Frankfurt Airport Shopping | **AOE**

With around 61 million passengers each year, Frankfurt Airport is Europe's third largest airport, as well as being one of the world's most significant air transportation hubs. And business keeps taking off ... with the West Runway, the total number of take-offs and landings will climb to 700,000 by 2020, with over 70 million passengers annually. As passenger numbers continue to soar, new, digital services have been created that will completely redefine the airport experience.

shop.frankfurt-airport.com

Daniel Pötzinger
CTO of AOE

Digital Transformation into a Multi-Merchant Marketplace Suite

Integration of over 30 systems

New retail concept for online and offline purchases

Opening up new business areas

> " *Akeneo PIM makes it possible for Fraport Retailers to smoothly integrate their product information into the e-commerce suite and to enrich the data once it's there.* "

Project overview of Akeneo PIM in the Multi-Merchant Marketplace

Requirements:

- The first ever digital transformation of an airport into a new kind of all-in-one Commerce-Suite

- Integration of a wide variety of different retailers

Key figures:

Number of project employees:
currently 15, climbing to over 300 in future

Number of PIM users : 10

Distribution channels : E-Commerce & Apps

Data sources : direct interfaces and Excel spreadsheets

Project duration : 12 months

Context

Frankfurt Airport was facing a significant challenge in transforming the offline airport business into the online commerce that the digital age demands. Up until now, all its retail offerings have operated as standalone solutions. All providers were solely responsible for the marketing of their own products, and all handled their own approaches to customers and visitors at Frankfurt Airport. The airport, on the other hand, defines its passenger volumes and visitor frequency. All customers can be identified via their flight details at any time once the flight has been booked. Besides, the airport has control of the airport's entire operating infrastructure. Now it "only" had to succeed in combining the interests of the retail side with those of the airport business, and to do so while creating clear and tangible customer value. The project goal was to use business intelligence and personalisation to provide passengers with relevant information and services during their journey, at the right time and at the right place. This was a mammoth undertaking for a brand new shopping and service experience – but the project was successfully delivered!

> *All stakeholders were able to work with the Akeneo PIM in almost no time at all. The intuitive interface makes it so easy.*
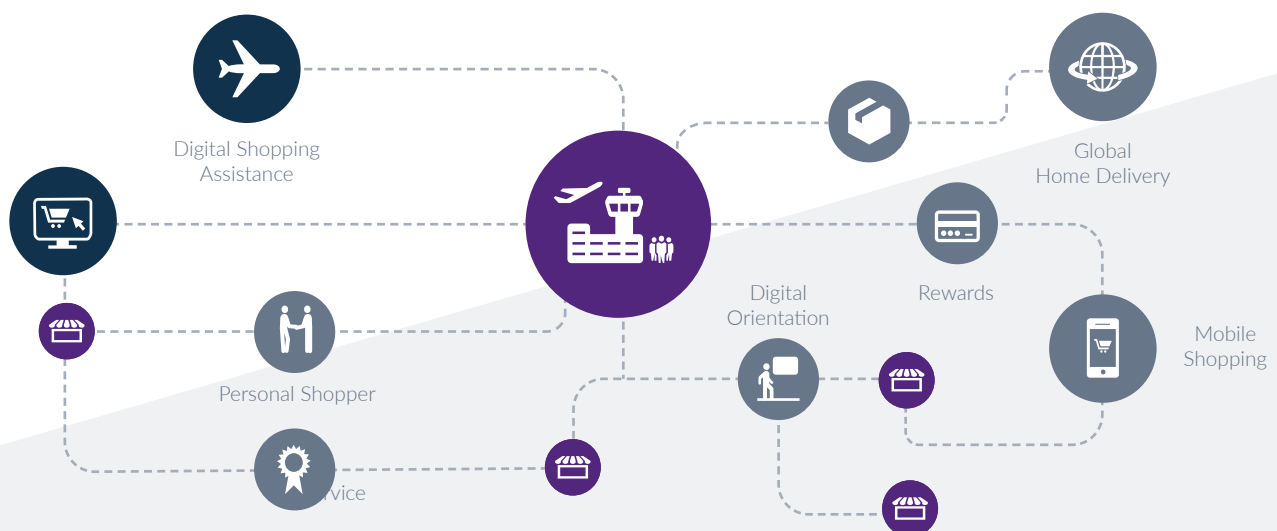
Solution

The entire set of infrastructure requirements had to be developed from scratch. The AOE team, of over 70 people, worked alongside a customer team on the project. It all began with a holistic overview of the omni-channel e-commerce project to capture the customer journey, both inside and outside the airport. Requirements and services for different customer groups were specified, from occasional travellers to frequent flyers. The catalogue was long, and the demands were high, which meant that the architecture of the Airport e-Commerce Suite was correspondingly complex.

This was the rationale behind the implementation of a new kind of omni-channel e-commerce solution, due to:

- The unique selection of omni-channel features, services, and infrastructure;
- The modular construction of all components that allows features to be individually selected to be fully aligned with the customer's requirements and business model
- The similarly modular configuration of tools, services, and flexible technologies.

The project goal was to provide passengers with relevant information and services during their journey, at the right time and at the right place. These micro-services incorporate the following features:

Digital Shopping Assistance

Global Home Delivery

Personal Shopper

Digital Orientation

Rewards

Mobile Shopping

...vice

www.akeneo.com

It was clear that managing all the different retailers' extensive product data would require a product information management system (PIM). Akeneo PIM was selected as an easy-to-integrate, open-source solution that was also extremely user-friendly thanks to its intuitive user interface. With Akeneo PIM, product data was easy to import and could then be conveniently enriched and translated in-house. The over 300 retailers who would subsequently be integrated into the solution can independently manage their own product data using Akeneo PIM within the e-commerce suite.

Even retailers who already have their own solution have the option of smoothly connecting it to the overall solution. Within the high-level architecture of this ambitious project, Akeneo PIM is responsible for centrally maintaining details of all products and services intended for the Online Retail Platform, known as OHP. If all product details are up-to-date, they can be delivered directly from Akeneo PIM in all relevant formats to additional retail touchpoints in Frankfurt Airport, such as electronic airport desks, apps, catalogues, and so on.

> *Akeneo PIM was our first choice because it is an open source solution that has also proved itself in large-scale, international projects for major brands.*

Airport E-Commerce suite overall solution with Akeneo PIM

Online E-Commerce (Magento Enterprise)

Enterprise Search (Searchperience)

Loyalty programme

Retail Portal

Identity and Customer Relationship management

ENRICH

TRANSLATE

MONITOR

Retailer Front-end

Order management system

Payment/Fraud

Website & Apps

3rd party systems (Partners, Enrichment)

Frankfurt Airport Carrier GUI

For frequent flyers and international passengers alike, the solution will cover the end-to-end shopping experience, from online shopping (with online payment and fulfillment at the airport) through to after-sales service. Customers can view, buy, and pay for products while preparing for their trip, on the way to the airport, and when they're in the terminal and can choose whether to collect their purchases in the shop or at the gate or have them delivered to their home.

One seamless experience across all touch-points on the ground and in the air
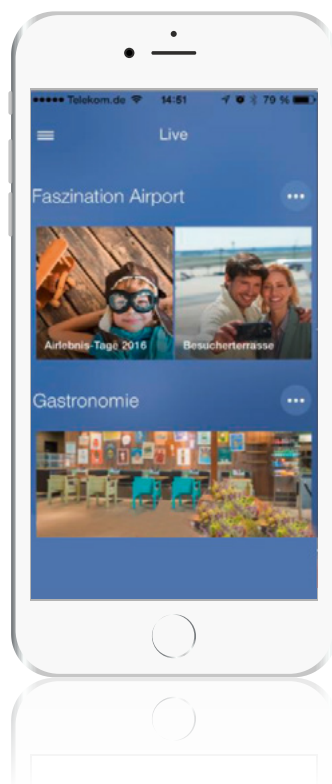
Real Time Information

Parking

Fraport Services

Fraport Shopping

Orientation

Varied Cuisine

AOE is a leading global provider of digital transformation and digital business models. In providing its digital services, it exclusively uses established enterprise open source technologies, using agile methodology to develop software for innovative solutions and digital products and portals that create long-term, strategic collaborations with our customers, integrating complex systems such as PIM, CRM, and e-commerce.

With our head office in Wiesbaden and over 250 employees in five countries, we manage extensive, strategic platforms for big name, global enterprises including Sony, Fraport, Commerzbank, Deutsche Telekom, Bosch, Cisco Systems, Thomas Cook, QVC, and Panasonic.