Pradeep IT™

A Kou-Chan Company

IGA Airport

SMART, SEAMLESS, FUTURE-READY: IGA'S NEXT-GEN TRAVEL EXPERIENCE

SAP Commerce Cloud

SAP

Company Information

Headquarters Istanbul, Turkey
Industry Passenger travel and leisure
Web site https://www.igairport.aero/

As a global leader in the aviation ecosystem, Istanbul New Airport, managed by IGA, is redefining passenger experience and setting new industry benchmarks at the crossroads of East and West. With 8 billion potential travelers, IGA is committed to delivering a seamless and innovative journey for all.

IGA's journey began on October 7, 2013, and even before its digital transformation, the airport's record-breaking 42-month construction was a remarkable yet challenging feat.

Dedicated to creating the world's largest and most intelligent airport, IGA has integrated cutting-edge digital and technological solutions within a fully connected architecture, ensuring passengers enjoy the most seamless and comfortable flight experience.

You can find detailed corporate profile information following the links below; https://www.igairport.com/en https://www.youtube.com/watch?v=m-_-qa7DtW4 Let's go deeper in this journey...

Leveraging Advanced SAP Solutions to Transform the VIP Hospitality Experience DAIMANI AG

Challenge

To create a truly unmatched experience at Istanbul Airport, IGA embraced cutting-edge intelligent technologies. Designing the ideal solution architecture and integrating the necessary complementary technologies demanded extensive digital expertise, given the project's unique scale and complexity.

Solution

To create a passenger-centric, intelligent airport, IGA integrated SAP technologies with multiple third-party solutions. SAP HANA serves as the core data platform, while SAP Business Warehouse and SAP Analytics Cloud drive reporting and loyalty programs to enhance the travel experience.

Outcome

The outcome is a unified platform that seamlessly connects smart end-to-end business processes with customer experience management, enabling IGA to deliver exceptional passenger experiences and redefine the future of travel.

"By leveraging SAP S/4HANA and SAP Customer Experience solutions, we have seamlessly integrated intelligent business processes with customer interactions, delivering truly personalized travel experiences at Istanbul Airport."

— Olgay Demirci, Deputy General Manager IST Systems, IGA Havalimanı İşletmesi A.Ş

200 Million Passengers able to use the airport upon completion - up from 52 million

~2x The capacity of the world's busiest airport

6 Months To roll out SAP S/4HANA

Partner Collaboration Details

Detaysoft: Driving Innovation in Aviation

“As we supported IGA in achieving seamless integration between aviation systems and customer experience management, we witnessed their transformation into a leader in the aviation ecosystem. Enhancing passenger convenience, loyalty, and operational efficiency through cutting-edge technology was a rewarding journey that we look forward to extending to new SAP customers.”
— Alkin Aksoy, General Manager / Partner

As an SAP PartnerEdge Platinum Partner, Detaysoft played a crucial role in enabling IGA’s intelligent, end-to-end business processes, ensuring seamless communication between all systems for a unified aviation and customer experience.

"With Detaysoft’s expertise, our systems are fully integrated, allowing us to manage both business operations and customer experience with complete efficiency."
— Olgay Demirci, Deputy General Manager IST Systems, IGA Havalimanı İşletmesi A.Ş.

Business Challenges and Objectives

Building and managing one of the world's most advanced airports comes with immense challenges. From the start, IGA prioritized a smart, integrated technology infrastructure to streamline operations and elevate the passenger experience.

To achieve this, IGA developed a connected digital ecosystem capable of supporting end-to-end business processes. By leveraging intelligent technologies and data-driven insights, they ensured travelers receive seamless assistance before and during their journey through the airport.

IGA set out with a bold vision—not just to build one of the world's largest airports, but also one of the smartest. Their goal was to enhance the passenger experience through cutting-edge technology, ensuring faster, more convenient, and enjoyable travel.

To fulfill this commitment, IGA made substantial technology investments, embarking on one of Turkey's most ambitious IT projects to date, integrating innovative solutions to set new standards in global aviation.

Project or Use Case Details

To build a truly intelligent enterprise, IGA partnered with SAP global partner Detaysoft to implement SAP S/4HANA and integrate SAP Customer Experience solutions. This unified platform connected core processes like finance, supply chain, HR, and logistics, offering comprehensive business visibility.

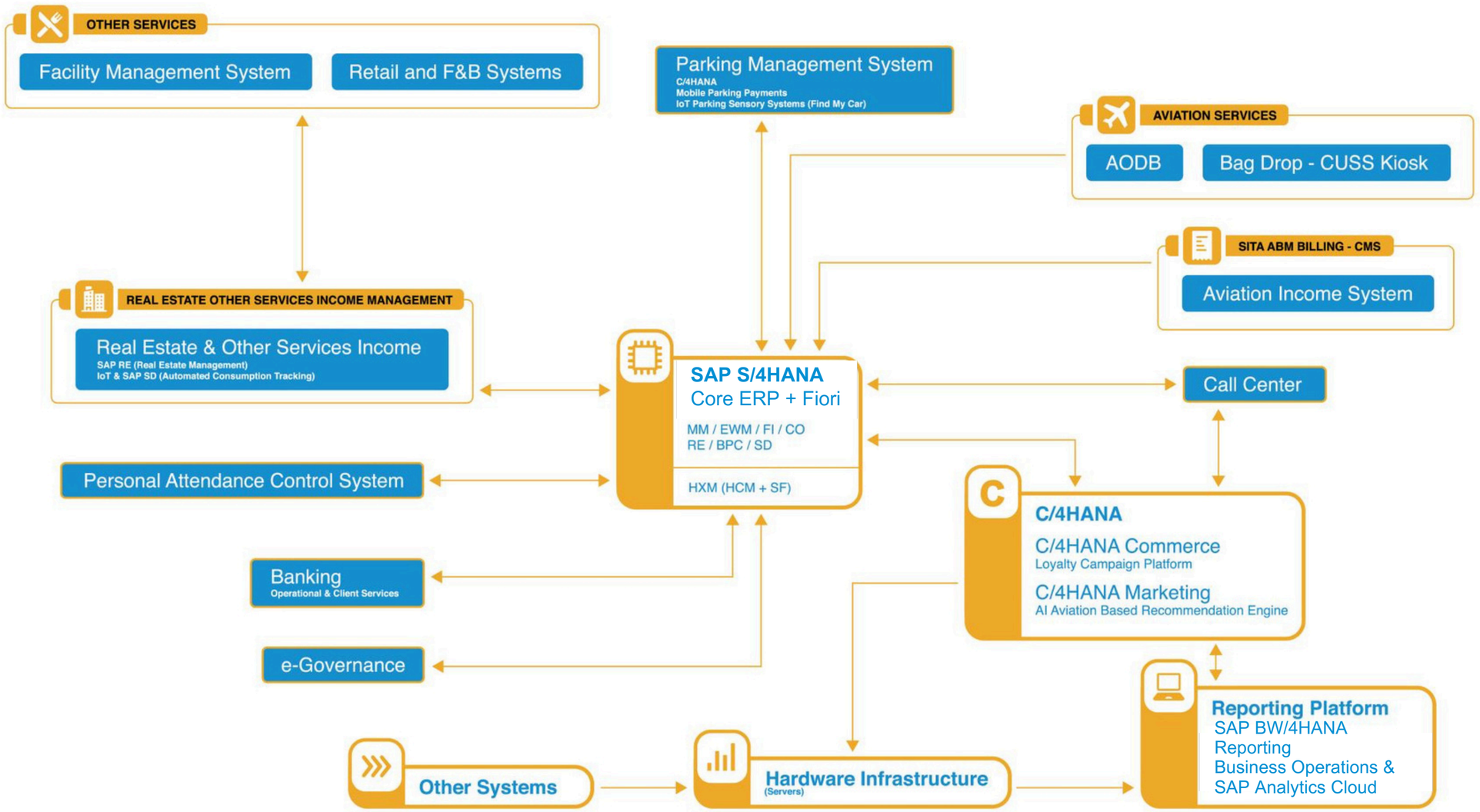
With daily terabytes of data from connected systems, IGA leveraged advanced analytics for real-time insights, improving operational decisions and enhancing passenger experience. Detaysoft also configured the IGA PASS loyalty program, running on SAP Customer Experience, and developed an integrated mobile app providing convenient services like parking assistance, reservations, and contactless payments.

Inside the terminal, passengers benefit from features such as monitoring wait times at security gates, intelligent ads, and seamless travel details via the app—creating a smarter, more efficient airport experience.

Benefits and Outcomes

Category	Benefits & Outcomes
Business	- Almost doubled the capacity of the world's busiest airport and supports flights to 300+ destinations.
	- Optimized customer experience from home to gate with seamless services.
	- Enabled digital sales through an e-commerce platform and QR-based services.
	- Integrated finance, accounting, supply chain, and HR on a single platform.
Social	- Streamlined airport procedures for arrivals, departures, and transit using digital tracking.
	- Strengthened passenger engagement with AI-driven personalized campaigns.
	- Enhanced travel convenience with intelligent recommendations and customer-centric services.
IT (Optional)	- Provided a connected system for seamless access and verification of passenger services.
	- Enabled enterprise-wide real-time insights and analytics.
	- Equipped airport operations with AI and CX capabilities for smarter decision-making.
Human Empowerment	- Delivered passenger information at their fingertips via mobile apps.
	- Improved security and traceability with ISO/IEC 27001-certified data management.
	- Ensured a smoother, faster, and more comfortable airport experience.

Benefits and Outcomes



Deployment

Deployment status Live

Date April 07, 2019 **Number of users** 3200

SAP® technologies used:

	SAP Product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP S/4HANA& FIORI (MM/SD/CO/FI/RE/BPC)	Live	Digital core/intelligent ERP+ FIORI Developments
2	SAP Customer Experience Services	Live	Support the company's loyalty program
3	SAP C/4HANA Marketing	Live	Omnichanneland product content management
4	SAP C/4HANA Commerce	Live	E-commerce platformmanagement
5	SAP SuccessFactors HCM Suite	Live	Itis usedforfunctionssuchas compliance, payroll, personalfiles& benefitmanagement

If you have used one or more of the services or support offerings from SAP Services and Support during the implementation or deployment phase, please indicate which one(s) below with an X

- ☐ SAP MaxAttention™ SAP
- ☐ Value Assurance
- ☐ SAP Innovation Services
- ☐ SAP ActiveAttention™ SAP Model
- ☐ Company
- ☐ SAP Innovative Business Solutions
- ☐ SAP Advanced Deployment
- ☐ Others:

Advanced Technologies (1 of 2)

The following **advanced technologies** were part of the project.

Technology or use case	Product used* SAP S/4HANA	Contribution to project and how product used integrates with SAP products
1 **Machine learning or artificial intelligence** **Robotic process automation**, conversational AI, AI-based knowledge graph		Processingthe data received from AI based digital advertisement platform in SAP S/4HANAand transferring it to other platforms.Establishing an aviation-based recommendation engine by using machine learning and artificial intelligence algorithms.
2 **Intelligent data management** Multi-cloud, data virtualization and governance, smart data tiering, persistent memory, data privacy	SAP S/4HANA SAP BW/4HANA	It is used for management reporting and visualization by taking the data of the past days via SAP BW/4HANA and processing it in SAP S/4HANA.BO& SAC usedfor dashboards and reporting.
3 **Advanced and augmented analytics** • Real-time and streaming analytics, spatial analytics • Natural language query and generation AutoMLto • identify trends, patterns, outliers Predictive analytics • (time series analysis and forecasting, regression, classification)	SAP S/4HANA	It is used to stream real-time data to the dashboard -such as what plane will arrive at which pier and the expected passenger density in the field within the next 5 hours.
4 **Data and analytics solutions in the cloud** • Unified data and analytics cloud platforms by SAP • Modern/self-service data to analytics	SAP BW/4HANA	SAPBW/4HANA, SAC & BO areused for reporting.

Advanced Technologies (2 of 2)

The following **advanced technologies** were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
5 Advanced cloud integration • API economy (monetization and API marketplaces) • AI-based or crowdsourced integration High • throughput, low-latency digital integration hub	SAP C/4HANA Commerce	C/4HANAcampaign management strenghtened via AI personalized smart campaign suggestions.
6 Industry cloud platform		
7 Blockchain		
8 Internet of Things	SAP S/4HANA SAP BW/4HANA SAP HXM SAP PM	Projects such as face recognition, parking lot occupancy rate display, vehicle tracking system are implemented under the scope of IoT. Collecting data from meters via LoRagates and IoTsensors and automating invoicing processes.
9 3D printing		

Additional Information

For the first time globally, IGA has implemented end-to-end solutions within a single integrated system using **SAP S/4HANA®** and **SAP® Customer Experience** applications. This innovation seamlessly integrates technology to enhance experiences for both employees and passengers, ensuring a streamlined and personalized journey.

Looking ahead, IGA continues to drive digital transformation with groundbreaking solutions. One such initiative is a **marketplace platform** accessible to all stakeholders, enabling seamless purchases of duty-free items, food, and beverages. Orders placed on this platform can be conveniently delivered to passengers within the airport, transforming it from a mere transportation hub into a dynamic living space.

In response to the COVID-19 pandemic, IGA has implemented **Social Distance Sensors** and **Smart Distance Warning Systems** to ensure passenger safety. Additionally, contactless payment services allow passengers to complete transactions via SMS or email links, enabling a smooth and secure purchasing experience. By integrating digital identity verification through the IGA mobile app, passengers can access services effortlessly using contactless transition methods, further enhancing safety and convenience.