



Houston Airport System

HAS Innovation



Houston Airport System



IAH

Four-Star **AIRPORT**

George Bush Intercontinental

- 29 airlines
- 183 nonstop destinations
- 44 million passengers yearly

HOU

Four-Star **AIRPORT**

William P. Hobby

- 8 airlines
- 56 nonstop destinations
- 13 million passengers yearly



**HOUSTON
SPACEPORT**

- Ellington Airport (EFD) /Houston Spaceport
- Supports U.S military operations, NASA & aviation tenants.
- Nation's 10th licensed commercial spaceport

Innovation for HAS

- Visionary
- Lean executive management
- Grow ideas that are fostered within the organization and funded either in a cap ex or operational budgets mainly in IT
- Directors in Marketing, Technology, Commercial & External Affairs

- 2015 Innovation Lab
 - Too focused on “toys” rather than ideas and purpose driven initiatives
 - Didn’t satisfy use cases
 - Needed right person to lead effort
- Houston Spaceport
 - Aerospace innovation center
 - Licensed Private Spaceport

Need for Formal Innovation Program

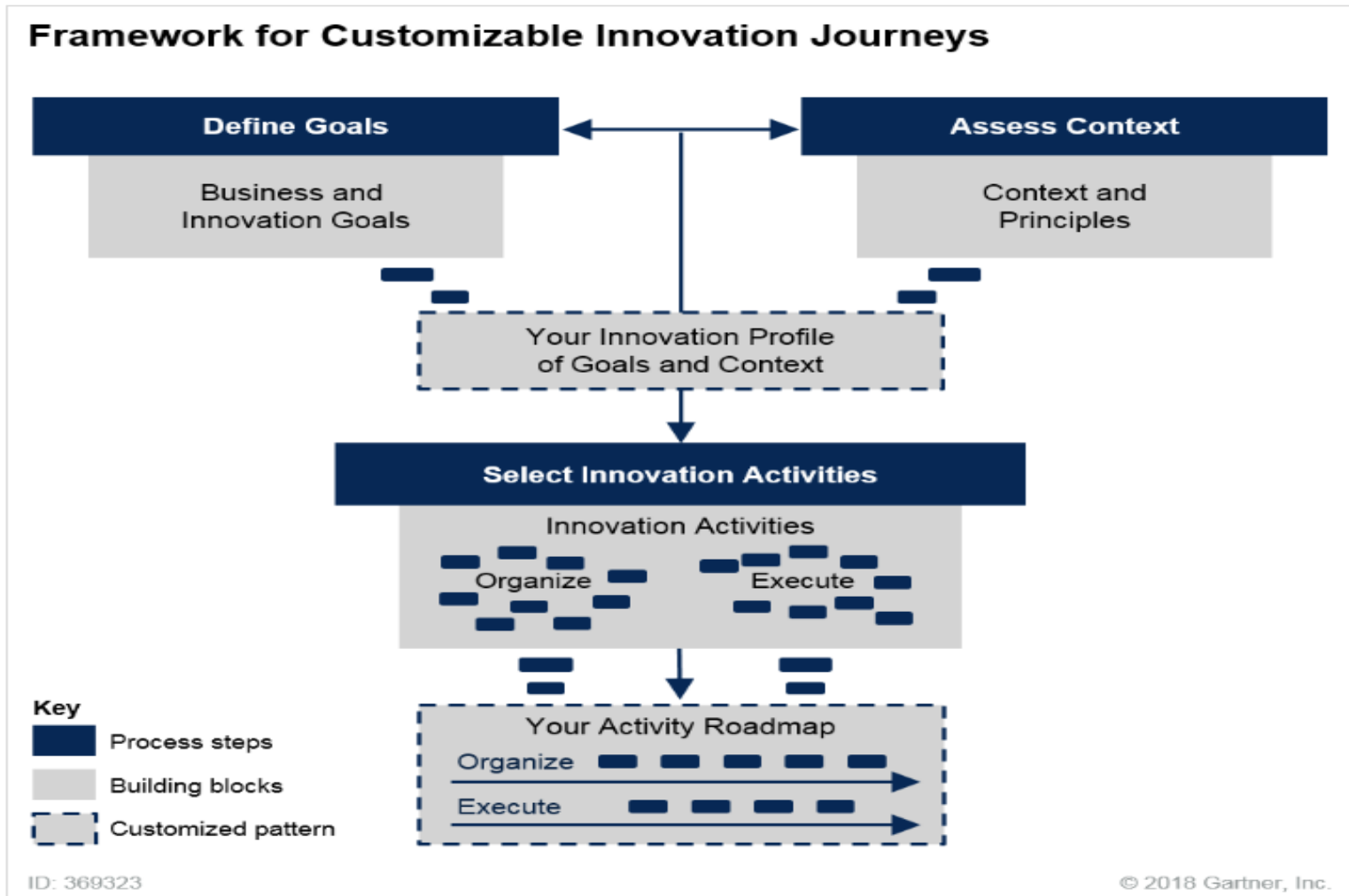
- More disruptive innovation
 - Autonomous Vehicles
 - Predictive Analytics
 - Artificial Intelligence
 - Token based identity management
 - Advanced biometrics
- Measurable
- Doing more with less

Gartner Maturity – where is HAS?

Figure 1. Summary of Innovation Management Maturity Levels and Key Characteristics

Level 1: Reactive	Level 2: Active	Level 3: Defined	Level 4: Performing	Level 5: Pervasive
<p>Decisions driven by personality of seniority.</p> <p>Localized, ad hoc response to business demands.</p>	<p>Teams and business units share best practices and approaches.</p> <p>Locally funded innovation initiatives with strategic focus.</p>	<p>Innovation watch involves external sources.</p> <p>Teams funded and sustainable.</p> <p>Processes, tools and methods are formalized and shared.</p> <p>Active executive support.</p>	<p>Strategic partnerships contribute ideas and resources.</p> <p>Expert innovation and catalyst teams.</p> <p>Best-in-class processes, tools and methods.</p> <p>Planned, funded and championed at enterprise level.</p>	<p>World-class leader in new methods and practices.</p> <p>Expansive open innovation and codevelopment programs.</p> <p>Multiple high-functioning enterprise and distributed teams</p> <p>Pervasive culture of innovation.</p> <p>Core competency integral to all business activities.</p>
				<p>Innovating How We Innovate</p> <p>Partnerships and Open Innovation</p> <p>Organization and Infrastructure</p> <p>Culture and People</p> <p>Processes and Practices</p> <p>Strategy and Intent</p>

Figure 1. Framework for Customizable Innovation Journeys



Partnerships

- Local and Federal Government
- Private Industry
- School Systems



Transportation
Security
Administration



Successes

- Various pilots – latest w data analytics & BI w/ voice enabled
- Fail fast attitude
- More pilots
- Automated Passport Control – revenue
- Spaceport

Questions