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Customer Insights
**Malaysia Airports Holdings
Berhad**

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About Malaysia Airports Holdings Berhad (MAHB)

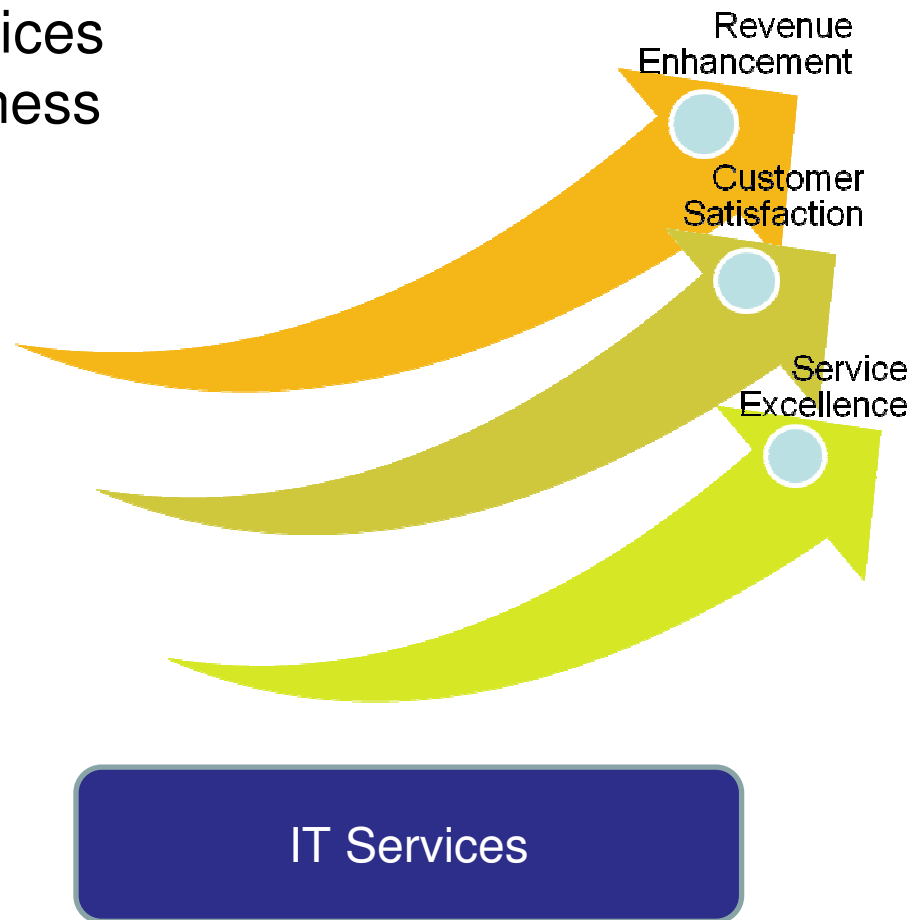
MAHB: Delivering excellence in airport operations

- **Asia's first listed airport operating company**
 - Listed on KLSE in 1999
- **Operates and manages Malaysia's 39 airports**
- **Key focuses:**
 - Safety and security of passengers, cargo and aircraft operations
 - Airport network and service efficiency
 - Increase revenue through Commercial activities



Technology Vision

- MAHB IT delivering services correlated with the Business needs



MAHB Runway to Success: Service Excellence

Key initiatives

Harnessing Technology to Reduce Passenger Processing Time and Effort

Ensuring Safety and Security

Enabling Easy Access To and From Our Airports

Details

- Automate and standardise systems throughout business
- For example:
 - Common Use Self Service (CUSS), Bar Coded Boarding Pass (BCBP) initiatives and mobile phone boarding pass
- Focus from both the police and aviation security (AVSEC)
- In-house detective task force
- Reinforce/upgrade of perimeter security fencing
- Restricted parking area for particular vehicle types
- Working with the authorities and relevant stakeholders to:
 - extend the ERL to new terminal in KLIA
 - integrate airports into local and national public transport plan
 - minimise carbon footprint

Desired outcomes

- Reduce passenger processing and waiting time
- Increase check-in capacity
- Reduce labour and costs to the airport, airlines and ultimately the passenger
- Ensuring a dynamic and capable security force to deal with all eventualities
- Efficient and hassle-free public transportation



MAHB Runway to Success: Commercial Revenue

- **Optimising current and creating new commercial space to allow** for better shop layout and a more vibrant shopping experience to attract customers and drive sales
- **Providing a greater variety of shops, products and services** that will entice passengers to spend whilst ensuring enhanced passenger experience
- **Enhance the role of Eraman to ensure that it maximises its** performance in delivering airport duty-free retailing
- **Creating value on surrounding airport land by developing hotels, shopping malls, offices, business parks and other similar facilities** to increase commercial and rental revenue
- **Building core business capabilities, especially in the areas of business intelligence, relationship management and customer experience management to drive compounding business growth**

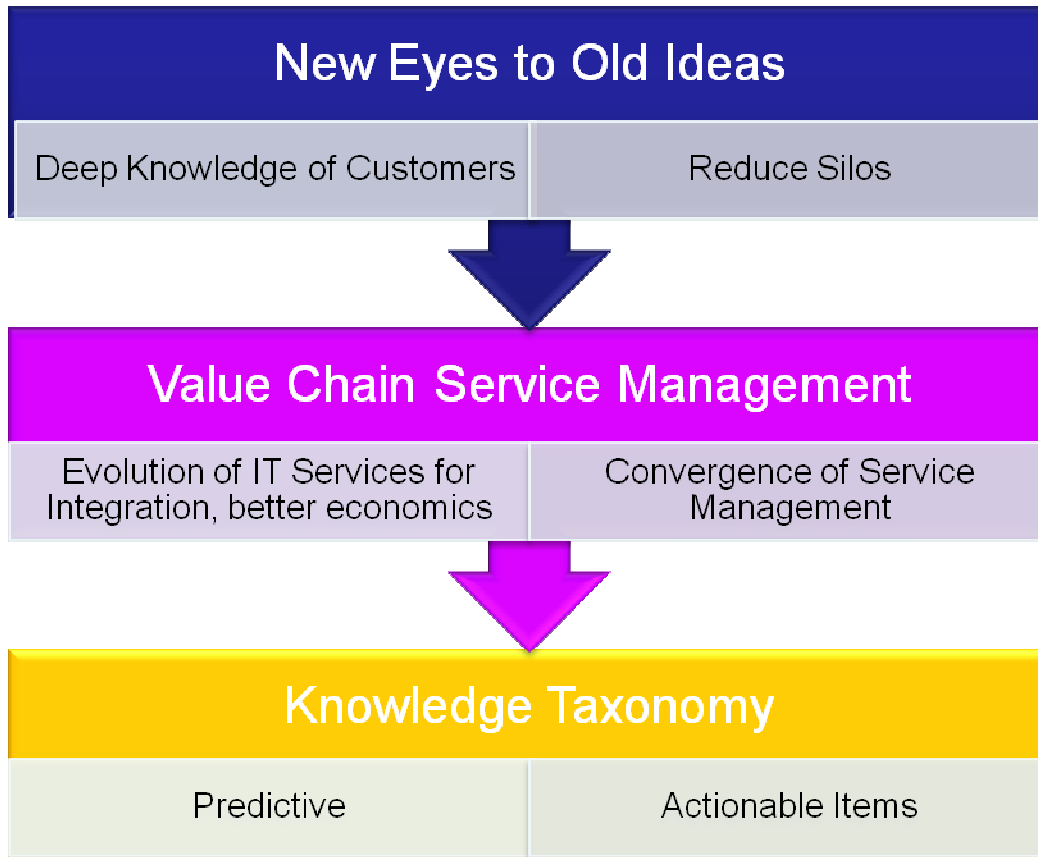


MAHB Runway to Success: Continuous Improvement Processes

- In ensuring the sustainability of CIP, Lean methodology will be applied company-wide to further enhance our operations through the following:
 - **Drive revenue and spend management**
 - Strengthen revenue capture processes and systems and improve cost control mechanism.
 - **Streamline policies and procedures**
 - Standardise policies and operational procedures for shared services and lines of business.
 - **Build common IT infrastructure**
 - Automate and standardise systems throughout the business.
 - **Informed decision making**
 - Build business intelligence base to enable business information and insight.
 - **Ensure service quality**
 - Continued excellence in airport service quality.
 - **Drive continuous improvement**
 - Check self, benchmark externally, improve continually



New IT Services Outlook



Intellectual
Information
Transformation



Evolution of TAMS

Strategy

- Refine Technology Roadmap

Direction

- Enhance Capabilities towards Service Management

Challenge

- Obsolescence mitigation



Intelligent Airports

Collaborative services supporting integration for sharing of information between service providers at airports for the purpose of instantaneous information for cost optimization and process efficiency

Business Values :

- Increase effectiveness through right information
- Integrated operations, invisible barriers
- Migrate from paper based to electronic media
- Shift from situation centric to operational centric processes

During operation often things differ to what is planned



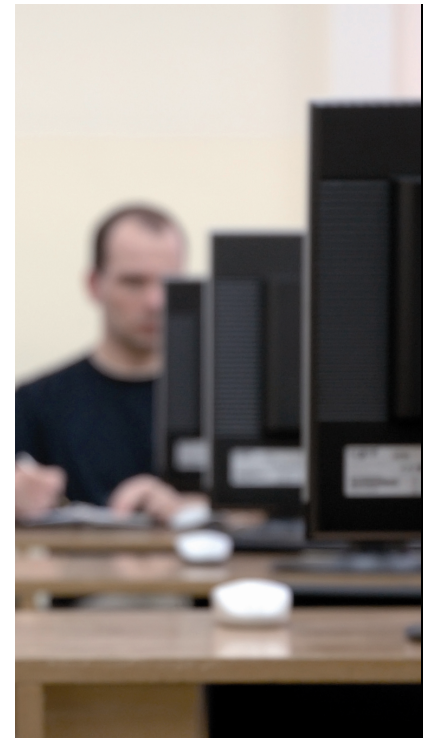
Business Challenges (Part 1 of 2)

- **Technology obsolescence**
 - Unable to cope with new technologies and emerging standards
- **Managing capacity across systems for critical business operations**
 - Capacity under-utilization
 - Growth limitation
 - **Heavy customization and long development cycle**
 - Hinders innovation and slows time-to-value
- **High maintenance costs**
 - Need to maintain multiple skill sets to support multiple platforms and databases



Business Challenges (Part 2 of 2)

- **Inconsistent IT response and delivery**
 - Decentralized support and monitoring
 - Little visibility across business units
 - Growing expectations
- **Challenges in introducing new solution partners**
 - Existing infrastructure and technology is inflexible
 - Deployment and integration of solution partner systems is complex and time-consuming



Technology Strategy



- **Technology evolution**
 - Organic growth preferred to rip-and-replace approach to maximize and protect the existing technology investment
- **Seamless integration**
 - Adopt out-of-the-box standard applicable adapters to minimize manual hard-coding of interface programs
- **Choosing the right integration platform**
 - **Long-term view:** Platform must have strong product roadmap and direction
 - **Flexible:** Platform must have the ability to handle the integration of mission-critical airport operations leveraging on WebSphere Solution Suite



Benefits (Part 1 of 2)

- **Improvement in KL International Airport's operations**
 - Minimal disruptions
- **Shorter time-to-value**
 - New innovations are introduced much more quickly
 - Able to better meet growing business requirements and stakeholder expectations
- **Greater flexibility in working with solution partners**
 - Integration of partner solutions is simpler and faster
 - Standardization on WebSphere MQ as the enterprise standard for connectivity



Benefits (Part 2 of 2)

- **Common and shared platform**
 - MAHB and Malaysia Airport Technologies can now leverage on the same platform to integrate all airport operations
- **Improved risk management with IBM open standard integration technology**
 - Risk of being locked down by costly proprietary interfaces
- **Substantial operational cost savings**
 - Centralized management, monitoring, configuration and maintenance.



Our Trusted Partner, IBM

- **What we look for in a partner**
 - Expertise, credibility and commitment
 - Good balance of quality, speed and cost-effectiveness
- **Why IBM was chosen**
 - Strong local presence with good support
 - Experienced team

