

# IT Tech Trek 2025

## Overview



What are some pain points passengers face navigating our terminal?

AVEDA

THE FACE SHOP

SALE

SALE 50%

SALE 50%

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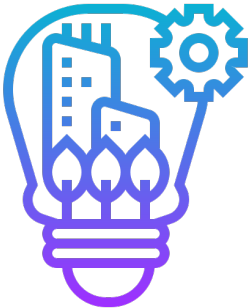
CF Toronto Eaton Centre



# Drive Innovation Centre of Excellence (ICE)



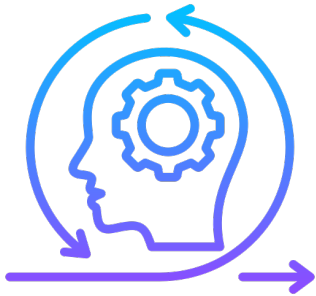
*Our goal is to foster true innovation culture needed for future success by creating structures to foster creativity, leverage external partnerships, and build internal data science capabilities to transform the passenger experience*



Establish enterprise-wide innovation hub



Launch a partner framework with innovation hubs



Demonstrate new way to produce value at speed



Drive innovation mindset throughout the enterprise

# Why does GTAA need to engage the Ecosystem?



Launch a partner  
framework with  
innovation hubs

**Solution Diversity:** Currently, we are limited by a recurring set of solution providers fueled by the niche nature of the airport technology supply base and biases towards familiarity.

**Community Synergy:** A commitment to support the local businesses and fostering a sense of community is crucial and key goal for GTAA to help drive positive branding.

**Talent Pool Expansion:** Access to talent that can contribute to solving complex Pearson challenges

Most importantly: **Produce and implement tangible solutions (in production environment) for GTAA and demonstrate the strength of the partnership**



# Q&A

April 2025

