

2023 Frost & Sullivan Technology Innovation Leadership Award

The South Asia Airport Digitalization Industry
Excellence in Best Practices

view Only

Congratulations!

Frost & Sullivan is proud to present WAISL with this year's Best Practices Technology Innovation Leadership Award in the South Asia airport digitalization industry.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes WAISL for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is a difficult task made even harder by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, WAISL's recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,



Darrell Huntsman
Chief Executive Officer
Frost & Sullivan

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. WAISL excels in many of the criteria in the airport digitalization space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Comprehensive Digital Services and Solutions for Airports

Founded in 2009 and headquartered in Delhi, India, WAISL provides digital services and solutions for airports and their stakeholders. The company creates bespoke custom solutions to improve efficiencies of automated passenger processing systems, biometric-enabled travel implementations, retail services, and airport analytics to provide a seamless passenger experience from curb to gate. Additionally, it offers information technology (IT), master system integration, technology consulting, automation, and cyber security services. WAISL provides airports with comprehensive digitally enabled solutions to build the future of air travel.

Meeting Real-world Client and Market Needs

WAISL understands the various client types' unique needs and has taken steps to equip them with the most up-to-date and cutting-edge airport digitalization solutions and services. This orderly and systematic product development journey begins with an extensive research and development (R&D) process conducted by industry professionals and experts. This R&D process involves assessing the market's challenges and working with stakeholders. Then, WAISL leverages this acquired knowledge to build innovative digital technologies that address market needs.

This process enables the implementation of the next generation of airport processes. WAISL's robust solution suite includes:

- **Automated Passenger Processing System (APPS):** A customizable and hardware-agnostic digital passenger processing system with automated verification. The secure and scalable solution provides real-time operational data and insights. It integrates with India's Ministry of Civil Aviation's (MOCA) DigiYatra framework, whereby airports use a facial recognition system for passenger entry at airport checkpoints.¹ The system ensures compliance monitoring, benchmarking, retail optimization, and queue management for a seamless, contactless passenger journey.
- **DigiFly:** The backbone of APPS that provides operators, airlines, security, and ground staff a single view of all touchpoints of a passenger journey. Additionally, the hardware and software agnostic solution scales and integrates with electronic gates, facial capture devices, scanners, kiosks, and other devices to move passengers through the airport journey quickly and easily.²
- **Biometric Enabled Seamless Travel (BEST):** An extension of APPS that helps to fast-track biometric implementations, including identity management, facial capture, and matching solutions.³
- **Retail Optimization:** A solution that helps airport retailers optimize costs and improve revenues with in- and out-of-point sales methods that include workflow automation, digital payments, and targeted traveler marketing.⁴
- **Airport Analytics:** Data-driven analytics from the airport ecosystem that improves decision-making, operational effectiveness and efficiencies, and the passenger experience.⁵

The company also offers various services, including:

- **Airport IT Managed Services:** Management of services that ensure critical functionalities (such as baggage handling, service kiosks, airport surveillance, and flight information display systems) perform reliably to remain available.⁶ WAISL's IT-managed services also provide a secure network and infrastructure to transmit multiple data and software over-the-air capabilities.
- **Airport Master System Integration Services:** A complete integration service that includes designing, integrating, implementing, testing, commissioning, and support for full operational readiness, activation, and transition of greenfield and brownfield airport systems.⁷ WAISL's integration service facilitates the seamless assimilation of emerging and legacy systems and technologies.

¹ <https://waisl.in/solutions/>

² Ibid

³ Ibid

⁴ Ibid

⁵ Ibid

⁶ <https://waisl.in/services/?airport-it-managed-services>

⁷ Ibid

- **Airport Technology Consulting Services:** A consulting service regarding the design, integration, implementation, testing and commissioning, and support of mission-critical systems. These services aim to modernize and enable airports' digital transformation initiatives.⁸
- **Airport Automation Services:** A diagnostic and redesigning process to improve operations with necessary technologies such as robotic process automation, automated content extraction, and no-code/low-code tools.⁹
- **Airport Cybersecurity Services:** Cybersecurity services enable airports to reinforce their security posture with audits and assessments, implement identity and privileged access management to reduce risks, and implement detection and prevention systems to protect critical IT infrastructure.¹⁰

Commercial Success

WAISL has a proven track record of success. The company services over 80 domestic and international

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- Elizabeth Whynott
Best Practices Research Analyst

airlines, providing a seamless travel experience for more than 100 million passengers annually. Additionally, the company’s DigiFly solution is implemented in the Delhi Airport for the past seven years. As the airport’s primary solution provider, the company enabled it to implement digital biometric solutions quickly. This swift implementation made the Delhi Airport the first to meet the MOCA’s DigiYatra initiative.

Frost & Sullivan anticipates rapid, widespread technology adoption as more airports in India move towards implementing DigiYatra. The company’s first-mover status and disruptive DigiFly solution strengthen

its position on emerging opportunities.

Strategic Practices Positioning WAISL for Future Success

With its customer-led strategy, WAISL consistently brings to market best-in-class digital solutions and services for airports. The company works with clients to customize their solutions and provide holistic systems that best address all airport stakeholder’s needs. Additionally, because WAISL’s systems and services are agnostic, there is no need for an extensive infrastructure installation or overhaul so that clients can implement its solutions quickly with little interference to operations.

⁸ Ibid

⁹ Ibid

¹⁰ Ibid

At the same time, WAISL integrates client and end-user feedback into its product roadmap to maximize short-term growth opportunities while providing a path to future revenues. Additionally, because the

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- Elizabeth Whyntott

Head of Digital, Research Analyst

company’s services cover various airport touchpoints and stakeholders, it needs to incorporate their feedback to improve its services to continue to optimize their efficiencies and ensure their success.

While evolving from a digital technology standpoint, WAISL never loses sight of its clients’ perspectives. Its brand maintains its South Asia presence while meeting customer-specific needs. Given today’s landscape, Frost & Sullivan believes the company is in a prime position to increase its market share in this highly competitive airport digitalization industry.

Lastly, WAISL recently commissioned a new airport in Goa, India, to provide it with a complete IT solution service and is starting a new project in Kuwait. The company is growing its global presence and establishing new offices in Gurgaon/Gurugram, New Delhi, Hyderabad, and Goa to provide near-site availability to its clients. WAISL remains on a continuous growth path with its new partnerships and a strong pipeline of promising opportunities.

Brining Even More Opportunities

WAISL’s robust digital services and solutions position it with the ability to launch new and improved solutions and services quickly. For example, the company’s Depart to Arrive (D2A) is the latest solution it brings to the market. D2A is an airport-in-a-box and includes a suite of products and systems purpose-built by WAISL that enables new airports to get off the ground quickly and easily.

While many airports silo the ecosystem into air (e.g., departing and returning flight status) and passenger (e.g., restroom facilities and retail shops) information, WAISL aims to fuse these sides of the airport. To this end, the company is continuously exploring various means to unify data to improve decision-making and situational awareness for all airport stakeholders. As WAISL unifies data across the airport, it also enables the development of new use cases that benefit the ecosystem and provides a more seamless passenger journey.

Conclusion

Technology is a critical success factor for the airport digitalization industry. Yet, with many options available, market stakeholders need to leverage the most appropriate and best technology-based solutions to optimize their market impact. With its innovative digital systems and services, WAISL enables the implementation of the next generation of airport processes with its agnostic and scalable solutions. The company delivers digital transformation solutions by providing an automated passenger processing system, a comprehensive view of all passenger touchpoints throughout their journey, biometric implementations, retail optimization, and airport analytics. WAISL stands out from competitors based on its commitment to innovation and creativity while achieving commercial success. The company services over 80 domestic and international airlines and its DigiFly solution is implemented in the Delhi Airport for the past seven years. WAISL remains on a continuous growth path with new partnerships and a robust pipeline of promising opportunities.

With its strong overall performance, WAISL earns Frost & Sullivan's 2023 South Asia Technology Innovation Leadership Award in the airport digitalization industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**



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