



SimpleCLOUD

Data Synchronization Repository

SimpleCLOUD represents centralized data and content management for global travel operators.

Simple CLOUD is a ready-to-use on-line repository for automatic data distribution and updates. It represents a unique concept of passenger information system content management. There are various features that can simplify content creation and exchange processes between local branches of global companies such as airline carriers. In this case the uniform brand recognition should be in focus. We provide tools for display content customization, mobile notification text editing, with SimpleWAY support, branded voice libraries management. This allows you to, for example, change airport boarding screens layout, prepare brand-related visual templates and then load them up to all travel hubs such as airports that are connected to the system. In future, there will be no need to contact travel hub administrators and ask them to do the required changes for you. All will be done automatically. The same model can be applied to mobile notifications. For instance, an airline carrier is able to manage advertisement and message content. A unique voice library used for one airline in all airports can further increase brand recognition. All the voice libraries adjusted for one travel operator could be automatically updated everywhere by one click.

SimpleCLOUD is suitable for all travel hubs due to its versatile architecture with a wide range of additional components that can fulfill all possible customer demands. If there is a feature that does not exist today, our team is ready to develop it for you within a short time frame.

Main Features

- Centralized display layout and content management.
- Centralized mobile devices content management.
- Centralized voice announcement content management.
- Automatic distribution of updated contents.
- Flexible content approval process.
- Ability to incorporate full content, animations and movies included.
- Easy-to-use end user interface that can be used even on tablets.

Benefits

- End user such as airline manages the content without assistance of hub administrators.
- There is no intermediary between the end user visual demand and the content rendered on displays.
- "Real time" message content updates.

Why Simple Way as the repository solution provider?

- Unique centralized content repository and content creation tools.
- Covers all information channels related to passengers.
- Fully integrated with the rest of Simple Way's airport product line.

How does the system work?

The system provides content creation tools and an online content repository. When new content such as airline boarding display screens or boarding announcements is created in the repository, it is automatically distributed to all airports using SimpleWAY's airport passenger information systems. In this way total consistency of airline branding can be guaranteed across all airports.

How is the content in the repository created and managed?

Depending on the content type, the content can be created in web based SimpleCLOUD content creation tools or imported. In case of voice announcements a voice database update request can be filed.

How is the content change process managed?

The change management process can be setup in various ways to fit the needs of the client. The new content is automatically downloaded, and can be published right away without user input, or the content can be pre-viewed and approved by the user.