



# 41% LESS

Type-B baggage messages are now required for the departing flights of Icelandair out of Keflavik airport, resulting in savings of circa 430,000€ over the next 5 years.



## Amadeus BRS

Find out how Icelandair Ground Services migrated to an automated baggage processing model, resulting in improved business processes and reduced lost baggage. Additional value was brought to their airline customers using the Altéa DCS by removing the need of exchanging costly TTY baggage messages with them.



### THE PROBLEM

As the main ground handler at Keflavik airport, Icelandair Ground Services needed to migrate from a manual baggage process to an automated one in order to comply with new airport requirements.



### THE SOLUTION

Amadeus BRS was the best option on the market for Icelandair Ground Services. The solution not only offered the most modern technology and functionality in the market but also, thanks to the tight integration with the Amadeus Altéa suite, Icelandair Ground Services could also exchange TTY messages for free with any airline customer using that DCS, delivering additional cost savings on top of those achieved through improved luggage tracking capabilities.



### THE RESULT

In just one year, Icelandair – as an airline – have reduced their type-B messaging by 41% on all of their departure flights operating out of Keflavik airport, thanks to full integration with Amadeus Altéa. This is estimated to save the airline around 430,000 EUR over the next 5 years. In addition, Icelandair Ground Services have reduced lost baggage by 18%, bringing savings to their airline customers of 250,800 EUR in just 12 months.

“ Now that we've been using the system for a year, we simply cannot live without it. ”

Júlíana Þórdís Stefánsdóttir  
Project Manager, Distribution and e-Business Development  
Keflavík airport

## ! THE PROBLEM

When Keflavik airport was requested to implement an automated baggage tracking system due to a new legislation, Icelandair Ground Services had a decision to make: how to convert their current manual baggage management into an automated system, which

enabled better tracking of baggage. The solution needed to be implemented fast, and allow smooth integration with current systems in place, as well as providing adequate training for staff to help the inevitable change management within the organisation.

## ✓ THE SOLUTION

Amadeus BRS was the perfect fit. Although a new product in the market, the opportunity to move baggage management to Amadeus made sense for three simple reasons. As a current Amadeus customer, using Amadeus BRS meant no integration work and additional costs for Icelandair. As a result of this, the time to

implement and meet the tight deadlines imposed by the airport was easy to achieve. And despite a simple integration delivered within a tight deadline, the price of the system was very competitive, making Amadeus BRS the ideal choice to transition manual baggage operations to an automated IT system.

## ★ THE RESULT

In one year, the results delivered by the Amadeus BRS versus previous methods have brought substantial savings and benefits for both Icelandair Ground Services and its airline customers, particularly airlines already using Amadeus Altéa, including Icelandair itself. With Amadeus BRS fully integrated into the Amadeus Altéa suite, Icelandair will benefit from a 41% reduction in unnecessary type-B baggage messages, amounting to an estimated 430,000€ over the next 5 years.

Had Amadeus BRS not been in operation last year, Icelandair Ground Services would have lost 21% more bags. They have managed to reduce the number of delayed processed bags by 18.1%, now bringing the average number of lost bags to below the industry standard of 6.36 bags / 1,000 passengers. And thanks to this reduction in reduced lost luggage, Icelandair Ground Services saved its airlines around 250,800 EUR in reduced lost baggage costs over the course of one year, thanks to better baggage management.

Find out more

visit the [Amadeus BRS webpage](#)

contact [airport@amadeus.com](mailto:airport@amadeus.com)

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