

# BIT Session 2: Common Use – Next Generation

**Moderator:**

Chuck McFall, Senior Vice President, Chief Information and Strategy Officer,  
Raleigh-Durham Airport Authority

**Speakers:**

Frank Barich, Principal, Barich, Inc.

David Kershaw, Portfolio Director, Common Use, SITA

Daver Malik, Deputy Airport Director and ACIO, City of Phoenix Aviation Department



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# Presentation Approach



**An interactive session**  
*Between Panel and Audience*



**Designed to talk about common use at your airports**  
*Today and into the future*



**We tee up the subject**  
*And let's discuss*



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# The Business Drivers for Common Use



**The Real Benefits of  
Common Use**



**Operational Side of  
Common Use**



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# The Evolution of Common Use



**How Common Use is Changing**



**The Technology Innovations of Common Use**



**Common Use Across the End-to-End Passenger Journey**



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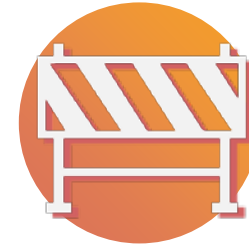
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# Being Ready for Common Use



**How Do I Plan for  
Common Use?**



**The Challenges of  
Common Use**



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# What I Wish I Would Have Known About Common Use



**Lessons Learned**



**The Changing Landscape**



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# Questions?



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