Intelsat partners with Air France-KLM to provide a branded passenger experience

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About the Partnership

» The Intelsat/Air France-KLM partnership began in 2016 with an agreement to equip select aircraft with 2Ku connectivity and Inflight streaming entertainment (IFE).

» This partnership continues today with a growing number of aircraft being equipped with Intelsat technology.

The Industry

Providing inflight connectivity is viewed as a competitive advantage by airlines. Passengers expect inflight Wi-Fi service to be the same seamless, reliable experience as their Wi-Fi experience on the ground. Intelsat's 2Ku satellite network provides this level of service.

Air France-KLM Vision

As customer demand for inflight connectivity increased, the airline's focus shifted to delivering a more personal experience reflecting their distinct branded passenger experience. To achieve this, Air France-KLM wanted control over portal development and design, user experience, pricing, advertising, updates, modifications, and virtual test. environment.

The Solution

Intelsat identified the need for a product that enabled an airline to develop, design, and manage their own portal but had not moved the work into development. Intelsat's airline-built portal concept gave Air France-KLM the ability to deliver a consistent user experience across all their IFC providers. The Intelsat-AFKLM agreement moved the airline-built portal product from concept into planning and development.

For the new Onboard Portal Manager to be successful, it was imperative that Intelsat and Air France-KLM develop an even deeper collaborative relationship with participation and transparency across multiple departments and teams at Intelsat and Air France-KLM.

"Intelsat is a great partner in our journey realizing our vision on the connected cabin. A truly customer-centric approach driven by professional account management."

– Jan Fieten, Air France KLM

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Key Features of Onboard Portal Manager

Hosting: ACPU-2 access. The Air France and KLM branded portals are hosted on Intelsat's ACPU-2 onboard server for all fleets. The ACPU-2 has a virtual machine where the portal hosts all software and Air France-KLM ancillary permitted-access parties.

System access tools: Air France-KLM has access to Intelsat's secured systems providing flexibility and opportunities for airline system integration.

APIs: Provide access to secured APIs for system integration. This portal allows Air France-KLM to integrate with preferred systems and control the portal release cycle. The APIs enable access to the internet and provide data attributes required to tailor the inflight connectivity services. Access to key APIs include System Status and Session Management for a consistent user experience and interface.
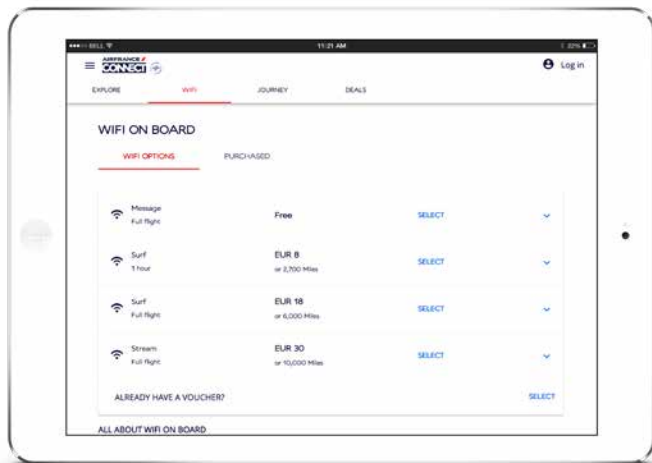
- **System Status API:** Provides detailed flight information such as service status for inflight connectivity (IFC), or inflight entertainment (IFE) based on different flight states and regulations in different countries.

- **Session Management API:** Starts and stops inflight sessions based on the Wi-Fi Internet pass purchased, and tracks details about the passenger connectivity session such as byte, data usage, and time.
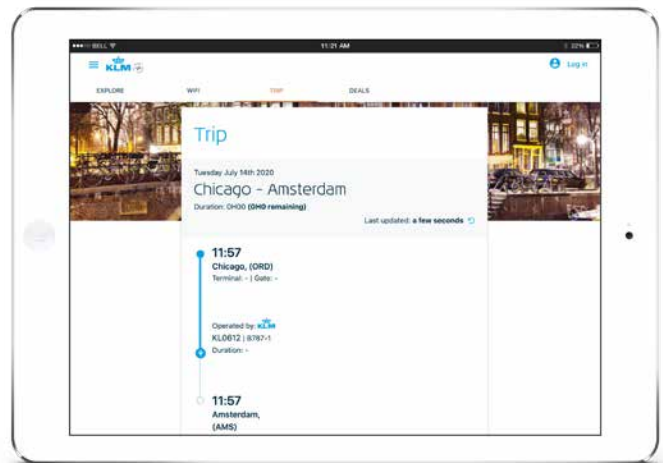
Virtrual Test Environment

Intelsat created Intelsat Test Flight, a new virtual environment to test and simulate an aircraft inflight. Intelsat Test Flight allows Air France-KLM to access production and staging environments for testing portal packages on a Virtual Test Rack directly from their offices in France and the Netherlands. This testing ensures performance is as intended before delivery to Intelsat for review and testing. When Intelsat testing is complete the new release is deployed to production and pushed to the corresponding fleet.

Design

Air France-KLM engaged an experienced digital team to design their uniquely branded inflight portals.

Air France Connect
Connectivity & Intelsat Vision
Inflight URL: connect.airfrance.com

KLM Portal
Connectivity
Inflight URL: connect.klm.com

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The Success

Air France-KLM became the first airline to contract for this type of portal with Intelsat. The deployment of the Intelsat Onboard Portal Manager into Air France and KLM fleets represents an example of excellence achieved through partnership collaboration. Intelsat enabled Air France and KLM to build a consistent experience across the passenger journey with greater brand control while focusing on providing best-in-class connectivity. This achievement resulted in strong relationships across organizations, and growing success for both Air France-KLM and Intelsat.

Launch

Intelsat-equipped aircraft and portals successfully launched:

- Air France Connect – connectivity & Intelsat Vision - September 2018

- KLM portal – connectivity – January 2019

Aircraft

More than half of the Air France-KLM fleet is equipped with Intelsat 2Ku satellite connectivity including:

- 97 Boeing 777-200 and 777-300

- 27 Airbus A330-200 and A330-300

Learn more: intelsat.com/commercial-aviation/

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