

DIGITAL TRANSFORMATION STRATEGY AT EDMONTON INTERNATIONAL AIRPORT

Edmonton International Airport engaged with Copenhagen Optimization to create a Digital Transformation Strategy aimed at taking Edmonton to the forefront of innovative airport solutions and meet the needs of the passengers – now and in the future. The approach taken focused on involving all stakeholders at the airport and ensuring ownership. The current digital maturity was assessed, key priorities identified and an overarching strategy to digitalization developed. The final strategy consists of a range of tangible initiatives and, in an ever changing technological reality, a process for continuously prioritizing what initiatives are likely to generate the most benefits for Edmonton.

Of key initiatives, a new website, a chatbot, a digital foundation, and an airport operational planning solution were identified. These initiatives are “fixing the basics” and creating a position to expand on.



“CopOpt began by carrying out a Digital Maturity Assessment, appraising current processes and digital readiness at EIA across fifteen different business areas. They looked at where we have staff strengths and where we need to invest, so that our staff can really run a digital airport. Their recommendations were tangible and provided an action plan for digitalization”

– Traci Bednard, VP, Digital, Edmonton International Airport



THE RESULTS

- Delivered a digital transformation strategy aimed at improving the passenger experience and taking EIA to the forefront of airport innovation
- Produced tangible initiatives in cooperation with EIA staff that are ready to implement
- Created a process of ensuring that the strategy is updated continuously to match the ever-changing opportunities and challenges in the airport industry
- Secured ownership throughout the organization by involving stakeholders at all stages



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