Hub One, Parisian airports' subsidiary, innovates with Hub One DataTrust, the airport Industry Data Exchange powered by Dawex technology

DAWEX X **Hub One DataTrust**

Hub One DataTrust aims at gathering the airport ecosystem to foster innovation and ultimately optimize travelers' experience.

Description

Hub One DataTrust is the Data Hub of the ADP Group's subsidiary Hub One, gathering partners, suppliers and customers from the airport ecosystem to distribute or share data products securely, in trust, in order to improve airport operations.

Meet Hub One, a subsidiary of the Group ADP

Group ADP is a world leader in airport operations with a unique network of airports, operated under management contract or concession. Group ADP conducts activities in airport operations, retail, hospitality, real estate and IT/engineering services.

Hub One is a 100% subsidiary of Group ADP, specialized in Telecom & IT services, with more than 5,000 customers, dedicated to delivering digital solutions to manage networks, telephony, IoT, cybersecurity and logistics in airports.

Under the impulse of Group ADP in order to improve travelers' & passengers' experience, optimize ground operations and accelerate digitalization of the airport ecosystem, Hub One sought to industrialize airport operations data exchanges, relying on clear and practical use cases. Hub One turned to Dawex, the leader in Data Exchange solutions, to formulate and implement a strong, scalable Data Exchange strategy.

This led to the creation of "Hub One DataTrust", a subsidiary of Hub One & Banque des Territoires, and the first airport operations Industry Data Exchange, gathering the airport partners, suppliers, subcontractors & customers to distribute, exchange, source and commercialize data in a secure & trusted environment. With Hub One DataTrust, Hub One takes leadership in airport and transportation Data Exchanges, propelling the entire ecosystem to a new stage of data valorization.

Key Facts on Group ADP

#1
European Airport network

120
airports worldwide

5
airports in the Top 100 Skytrax

336 million
passengers in 2023

€5.49 billion
in revenue

28,000+
employees

Key Facts on Hub One

€162 million in revenue

5,000 customers

100+ million WiFi connections per year

Operating & maintaining **330k+** connection terminals
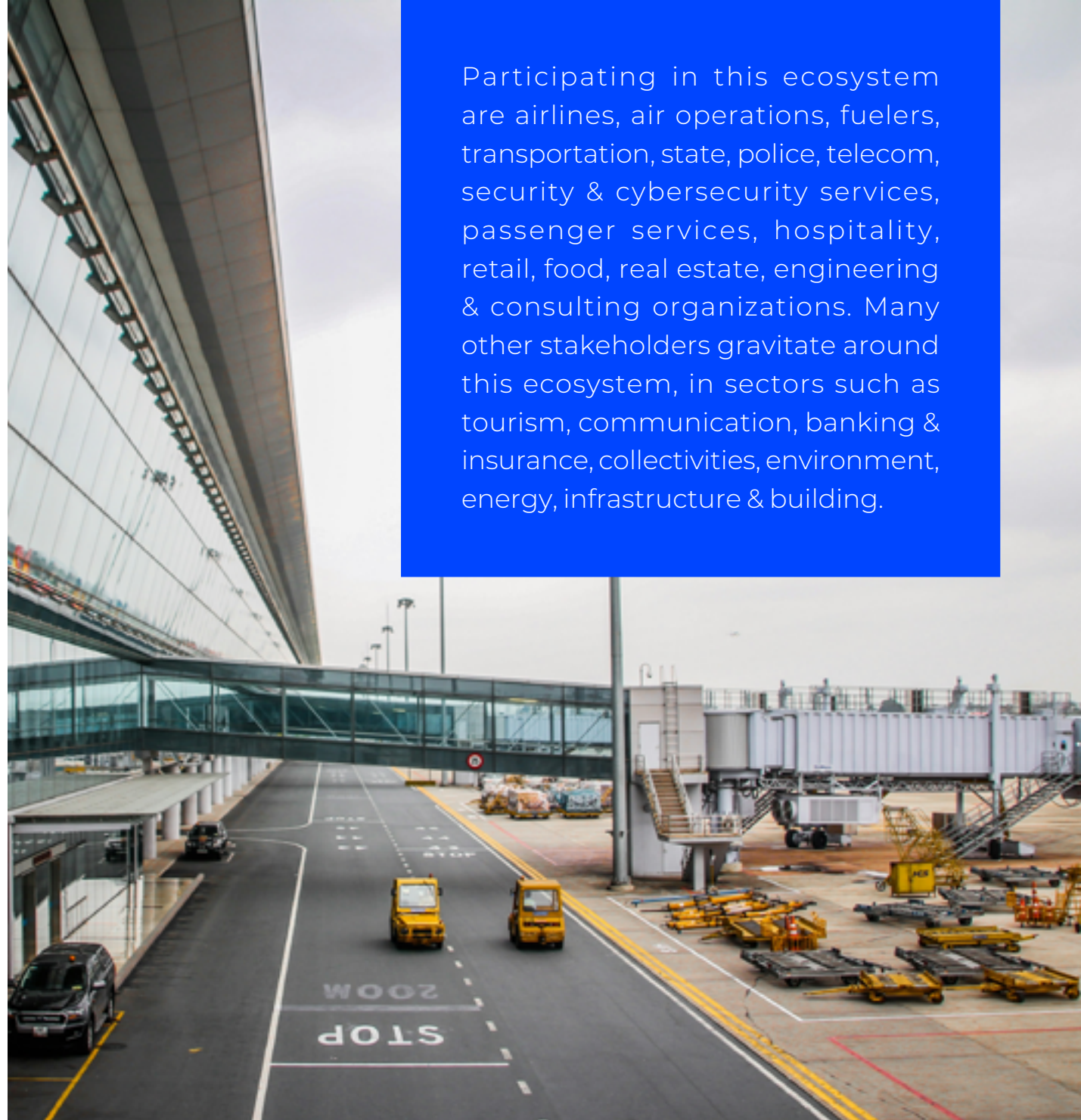
10 branches in France

600 employees

The Challenge

Airports are complex ecosystems where hundreds of stakeholders work towards optimizing passengers' and travelers' experience & ground operations, while keeping security at a maximum level.

With such an ecosystem, the fluidity and the security of travelers' journeys are highly dependent on the optimal coordination between all these players, so data and its circulation are core to improving ground operations & efficiently managing the numerous hazards happening daily impacting the airport ecosystem.

While data was already exchanged between airport stakeholders, Hub One recognized that it needed to go a step further, to maximize the benefits of capitalizing on the value of data and drive new opportunities with the acceleration of Data Exchange between all organizations of the airport ecosystem.

Participating in this ecosystem are airlines, air operations, fuelers, transportation, state, police, telecom, security & cybersecurity services, passenger services, hospitality, retail, food, real estate, engineering & consulting organizations. Many other stakeholders gravitate around this ecosystem, in sectors such as tourism, communication, banking & insurance, collectivities, environment, energy, infrastructure & building.

Optimizing airport operations required facilitating new data exchanges in order to support many unaddressed use cases, as well as industrializing and accelerating existing exchanges of data. Additionally, a lot of data could be valorized directly by engaging further with the ecosystem through the distribution to external stakeholders. To achieve this vision, Hub One launched a Data Exchange strategy targeting several business objectives.

Business Objectives

- Optimize airport end-to-end operations by fostering airport stakeholders digitalization

- Better anticipate passengers' needs and develop a more tailored offering

- Improve passengers' experience in the airport terminals

- Develop new commercial offer on privacy and valorization of airport data

- Reinforce leadership position and visionary spirit

Therefore, Hub One sought guidance on how to create a powerful & successful Data Exchange strategy and identify the appropriate Data Exchange technology to help the organization fulfill its vision.

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The valuation of airport data is of strategic importance for Hub One. The creation of a data ecosystem is at the heart of our strategy, and we needed to rely on the most robust data exchange platform solution on the market. We have selected Dawex for its business, technological and regulatory expertise to accelerate the circulation of data between our partners, suppliers and customers."

Jean Sébastien Mackiewicz,
General Manager of Hub One DataTrust

The Solution

From Data Exchange Advisory to a sound strategy

Dawex advisors brought their expertise, market knowledge and proven methodologies to support Hub One in refining its vision. Through Dawex Data Exchange Advisory, the team conducted a series of collaborative workshops to better understand Hub One's ecosystem, the pain points, identify use cases & data products, and explore new business & operational opportunities.

Hub One's business model relies on operational data sharing as well as the distribution and commercialization of high value data products to ecosystem stakeholders such as insurers, hotels and funds.

Dawex Data Exchange Advisory resulted for Hub One in

- An impactful business plan and go-to-market Data Exchange strategy

- A comprehensive data product roadmap, along with a pricing strategy

- A thorough organizational and data governance model

- A detailed mapping of the airport ecosystem and potential data exchange stakeholders

Among other capabilities, Dawex Data Exchange Platform offers:

- A fully customizable platform to meet Hub One DataTrust's specific brand and business requirements

- User-friendly journeys for onboarding, data product publishing, search, discovery

- Customizable contracting, licensing and pricing to adapt data product offerings to specific use cases

- Full control over data products visibility & accessibility, and support of private groups

- Taxonomies to manage airport operations ontologies

- Support of multiple formats including files, APIs, raw or prepared form, and of value-added data services

- Full traceability of data transactions allowing participants to control their data flows

- Extensive trust building mechanisms, secured transactions, and compliance with data regulations

From a thorough Data Exchange strategy to implementation

Additionally, Hub One decided to create Hub One DataTrust, a subsidiary of Hub One, to orchestrate data exchanges and govern the data ecosystem as an independant, trusted data intermediary.

Dawex Data Exchange Platform was the only product providing a flexible, white label, business oriented solution guaranteeing trust, security and compliance for data transactions.

Use Case #1
Stopover operations optimization

Enable all service providers to synchronize operations activities during stopovers by retrieving flight information and airport resources engaged to minimize impacts and optimize stopover operations.

Use Case #2
Olympics 2024 - Sports delegations smooth travel preparation

Enable sports delegations to prepare and plan their trips by accessing flight forecast & real-time info, parking slots and further mobility information for a smooth travel anticipation.

Use Case #3
Airplane fueling planning

Enable fuel companies to anticipate preliminary and final fueling requirements per flight to properly plan kerosene volume needs, fueling time and fuel truck positions .

Use Case #4
Airports terminal cleaning

Enable terminal cleaning service providers to better plan human resources requirements and their zone allocation by accessing passenger traffic and flight delay information to ensure more efficient cleaning when it's needed most.

In a Nutshell

The "Hub One DataTrust" Industry Data Exchange enables Hub One to optimize airport operations, accelerate digitalization, improve stakeholders coordination and passengers' and travelers' experience. Triggered by a thorough analysis of business opportunities, Hub One launched a comprehensive Data Exchange strategy, to create new revenue opportunities from data distribution, through an infinite number of potential use cases.

Leveraging Dawex Data Exchange technology, Hub One DataTrust has developed a competitive advantage by positioning itself at the center of the airport ecosystem. This strategic approach, that can easily be replicated industrially in many other ecosystems, positions Hub One as an innovative leader.

Dawex empowers organizations to capture and value the potential of their data therefore improving productivity and efficiency, fostering innovation, accelerating decarbonation, generating new revenue streams and increasing company valuation.

Fuel powerful business opportunities with Data Exchange.

Dawex is the leader in Data Exchange solutions to distribute or share data products, with trust, meeting security, traceability and in compliance with data regulations requirements. With Dawex Data Exchange technology, organizations create data ecosystems and data spaces such as Corporate Data Hubs, Industry Data Exchanges and Data Marketplaces that support any business case, and address economic, environmental and AI challenges. Awarded Technology Pioneer by the World Economic Forum, Dawex is also the initiator of an international standardization program on Trusted Data Transaction.

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