



THE COMPANY

Following the Second World War, the national airlines of Sweden, Norway, and Denmark teamed up to form Scandinavian Airlines (SAS). Fast forward 60+ years. And today, SAS is Scandinavia's leading airline, employing some 10,000 ground and flight crew. The airline offers more than 800 daily flights, and during a given year, more than 29 million passengers travel with SAS on more than 250 routes through Europe, the U.S. and Asia.

A thoroughly modern airline, SAS has also been a pioneer in customer loyalty, launching a next generation of its longstanding EuroBonus loyalty program, which today boasts five million members.

“Making Time Count”

Scandinavian Airlines Embraces a Digitalization Agenda

In order to make life easier for employees and loyal passengers, SAS innovates with a Wi-Fi first strategy.

SAS kicks off an Electronic Flight Bag (EFB) initiative

SAS is dedicated to making life easier for its staff and crew. That's why it's at the forefront of all of the latest technology trends. Case in point: a few years back, SAS went fully paperless on every one of its flight decks. By swapping paper charts, dense aircraft operating manuals, and other onboard documents for iPads, SAS immediately recognized efficiencies, including marginal weight and fuel savings as well as a reduction in paper consumption with its EFB program.

But there was a problem. A secure and efficient EFB system requires consistent internet connectivity. And although SAS first launched its EFB system with 3G/4G roaming, it quickly learned that 3G/4G could be expensive and unreliable. The challenge then became how to make that EFB system truly efficient and cost-effective.

Finding a partner

When it came to finding a technology partner to help SAS deliver consistent, cost-effective connectivity to its flying staff, iPass was a natural choice. With the world's largest, unified Wi-Fi network, iPass keeps staff and crew connected where they most frequently visit: airports and hotels.

But securing a partner was only step one. The airline industry is governed by rigorously defined processes meant to ensure the safety of aircraft and



ABOUT IPASS

iPass is a leading provider of global mobile connectivity, offering simple, secure, always-on Wi-Fi access on any mobile device. Built on a software-as-a-service (SaaS) platform, the iPass cloud-based service keeps its customers connected by providing unlimited Wi-Fi connectivity on unlimited devices. iPass is the world's largest Wi-Fi network, with more than 64 million hotspots in more than 180 countries and territories, where iPass customers have connected successfully at airports, hotels, train stations, convention centers, outdoor venues, inflight, and more. Using patented technology, the **iPass SmartConnect™** platform takes the guesswork out of Wi-Fi, automatically connecting customers to the best hotspot for their needs. Customers simply download the iPass SmartConnect app to experience unlimited, everywhere, and invisible Wi-Fi.



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passengers. Tailoring a global Wi-Fi service to those requirements wouldn't be easy.

iPass and SAS had to work closely to surmount hurdles in order to ensure that SAS's flight crews would stay connected as they perform mission-critical work. For instance, many Wi-Fi providers in the airport space provide only time-limited wireless access, but iPass' technology was able to bypass those limitations, enabling SAS employees to stay connected.

SAS goes Wi-Fi first

So how did it all turn out? Well, the deployment was a screaming success for the users that has activated the service. Not only does SAS achieve savings on its 3G/4G costs, its flight crew enjoys a markedly better user experience, no longer interacting with fickle airport and hotel Wi-Fi networks. In fact, some pilots have even changed their work patterns to perform additional pre- and post-flight tasks from their hotels, instead of at the airport.

Not surprisingly, SAS claims that 90 percent of its iPass-related traffic comes from its flight crews. Why does that matter? SAS saw so much value in the iPass solution that as it stands, more than 5,000 of their employees have the ability to access the service, including the top "True Travellers," employees within administrative positions.

Closing the digital gap with SAS passengers

After bringing global Wi-Fi access to its flight and cabin crew, SAS then turned to its passenger base. Like few other airlines, SAS understands that time matters to its travelers – especially the time they spend getting from gate to gate and beyond. Global Wi-Fi is a great way to make travel time count.

Appreciating that global Wi-Fi is a surefire way to enhance customer loyalty for its passengers, SAS became the first airline to offer unlimited, global Wi-Fi monthly subscriptions via the iPass services.