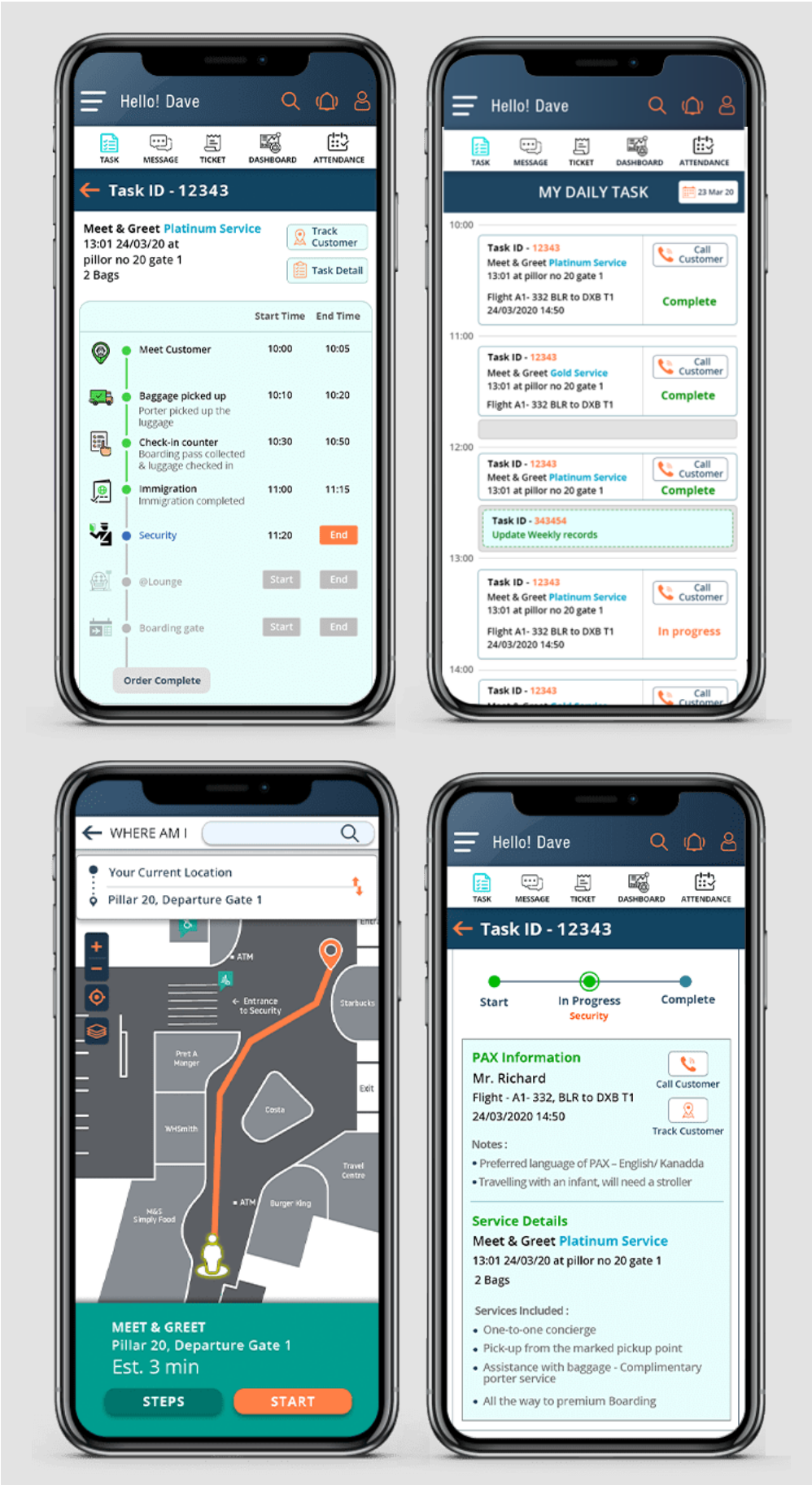
Service Management

Screen 1

Service Portal

- **Orders**
  - Current Orders
  - Order History
- Tasks
- Tickets
- Messages
- Live Tracking
- Employee
- Assets
- Services
- Analytics
- Pricing

Shawn Tok — Duty Manager

Service : All | Date: 01 july 2020 - 01 August 2020 | Current Time - Wed, 13:00 | + Create Order

ORDERS FOR THE DAY 37	ACTION REQUIRED ⚠ 02	FUTURE ORDERS 62

SERVICE ORDERS FOR THE DAY

37 Total Order

NEW ORDERS 07	INPROGRESS 15	COMPLETED 10	CANCELLED 05

ORDER ID	STATUS	ORDER DATE & TIME	ORDER AMOUNT	CUSTOMER NAME	CUSTOMER CONTACT NO.	SERVICE CATEGORY	EXPECTED SERVICE DATE & TIME	COUNT OF PAX	ASSIGNED
447766	Completed	10/06/2020 8:00	11,567	Charli	XXXXXX7445	Meet & Greet	10/06/2020 4:55	02	Dave
2424245	Progress	10/06/2020 7:00	21,678	Jonah Custer	XXXXXX7445	Meet & Greet	10/06/2020 5:06	06	Smith
3434345	New	10/06/2020 5:00	10,234	_	XXXXXX7445	Porter Services	10/06/2020 5:41	11	Robin
6565565	Completed	10/06/2020 7:00	12,568	Sushmitha	XXXXXX7445	Fast Track	10/06/2020 7:10	03	Chris
3434345	Completed	10/06/2020 6:00	10,233	Rahat Aleem	XXXXXX7445	Meet & Greet	10/06/2020 7:04	02	Richard

Screen 2

Service Portal

- Orders
- Tasks
- Tickets
- Messages
- Live Tracking
- Employee
- Assets
- **Services**
- Analytics

Shawn Tok — Duty Manager

+ Add New Service

CATEGORY	Essential	SERVICES	Meet and Greet
MOVEMENT TYPE	Departure	SECTOR	Internatioanl	VARIENT	Platinum

Title	Platinum Meet and Greet Services	✏ 🗑
Sub Header	----	
Description	Our knowledgeable team is always at hand to escort you through your departure journey.	✏ 🗑
Thumbnail image		✏ 🗑
Gallery images		✏ 🗑

Retail Management

Screenshot 1 — Orders Dashboard

fabindia
CELEBRATE INDIA

- × Orders
- × Store
- × Products
- × Ad Banner

Steve Smith
Store Manager

Date: 01 july 2020 - 01 August 2020

Current Time - Wed, 13:00

TOTAL ORDERS	NEW ORDERS	IN PROGRESS ORDERS	CLOSED ORDERS
30	14	12	04

ORDER ID	STATUS	ORDER DATE & TIME	ORDER AMOUNT	CUSTOMER NAME	CUSTOMER CONTACT NO.	DELIVERY METHOD	EXPECTED DELIVERY DATE & TIME	COUNT OF ITEMS	ACTION
447766	New	10/06/2020 4:30	17,766	Sushmitha	0099887766	In Store	10/06/2020 5:00	06	i
2424245	New	10/06/2020 4:50	11,744	Charli	0099887766	In Store	10/06/2020 4:55	04	i
3434345	New	10/06/2020 5:00	10,234	Omkar	0099887766	In Store	10/06/2020 5:45	18	i
6565565	New	10/06/2020 6:10	11,567	Jonah Custer	0099887766	At Gate	10/06/2020 7:10	09	i
3434345	New	10/06/2020 7:00	20,234	Rahat Aleem	0099887766	In Store	10/06/2020 7:00	02	i
2382323	In Progress	10/06/2020 7:30	21,678	Tanay	0099887766	At Gate	10/06/2020 7:30	05	i
3434349	In Progress	10/06/2020 7:40	12,890	_	0099887766	In Store	10/06/2020 7:40	08	i
2323234	In Progress	10/06/2020 8:00	11,675	Sarah	0099887766	In Store	10/06/2020 8:00	10	i

Screenshot 2 — Products / Product Catalogue

fabindia
CELEBRATE INDIA

- × Orders
- × Store
- × Products
- AD Banner

Steve Smith
Store Manager

CATEGORY SELECTION

- PRODUCT CATALOGUE
- PRODUCT IMAGES
- PRODUCT BARCODES
- DAILY PRICE UPDATE
- INVENTORY MANAGEMENT

PRODUCT CATALOGUE Updated on 17/12/2020, 14:30   ⬆ Upload   ⬇ Download

Description : Updated with new products part of winter collection august 2020

S NO.	SKU	NAME	DESCRIPTION	CATEGORIES	SIZE	TAG	PRICE
01	03869	Black T-Shirt	This is main product description	Clothing,Men,T-shirt	Small, Medium, Large	Black	$120
02	30862	Blue T-Shirt	This is main product description	Clothing,Men,T-shirt	Small, Medium, Large	Blue	$110
03	02345	Caps	This is main product description	Clothing,Men,Caps	Small, Medium, Large	Caps	$85
04	02256	Grey Hoodie	This is main product description	Clothing,Men,Hoodies	Small, Medium, Large	Grey	$55
05	02467	Blue Round	This is main product description	Clothing,Men,T-shirt	Small, Medium, Large	Blue Round	$200
06	01234	Grey Round	This is main product description	Clothing,Men,T-shirt	Small, Medium, Large	Grey Round	$160

Command Center

ESCALATION - 04   **ORDER DELAY - 06**   **REQUESTS - 05**

Filter
10/06/20 - 12:00 to 15:00
Data For next 3 hour

ACTION REQUIRED

S NO.	ACTION	ACTION CATEGORY	ORDER ID	STATUS	SERVICE CATEGORY	REASON	DATE & TIME	ASSIGNED	SERVICE DURATION	ACTUAL DURATION	TICKET	ADD TASK	
1	⚠	Escalation	2323234	In Progress	Lounge Services	Not happy with provder	10/06/20, 11:30	Robin	30 Min	45 Min	1	+	
2		Order delay	2424245	In Progress	Meet & Greet	Flight delay	10/06/20, 11:50	Smith	40 Min	45 Min	2	+	
3		Escalation	3434345	In Progress	Fast Track	No provider Available	10/06/20, 12:10	Richard	15 Min	00 Min	2	+	
4		Order delay	6565565	In Progress	Porter Services	provider dealying	10/06/20, 11:50	Robin	15Min	25 Min	1	+	
5		Requests	3434345	In Progress	Meet & Greet	Update service duration	10/06/20, 12:00	Smith	15 Min	15 Min	0	+	
6		Escalation	2382323	In Progress	Lounge Services	Not happy with service offered	10/06/20, 11:40	Richard	30 min	35 Min	1	+	
7	⚠	Escalation	3434349	New	Meet & Greet	Provider not arrived	10/06/20, 12:20	Chris	30 min	00 Min	1	+	
8		Escalation	2323234	New	Porter Services	Cant locate provider	10/06/20, 12:30	Robin	30 Min	00 Min	1	+	
9		Order delay	2424245	New	Lounge Services	Flight delay	10/06/20, 13:20	Smith	60 Min	00 Min	0	+	
10		Requests	3434345	New	Meet & Greet	Request for wheelchair for emergency	10/06/20, 14:00	--	60 Min	00 Min	0	+	
11		Requests	4434300	New	Longe Services	Provider not assigned	10/06/20, 14:20	--	30 Min	00 Min	0	+	

COMMAND CENTER

Search   Mr. XYZ Shift Command

INDOOR MAP

Search

EMPLOYEE   ALL   IN SERVICE   AVAILABLE   SERVICE TYPE   All   VENDOR   All

ASSETES   ALL   IN SERVICE   AVAILABLE   Wheelchairs   Buggy   Strollers   Trolly

LOCATION

TERMINAL 1
TERMINAL 2
FLOOR 1
FLOOR 2

Terminal 3

Gates D1 - D5

Terminal 2

Gates C2 - C10

Gates G2 - G10

Gates B1 - B10

Passenger Experience Solution Demo

As part of the demo, we would like to showcase the PAX App covering these 4 user journeys where a PAX will interact with the app -

01 — **User Journey 1** - Journey Planning – A PAX made flight booking and now using the PAX App to map the booked flights and browse and book Premium services / Products etc for upcoming airport journey

https://www.youtube.com/watch?v=QMduAoM-Zto

02 — **User Journey 2** - On the day of travel - On day of travel, PAX uses the app before heading to airport to prepare for the upcoming journey

https://www.youtube.com/watch?v=dVfv4wIZeY0

03 — **User Journey 3** - Once at the airport - On reaching the airport, PAX can use the PAX App to interactions with service providers and track their way around at the airport

https://www.youtube.com/watch?v=y5H-Ep42K0c

04 — **User Journey 4** - When not traveling - When PAX is not at the airport, how they interact with the PAX app & its features

https://www.youtube.com/watch?v=r9GaC_RTCOc

05 **A** **Service Provider App** – How a provider fulfils the orders placed and various interactive features

B **Service Vendor Portal** – How a vendor can set up their services and offerings & also manage team & orders

C **Store Portal** – How a concessioner can setup their shop details, manage inventory & orders

D **Command Centre** – How command center helps in maintaining a smooth operation at the airport

![GrayMatter logo - Empowering Intuition]

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