



Los Angeles International Airport, enhancing the passenger experience.

Second largest U.S. airport empowers managers with real-time updates on airport assets using Adobe Experience Manager forms.



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Dominic Nessi, Deputy Executive Director/CIO, Information Management and Technology Group, Los Angeles World Airports

SOLUTION

Adobe Experience Manager forms within Adobe Marketing Cloud

RESULTS

72 MILLION
PASSENGERS ANNUALLY

ENHANCED EXPERIENCE

Tens of millions of passengers gain comfort and convenience with the ability of terminal managers in the field to monitor airport assets in real time



REAL-TIME AWARENESS

Executives and operations staff gain instantaneous situational awareness of all nine LAX terminals



EFFICIENT INSPECTIONS

Replaced cumbersome spreadsheets, calls, and out-of-date data with efficient mobile inspections and intuitive dashboard displaying timely information



MULTI-PURPOSE

Provided mobile, responsive foundation for automating several processes airport-wide to improve services

Los Angeles International Airport

Established in 1930

Annual travelers served: 72 million

Los Angeles, California

www.lawa.org

Siemens

www.siemens.com

CHALLENGES

- Enhance passenger services and convenience
- Gather and coalesce asset status and information from nine terminals and present it in real time
- Set a foundation for future applications that improve coordination and efficiency

Enhancing passenger travel

As the second largest airport in the United States, Los Angeles International Airport (LAX) serves almost 72 million passengers annually. Owned and operated by Los Angeles World Airports (LAWA), LAX seeks to maximize passenger comfort and convenience across its nine-terminal facility. To continuously monitor the condition of 1,900 critical assets—from escalators to access control doors and bathrooms—LAX relies on a mobile field worker solution based on Adobe Experience Manager forms.

“Our ability to monitor thousands of critical assets is essential for passengers traveling through LAX, yet it is not an easy task in an airport with nine terminals ranging from brand new to 50 years old,” says Dominic Nessi, Deputy Executive Director/Chief Information Officer, Information Management and Technology Group, Los Angeles World Airports. “We previously used spreadsheets or had our terminal managers call in to operations staff to manually track information. The effort was massive, and the information was fragmented and difficult to update. We had no way of obtaining real-time situational information.”

Looking for the right technology

Although finding a solution to track the status of critical assets was a priority for IT, LAX was challenged by finding a long-term solution. Over the years, several vendors proposed options, but most were off-the-shelf software that would require extensive modification and customization. Some assets could have sensors placed in them, such as moving conveyances, which would also be expensive. The reality is that many of the assets that the team monitors need human observation.

“At LAX, we wanted to track everything going on, but we needed a strategy that was manageable and effective,” says Nessi. “We were looking for a solution that would utilize mobile devices to give our terminal managers in the field a freeform approach to inspections. At the same time, our central operations center had to be able to receive consolidated updates instantaneously via an intuitive dashboard.”

Automated inspections, anytime, anywhere

When Adobe briefed Nessi on Adobe Experience Manager forms, part of Adobe Marketing Cloud, Nessi immediately thought that it could be a solution to meet LAX’s needs. Adobe Experience Manager forms offers several advantages. The Adobe solution would eliminate cumbersome spreadsheets and make the inspection process paperless and automated. Mobile field workers would have a simple digital experience that would work on a lightweight iPad, anytime, anywhere.

“We have a lot of information from many locations pouring in simultaneously. With Adobe Experience Manager forms, we enhance our ability to improve the overall passenger experience.”

*Dominic Nessi, Deputy Executive Director/
Chief Information Officer, Information
Management and Technology Group,
Los Angeles World Airports*

Today, 20 terminal managers conduct daily field inspections, walking through terminals with an iPad in hand and a customized form created using Adobe Experience Manager forms. Through a series of simple drop-down fields, they can update the status of 1,900 assets—everything from a dirty bathroom to an inoperable escalator to the status of an area under construction.

Real-time mobile updates for actionable insights

The information flows into the built-in, back-end SQL database available in Adobe Experience Manager forms. The captured data is updated in easy-to-read dashboards accessible to terminal managers, as well as to about 50 other executives and managers needing the information.

With the detailed dashboards, managers can immediately gauge the condition of each terminal at a glance. The dashboard presents colors, with blue, green, yellow, orange, and red rating the status of each terminal from excellent to poor.

“One of the biggest benefits of Adobe Experience Manager forms is that we can capture information from mobile teams and then present it dynamically to stakeholders, so they have an immediate view of each terminal’s status,” says Nessi. “With Adobe Experience Manager forms, we can track information in real time and we can identify trends, such as if certain terminals are almost always in better shape than others. Based on this information, operations can work to make long-term changes to improve passenger experiences.”

Situational awareness during emergencies

Although the solution based on Adobe Experience Manager forms is designed primarily to enhance the passenger experience and ensure comfort and convenience, it can impact other factors crucial for LAX. For instance, it can help monitor access control doors and activities captured on cameras—providing information that can affect passenger safety.

The solution can also assist with real-time situational awareness during emergencies. “Like most airports, we have experienced unfortunate dangerous events,” says Nessi. “With our new solution based on Adobe Experience Manager forms, we can now immediately report a variety of situational issues to the operations center to accelerate response times.”

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
- Forms

A flexible solution suited to many needs

Adobe Experience Manager forms is flexible enough that it can meet several needs across the airport. The Adobe solution makes it easy to create custom-fit applications that support other areas at the airport, all in an enterprise-class, mobile, and automated way. For instance, staff members are beginning to create an electronic forms-based solution to inspect security cameras throughout the facility.

Reaction to the new solution has been positive, with mobile field managers and executives excited to have a single dashboard assessing information about assets at all terminals. Nessi has since presented the system in China, as well as to other North American airports that see its power and potential.

“Adobe Experience Manager forms has been a big win for us,” says Nessi. “We have a lot of information from many locations pouring in simultaneously. With Adobe Experience Manager forms, we enhance our ability to improve the overall passenger experience.”

For more information

www.adobe.com/marketing-cloud/enterprise-content-management/forms-management.html

www.adobe.com/solutions/digital-marketing.html



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