Appian

CASE STUDY:

Dallas/Fort Worth International Airport

Dallas/Fort Worth International Airport (DFW) is the world's fourth busiest airport, offering 1,800 flights per day and serving 60 million customers a year. DFW provides nonstop service to 148 domestic and 59 international destinations. For seven consecutive years, DFW has ranked among the top ten large airports worldwide for customer service in surveys conducted by Airports Council International. DFW's total facility covers roughly 27 square miles, making it larger than New York's Manhattan Island.

CHALLENGE

DFW is focused on utilizing the most innovative technologies to provide an unsurpassed customer experience. Given its size, DFW constantly seeks the most efficient and reliable ways to manage airportwide operations. Airport leadership wanted to do away with paper-based processes that required the physical transportation of forms and files across the facility.

According to William Flowers, Chief Information Officer and Vice President at DFW, the airport is 18,000 acres, often times making it difficult to manage all departments throughout the facility. *"As CIO, I needed a way to easily get information throughout multiple areas within our day-to-day operations. Our existing processes were limited in the information collected and created delays in turning process into business action to best serve our customers."*

Flowers and his fellow C-suite executives do a lot of traveling, and could no longer rely on waiting to get back to their desk to complete work tasks. Given the nature of the industry, employees across the airport needed a way to be more mobile in their work habits, allowing work to take place on any device at any time.

APPROACH

Flowers recognized how the blend of work and technology were changing, and he created an acronym that acknowledged that change: SCAM, which is short for Social collaboration, Customer service through the cloud, Analytics, and Mobility. He told his staff that every new project had to

include at least two of the letters in the acronym or he would reject it.

"Our focus was all about the customer experience and customer satisfaction," Flowers said. *"By using SCAM it allows us to keep the focus on the customer, whether for internal or external initiatives."*

Flowers expressed that when it comes to social, a lot of news alerts about airport happenings would filter through Twitter and Facebook. DFW wanted to take the instant access to news from social engines and apply it to process improvements at the airport.

"The key to every one of our customers is making them more mobile, more flexible," said Flowers. *"Customer service is the driving force in our overall efforts. If you aren't using social and mobile for your business, you've fallen behind."*

DFW deployed Appian Cloud as a platform to develop customized applications to suit unique business needs across the airport. While cloud delivery would reduce IT spending, the decision to use a cloud-based platform had more to do with speeding the time-to-business-outcome for their BPM program, according to Flowers.

"We went on cloud with Appian because it allowed us to do things faster," said Flowers. *"We needed to ensure a quick return on investment and cloud allowed us to achieve process efficiencies and make faster, quicker decisions."*

SOLUTION

Given that DFW wanted to address its process improvements airport-wide, an app-by-app, single purpose development approach would limit the organization's success. Flowers recognized that all DFW employees required quick access to information across the organization in order to make critical decisions.

DFW took Appian's modern application platform approach to enterprise-wide process improvement, in which multiple applications are delivered through a single, easy to use interface. Appian gives DFW greater agility in its operations, while native mobile apps give employees better access to enterprise processes and data.

According to Flowers, Appian's intuitive social interface allows employees across all DFW departments to have instant access to key information pertaining to business decisions and customer needs. Blending data access, mobility, and social capabilities with real work process allows DFW employees to increase business productivity despite the fast-paced work environment of a major U.S. airport.

RESULTS

By deploying Appian solutions enterprise-wide, DFW has connected more than 2,000 employees across all staff levels with agile access to data, processes, and social collaboration. Using Appian, DFW rolled out 18 process applications airport-wide in its first nine months of use. Staff across all departments are able to conduct a number of work actions on mobile devices, including terminal mangers assisting passengers on terminal floors, supporting the airport's dedication to customer service.

By leveraging a cloud solution, the airport is creating a modern approach to business transformation, while also supporting the airport's goal of reducing paper consumption by 50 percent over the next five years.

In additional to modernizing the terminal customer experience, Appian-based solutions include concessionaire cleanliness inspections, airplane maintenance tracking and safety reporting, HR functions, and internal departmental functions. According to Flowers, DFW will continue to further develop applications on the Appian platform, such as having passengers be able to order concessions on their mobile device while in the terminal.

"When we look to the future, I challenge my team to find solutions that include all components of SCAM," said Flowers. "When you can put each piece together, it's like having men on base in baseball, and Appian allows us to hit grand slams."

Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation.

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