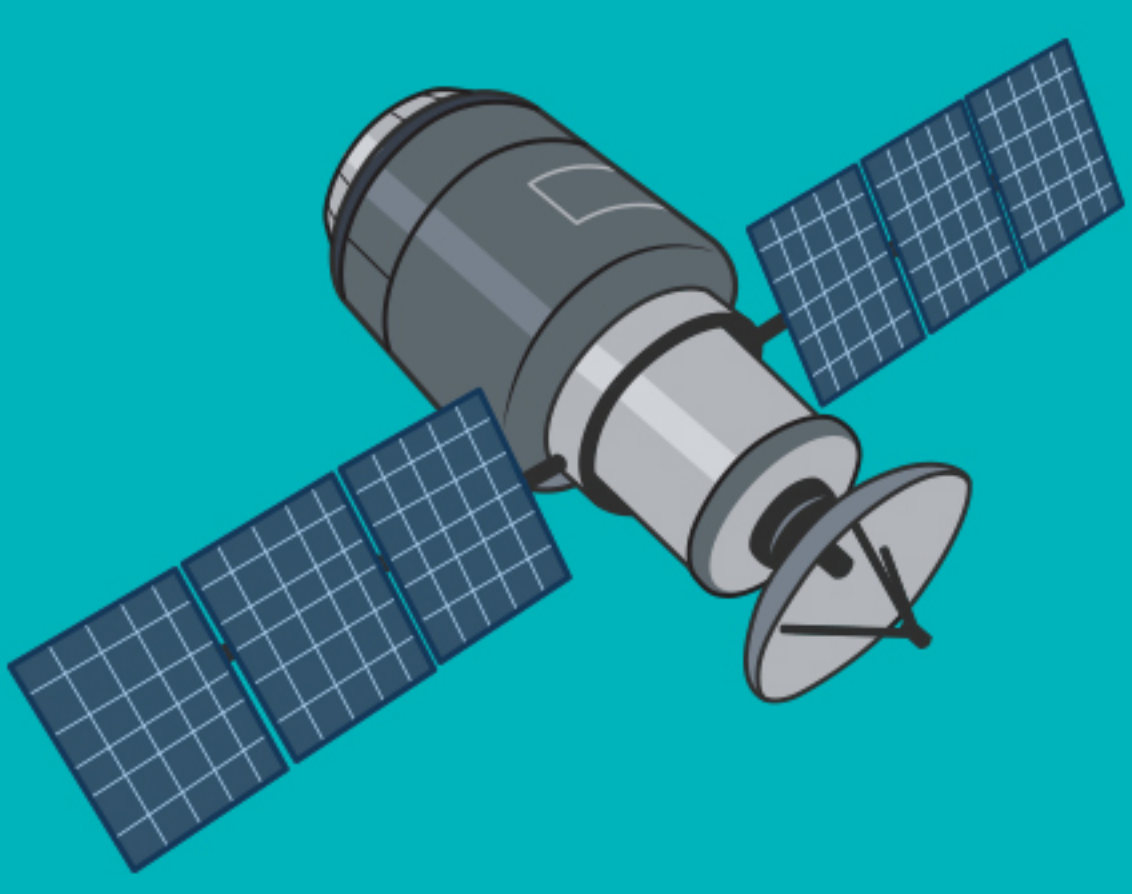# THERE'S MORE TO INFLIGHT CONNECTIVITY THAN A PERFECT CONNECTION.

Explore the comprehensive range of digital services available through Inmarsat as a managed service provider.

INTERNET SERVICE PROVIDER
Secure internet access, control and interconnect.

DATA CONTROL
A suite of services – giving you the power to continually monitor, manage and control data access and connectivity onboard.

SECURITY & COMPLIANCE
A full set of applications to protect passenger and airline data, as well as ensuring compliance with all regional regulations and law enforcement.

COMPLETE RETAIL
The full, end-to-end digital retail experience for your passengers and partners, plus back-end capability for your airline.

UNIFIED SUPPORT
24/7/365 passenger and airline IT support via multilingual support staff, plus staff training and close-to-real-time monitoring and reporting of system performance.

SECURE PAYMENTS
Features enabling your airline to take all digital payment methods securely – in all currencies, including frequent-flyer points.
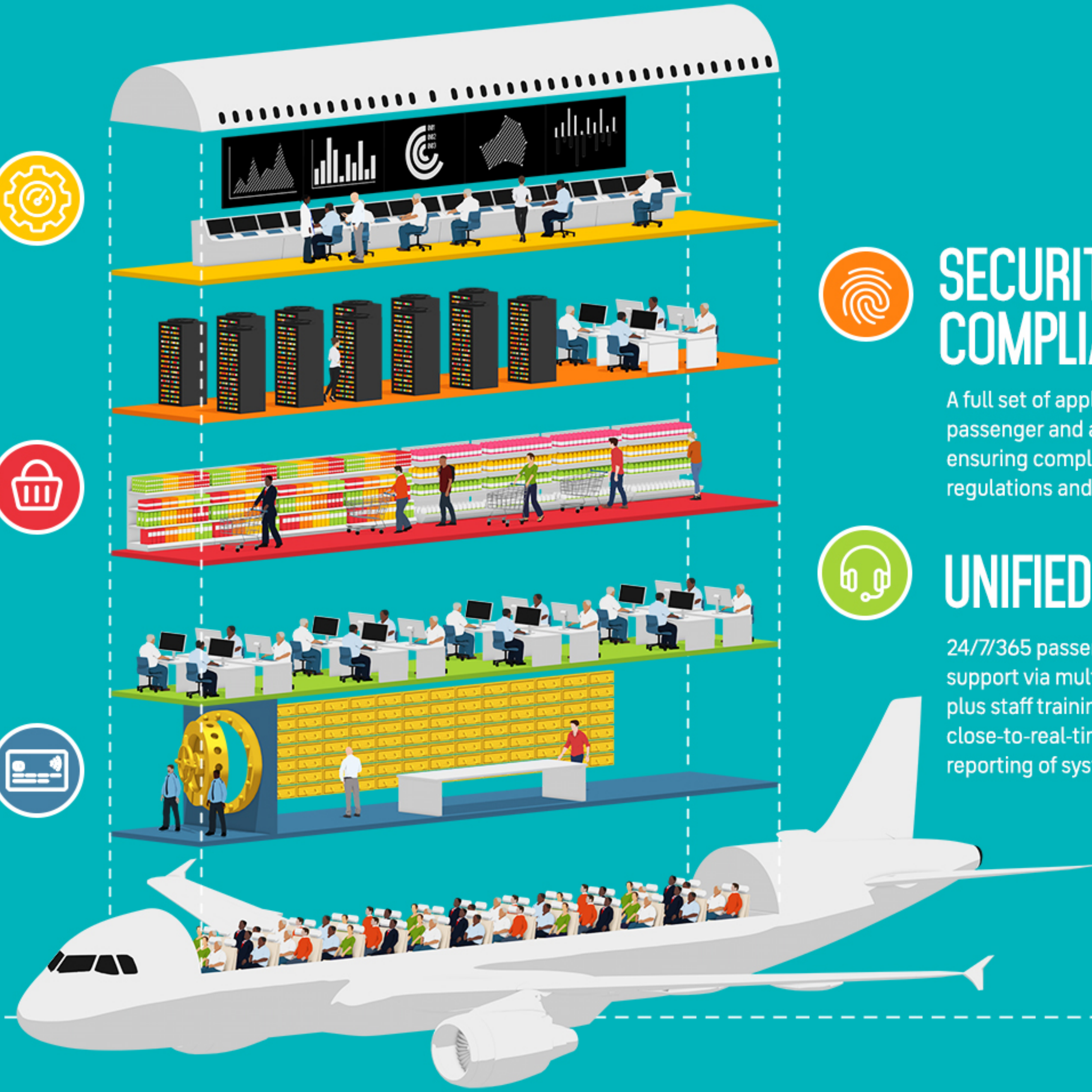
DATA CONTROL

1. **CONTENT FILTERING**
Blocking illegal sites and content like gambling or pornography, as well as unsuitable features like video calling and large file downloads, plus OS and app updates.

2. **DATA COMPRESSION**
Encoding data to reduce bandwidth.

3. **TRAFFIC PRIORITISATION & SHAPING**
The flexibility to give certain types of data or certain customers precedence over others, such as passengers in business class. As well as increasing speeds for selected passengers through Network Acceleration.

4. **FAIR USE POLICY**
Taking care of bandwidth and network traffic to ensure passengers get fair access to data. As well as preventing individual passengers from monopolising bandwidth.

5. **BILLING AND REPORTING**
Billing your airline correctly across the entire range of services and making the data accessible via a secure dashboard.

SECURITY & COMPLIANCE

1. **REGIONAL & MARKET REGULATORY REQUIREMENTS**
Taking responsibility for global data and connectivity compliance. For example, following GDPR policies when flying over European airspace.

2. **LAWFUL INTERCEPT**
Enabling law enforcement agencies to access data and usage records when requested.

3. **MALWARE & ANTI-VIRUS SERVICES**
Protecting the aircraft system, as well as passenger and airline data from malicious attack. Continually testing the network against the latest global malware.

4. **FIREWALLING**
Shielding sub-networks within the aircraft, such as operations data and passenger services.

5. **DEEP PACKET INSPECTION**
Comprehensive monitoring of data sent over the aircraft network – alerting, blocking, re-routing and logging it as necessary.

COMPLETE RETAIL

1. **DIGITAL PORTAL**
Providing an airline-branded passenger portal – including architecture, UX, Wi-Fi payment, analytics, reporting and integration with aircraft systems.

2. **ADVERTISING**
Supporting a full end-to-end advertising solution, including advert placements, adservers and campaign targeting and reporting.

3. **RETAIL INTEGRATION & ON-BOARD/OFF-BOARD SALES (INC. DUTY FREE)**
Enabling payment directly from passengers' devices for food and beverages and increased Duty Free options, plus integration of third party retail platforms.

4. **AUDIO AND VIDEO STREAMING**
Delivering streamed content straight to passengers' own trusted devices, including movies, TV series, music, podcasts and games.

5. **SPONSORSHIP AND WHITE-LISTING**
Integrating content and services from third parties like advertisers, retailers, sponsors and entertainment providers.

6. **ANALYTICS AND REPORTING**
Back end architecture incorporates a full suite of analytics and reporting functionality.

UNIFIED SUPPORT

1. **24/7/365 PASSENGER CARE SERVICES**
Assisting passengers with issues – on the ground and inflight, via multilingual support staff.

2. **STAFF TRAINING**
Ensuring cabin and flight crew have the knowledge and skills to support passengers using inflight connectivity.

3. **AIRLINE SUPPORT**
Managing and resolving any issues with system performance.

4. **PERFORMANCE MANAGEMENT & REPORTING**
Tracking and reporting core system performance, including download and upload speeds versus the SLA. Tracking take-up rates, bandwidth and application use. Plus, close-to-real-time reporting through a secure airline dashboard.

SECURE PAYMENTS

1. **PAYMENTS**
Enabling passengers to pay securely in multiple currencies – using credit and debit cards, digital wallets like Apple Pay and airline loyalty points.

2. **MERCHANT OF RECORD**
Accepting all inflight payments, dealing with currency conversion and global tax requirements, then passing the revenue onto the airline.

3. **INFLIGHT AUTHENTICATION**
Preventing fraud by verifying passenger credentials as they purchase. Thus enabling higher-value inflight sales.

To find out more about Inmarsat as a managed service provider, visit www.inmar.st/hbcplus