

# An Airline Perspective on Self/Personalized Customer Screening

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# So What? Who Cares?

**Mission:** Facilitate the implementation of innovative solutions that increase overall security while improving customer experience and safety

- **Customer Experience:** *contact-less, friction-less, data-privacy/security ...*
- **Compliance:** *regulation, communication, participation...*
- **Security:** *defined and followed CONOPS's & SOP's that adjust to an ever changing risk profile...*

## Problems to address within this system:

- *COVID-19 conditions and post-pandemic ecosystem*
- *Customer and Operator adoption of new technology*
- *A new, less-experienced type of traveler overall*
- *Technology connectivity*
- *Interdependencies (i.e. airline-other airline(s)-airport-regulator-vendor)*
- *Etc. ...*

## Methods for people with solutions to work with us:

- *Government-organized Technology Test Beds*
- *Direct "Proof-of-Concept" trials*
- *Partnership acquisition (airports, 3<sup>rd</sup>-Party, etc.)*
- *Contact us directly!*

## How to prevent “bad actors” from “gaming/cheating” passenger screening systems?

*Food for Thought:*

- *Trust Framework/Ecosystem*
- *Holistic systems; not just technology*
- *Compassionate application of knowledgeable training*
- *Risk-based mission focus*

## A Variable Ecosystem

*Competitor vs Customer*

*Regulator vs Partner*

*Customer vs Critic*

*Global Footprint*

*Labor Force*

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