The success of an airport and its image is heavily influenced by the ability to handle passenger flow smoothly and efficiently. To understand and improve individual areas of airport operations, it is important that the passenger’s journey is seen as a single process, rather than as a string of isolated events. The understanding that all individual events influence each other is key to unlocking potential gains.

BlipTrack provides both real-time and historical information about passenger flow and dwell times throughout the airport, using dedicated WiFi/Bluetooth sensors.

The solution enables airports to optimize resource allocation, improve passenger experience through detailed knowledge about facility usage, and how to add value to existing facilities to unlock new business opportunities.

Both real-time and historical data is presented in an easily customised web-based user interface with a series of dashboards with interactive widgets, KPI graphs, Sankey diagrams and more. Automated incident alarms, when predefined thresholds are exceeded, can easily be created. Data is extractable through various output facilities, including an open API-interface, allowing quick integration into existing management systems.

“BlipTrack provides us with valuable insights in passenger processes. The insights are used to continuously improve our performance together with our stakeholders. BLIP Systems has proved to be a reliable partner, with a clear understanding of our needs.”

MARTIJN VAN BOXTEL, OPERATIONAL MANAGER TERMINAL LOGISTICS AT SCHIPHOL GROUP