AIRPORT OF THE FUTURE:
PREPARING SEA-TAC FOR THE NEXT 20 YEARS

John Payne, Founder & Principal Consultant
Pueblo Technology Group, Inc.
jmp@pueblo.com

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THE [FUTURE] SEA-TAC EXPERIENCE…

Business	Leisure
• Based on flight departure time – passenger sent updates on when to begin journey to Sea-Tac • All journey stops with times are provided and updated	• Same
• Based on preferences – public, private or both used to pick up passenger at office, hotel, home • If private car is used – valet or garage slot is provided	• Luggage picked at home • Real time tracking of luggage to destination begins
• Passenger proceeds through Check Point with no wait based on their TSA Pre-Check profile	• Same
• Sea-Tac concierge greets passenger after Check Point to arrange any last minute requests	• Same
• Sea-Tac concierge locates passenger in shop to avoid missed flight	• Same

ALL WITHOUT QUEUES AND WITH COMPLETE CONFIDENCE IN TIMES PROVIDED

FLOW VISUALIZATION AND MANAGEMENT

No queues
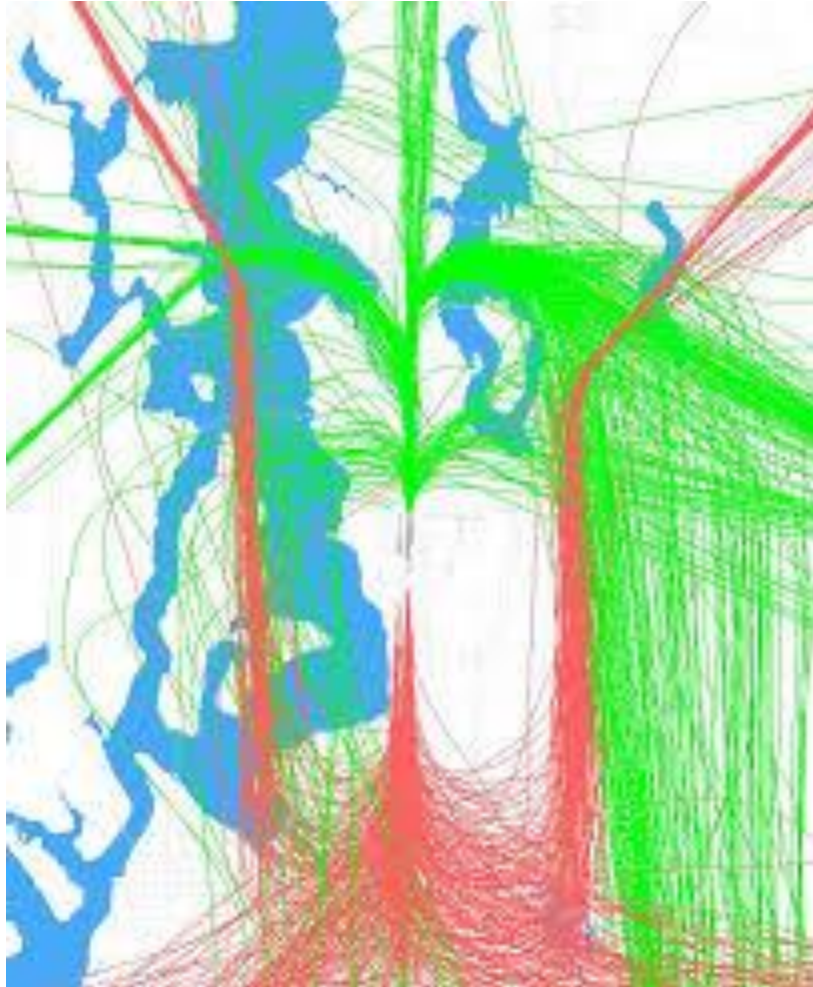
Sensors
Everywhere

THE PROBLEM(S)

SEA-TAC NEEDS TO BALANCE MANY THINGS…

→ Ensure short term decisions are guided by the Century Agenda and vice versa

→ Business and Labor are working toward the same ends

→ Clear understanding of the sustainability / environmental goals to ensure implementation

→ Growth and its consequences – what's acceptable / what's not

ONE APPROACH

→ Standardize on a framework for mapping People, Processes and Technology / Infrastructure against External and Internal facing constituencies

→ What might that look like?

PPT – PEOPLE, PROCESS AND TECH / INFRA

	Externally Facing	Internally Facing
People	• VRM – Vendor Relationship Management (not CRM) • Passenger are managing Sea-Tac on demand • *Sea-Tac "Loyalty Program"* • Everything is mobile • Relentless self-service	Same – Employees are managing Sea-Tac on-demand Same Same ***New skills needed***
Process	VPD – Value Proposition Design	Same (Practice here first) Collaboration BSC – Balanced Scorecard
	Process Automation	Same Management by Exception
Tech / Infra	• IoT – everything's real time • Seek out PPPs • Focus on time and convenience	Data-driven (aka Big Data)

Always value opex costs higher than capex costs (30 – 50 year life)

Pick Frameworks and make them your own

QUESTIONS?

JOHN PAYNE

(415) 644-8315

JMP@PUEBLO.COM