Case Study: Beauvais Airport (Bellova)

From Fragmentation to the "Data Supply Chain": The Lever for Operational Performance at Beauvais Airport

Hub One DataTrust, a trusted third-party and certified data intermediary, supports airports in managing, structuring, and circulating data securely. In this strategic sector where the flow of information dictates security, safety, and operations, Beauvais Airport trusted Hub One DataTrust's teams to embark on a structured data trajectory, tightly focused on business use cases and operational performance.

Structuring Data: A Strategic Imperative for Airport Performance

In an airport, data is not just about reporting; it's about operational alignment. Business departments, service providers, and stakeholders (airlines, mobility services, authorities, regulators) need the same information, at the same time, with the same level of reliability. Beauvais Airport faced a reality common in airport organizations: managing a +65% traffic growth since 2019 alongside a proliferation of sources, diverging KPIs, and siloed data usages. The result: discrepancies in reading the operational reality, a lack of efficiency, and difficulty moving from reactive operational steering to a more structured and forward-looking vision.

"This fragmentation had very tangible downstream impacts on the reliability of real-time information, workforce planning, and coordination with ground handlers and service providers."
Jean-Marc Heudes – Experienced Multi-Sector CIO

A Reality: The IT Department as the New Certified "Data Supply Chain"

For Jean-Marc Heudes, the IT department must evolve from its historical role as a cost center into a value creation function by rationalizing information flows end-to-end. The goal is simple: ensure the same information is available to everyone simultaneously, with a strictly controlled level of quality and integrity. In this approach, data becomes a flow to be managed exactly like a logistics supply chain:

- Production (collection)
- Quality Assurance (referencing, validations)
- Distribution (provisioning, access rights, traceability)
- Concrete business applications

Hub One DataTrust fits into this framework as a trusted operator: making the right "data product" available for the right use case, guaranteeing availability, protection, and compliance of the exchanges. This is no longer just a vision; it is now an operational model where the IT department manages data distribution as a critical logistical process.

A Hybrid Data Solution, Designed for Business Needs

To meet these challenges, Beauvais Airport opted for Hub One DataTrust's **hybrid model**. Beyond the robust technological foundation (SaaS), the airport chose to **delegate the complexity of exchanges**: monitoring outbound flows, converting data to international industry standards (e.g., NeTEx, Open Mobility Data), and managing the "last mile" support with external consumers. The goal was not to add another "black box" solution, but to integrate seamlessly into the existing architecture and accelerate the data strategy through a pragmatic approach: identify use cases, standardize references, and then industrialize.

An Agile Approach: From a Common Foundation to Industrialization

The collaboration was built around a straightforward logic: start with the business value, then construct a technical foundation that continuously delivers the data. The implementation required:

- A situation audit to identify the "vital minimum" expected by business lines and align core references,
- Rationalization and reliability of sources: eliminating redundancies and securing integrity,
- Regulated provisioning of flows based on the nature of the data (public, sensitive, confidential),
- Integration with the existing technical ecosystem.

« Hub One DataTrust doesn't just deliver data pipes. They manage the 'last mile' of the data directly with our consumers. This relieves my teams, allowing them to focus entirely on producing the data itself. »

From Siloed Data to a Controlled Data "Marketplace"

This evolution goes beyond connecting data sources: it aims to structure a comprehensive data offering. Hub One DataTrust enables a gradual shift from a dispersed, stopgap logic to a more rational approach where data is accessible "as a service." This dynamic is built around a "marketplace" model: centralizing, qualifying, documenting, and distributing flows according to their confidentiality levels. **This Marketplace acts as a certified distribution zone**: it specifies *exactly* what information is delivered to which external provider (Handlers, Security, Cleaners), transforming data into a contractual, synchronized lever for action.

« It's not the sheer volume that counts; it's the quality of the data. Hub One DataTrust helps us channel our efforts directly toward relevant data. »

Security, Sovereignty, and Trusted Third-Party Neutrality

![Hub One DataTrust logo]

On critical infrastructures, data must be treated with the same level of rigorous standards as ground operations: confidentiality, traceability, and high availability. Hub One DataTrust provides a robust framework:

- Certified data intermediary and trusted third party
- Access governance and secure distribution
- Contractual framework and compliance for multi-actor exchanges

Concrete Achievements: From Operations to Predictive Insights

With more coherent, shared, and historically tracked data, Beauvais Airport now activates major high-impact levers:

- **Commercial Strategy:** Deployment of the **"Slot Coordination Vision Dashboard"** to anticipate IATA seasonal peaks, negotiate better with airlines, and optimize ground capacity (parking/runway slots).
- **"Pain-Free" Compliance:** Industrialization of flows to Regional Transport Authorities and Open Data portals, fully delegating the regulatory and formatting complexity (e.g., NeTEx mobility standards) to Hub One DataTrust.
- **Field Performance:** Vastly improved multi-provider coordination (security, ground handling, mobility) thanks to fully aligned, real-time information sharing.
- **Preparing for Predictive Analytics:** Transitioning from "point-in-time" data to a continuous flow that feeds capacity forecasting and, tomorrow, AI-driven approaches.

« Strategic planning draws its power from historical depth. The more we collect structured and qualified data now, the more we can do predictive analytics later. »

A Hybrid Partnership Serving Airport Intelligence

This project illustrates Hub One DataTrust's capability to support regional and international airports facing universal challenges: quality, structuring, data exchange, security, and business activation. By combining agility (rapid Proof of Concept) and industrialization capacity, Hub One DataTrust allows Beauvais Airport to move forward without undue complexity: no need for "200-page specifications," but rather a flexible methodology that adapts perfectly to the airport's available resources.

« Hub One DataTrust handles the understanding and support of the data directly with our partners. It's this hybrid model that truly allows us to stay focused on our core business. »