Heathrow

At a Glance

Challenge:

- Develop a robust mobile application that would provide important real-time information for passengers traveling through London Heathrow Airport, while increasing revenue generation for the airport's 350 retail establishments.

Solution:

- The Heathrow Airport Guide, built by DMI on Google Cloud Platform, a mobile app offering a comprehensive range of travel information, retail services, and interactive tools for Heathrow travelers.

- Frees staff to focus on products, not infrastructure

Results:

- The app processes 2000 real-time flight schedule updates per second, as real-time mobile offers enhance the airport retailers' experience.

London Heathrow Airport Takes Off with DMI and Google Cloud Platform

Background

Flying has become an experience to be endured rather than enjoyed. Long slogs through security, delayed flights, lost baggage—no one would argue that air travel can be stressful. One airport recognized travel stress as a huge opportunity to improve the customer experience: London Heathrow. Servicing over 180,000 passengers every day and standing on a tradition of industry-leading customer service, the airport saw the value in launching its own mobile application, one that would embrace, and validate the Heathrow tradition of "making every journey better."

Challenge

Heathrow wanted to launch a user-friendly mobile app that would offer real-time information on flights, baggage, retail locations and the like, while delivering a tailored experience to every passenger flying through Heathrow. In addition, the airport saw an opportunity to leverage the power of mobile for its retail merchants, specifically to alert travellers to special offers. It was important for the app to align passenger needs with the business needs of Heathrow's approximately 350 shops and restaurants.

Solution

Heathrow chose DMI to develop its Heathrow Airport Guide. Having worked with DMI in the past, Heathrow valued DMI's innovative approaches to end-to-end mobile solutions as well as the company's expertise in mobile retail trends. Leveraging Google Cloud Platform, DMI was able to deliver the speed, storage, and data analysis capabilities the app would require. Among those resources:

Google App Engine to quickly build a platform that would integrate flight, baggage, parking and other timely information

Google Cloud Storage to store and retrieve retail promotional content that contributes to $4B/year in retail sales

BigQuery to collect and analyze information on passenger traffic flow and yield insights that help optimize and customize the passenger experience
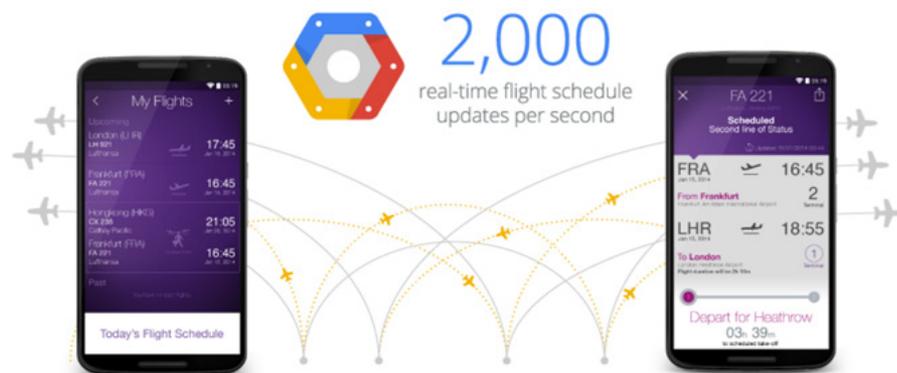
About London Heathrow Airport

London Heathrow Airport is the third largest airport in the world, and the busiest airport in Europe by passenger traffic. It is used by over 90 airlines flying to 180 destinations worldwide.

The Heathrow Airport Guide, available for iPhone, Android, and Blackberry devices, offers a comprehensive range of information and services, including live flight updates, an interactive map of airport facilities with detailed information about shops and restaurants, public transit connections based on the passenger's location, and the ability to share flight details via social media and email.

About DMI

DMI, the world's first end-to-end mobility company, combines all the skills and services necessary to deliver mobile enterprise solutions. Built to reinvent business through mobility, DMI has expertise in mobile strategy, UX, web and app development, omni-channel commerce, brand and marketing, big data management and analytics, and secure mobile device, app and data management. Its client base includes hundreds of Fortune 1000 commercial clients and all fifteen U.S. Federal Departments. Additional information is available at dminc.com

Results

The app processes 2000 real-time flight schedule updates per second, as real-time mobile offers enhance the airport retailers' experience. The app has been running since 2011 with only minor optimizations or adjustments. According to DMI, "Google Cloud Platform enables the development team to focus 90% on the frontend customer experience and 10% on backend development." It is currently serving the mobile channel for the busiest airport in Europe 24/7.