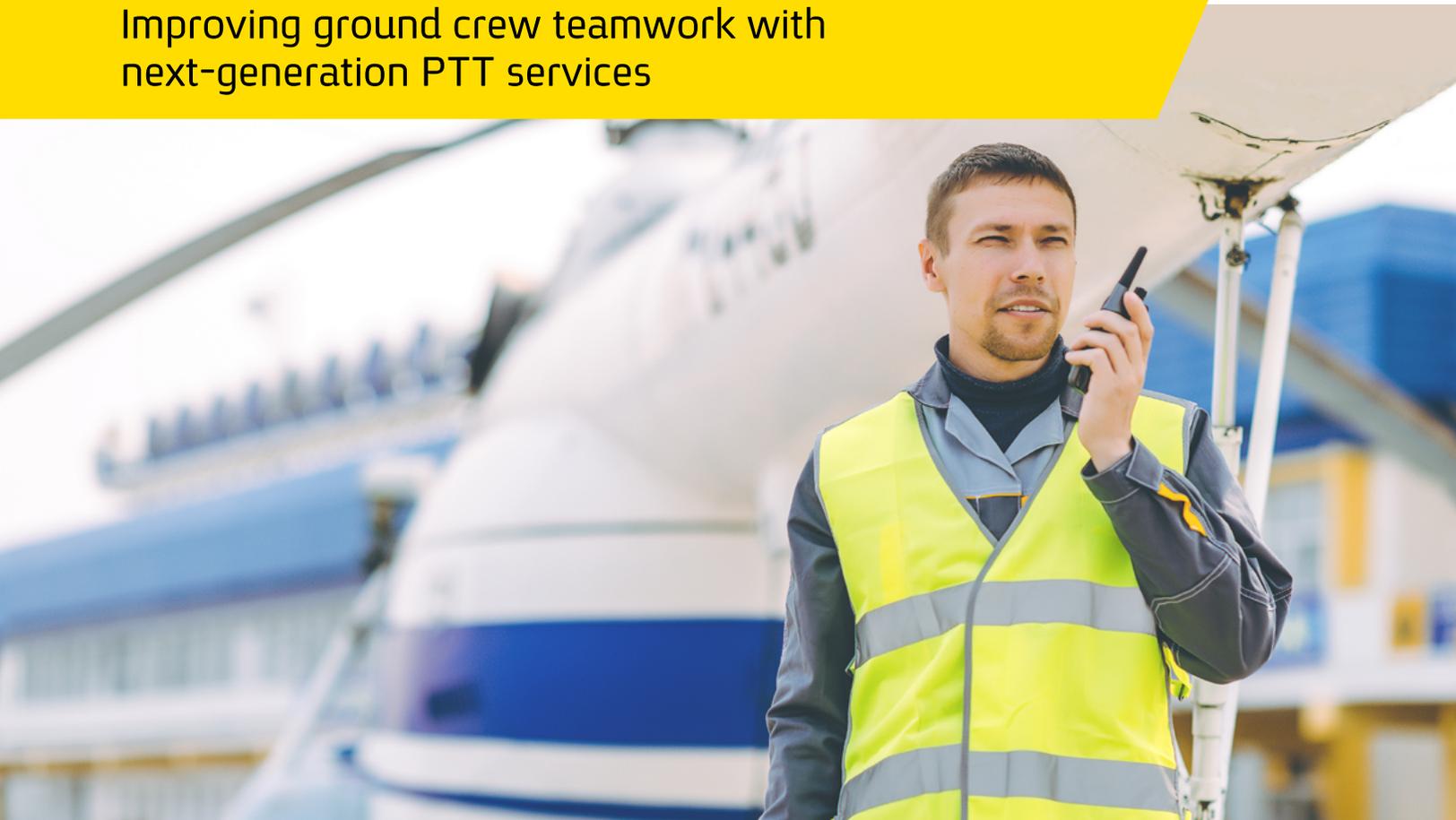


WideBridge Case Study: **Airport Ground Services**

Improving ground crew teamwork with
next-generation PTT services



Key Benefits

- Effective management based on user's location (map activated services)
- Cost effective - best value for money using a multi-purpose smartphone
- Increasing overall operational efficiency

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The Customer

Quality Airport Services (QAS) provides a broad range of ground handling services at Ben Gurion Airport, the major Israeli international airport. Services include passenger services; aircraft servicing, operations and ramp handling; cargo services, and management and supervisory services. In addition, QAS operates VIP lounges in the airport.

The Challenge

QAS's airport ground team was challenged with maintaining optimal workforce communication, as they operated in shifts across a large and exceedingly noisy service area, where clear and reliable communication was key. In addition, the dynamics of a busy airport necessitates an effective tool to cope with any unexpected issue arising at this critical site. QAS sought to migrate from the existing iDEN PTT to a state-of-the-art communication solution that would allow its ground staff to collaborate more easily and efficiently in order to improve overall performance.

The Solution

WideBridge, developed by Elbit Systems, is a robust carrier-grade, secure, cloud-based solution that provides excellent quality of service over the existing cellular infrastructure. In addition to the feature-rich smartphone app, WideBridge offers advanced web-based administration and dispatching tools for the organization. QAS deployed WideBridge to its ground crew, bringing them the advantage of immediate PTT communication in all terminal areas enhanced with voice, video and location-based services over LTE/3G/WiFi networks. Over 500 different QAS users utilize and share dedicated PTT Android smartphone devices running the WideBridge application. With a simple push of a button using this enhanced PTT solution, communication between individuals and groups in the field, and between shift managers and teams, proved to be ideal for achieving improved situation awareness, handling of ad-hoc issues, and increasing overall operational efficiency.

Progressing from the traditional PTT to modern technology of PTT over Cellular has truly made a significant difference in our ability to provide quality services across our company footprint. Its cutting-edge features have improved our operational effectiveness and customer satisfaction.



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