yocova

Airlines
Membership Journey & Use Cases

Unlocking platform value

Issue: January 2024

Contents

yocova

About Us

Who we are and what we do

Yocova capabilities and expertise

Yocova is an end-to-end platform for innovation:
A digital infrastructure and services to facilitate the exchange of ideas,
data and apps across the aviation industry. It consists of four areas:

Community

Connect with professionals across aviation, forming groups to collaborate on industry challenges and become part of an ever-growing pool of expert knowledge.

Data Rooms

Exchange data with control, privacy and security to solve business and industry challenges.

Marketplace

Find, try and buy leading digital aviation solutions, or sell your own through a global route to market.

Enterprise Engagement

Deliver content, engage customers, and administer business with ease and efficiency.

What is Yocova?

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation. The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community**: the global aviation community on one open and trusted platform – and collaborate with aviation peers in public forums and private working groups

- **Data collaboration**: a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives

- **Marketplace**: a trusted 'go-to' aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement**: Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single-entry point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 8,500 members extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to Airports, ANSPs and OEMs.

you + connect = value

Yocova is a globally unique, distinctive and memorable moniker for the platform, reflecting our proposition and the behaviours that will help us achieve our vision:

- **Connect with industry peers**
- **Collaborate to solve problems**
- **Contribute regularly**

Membership

From individual to partner,
your passport to Yocova

Membership plans

yocova
APPROVED PARTNER

Individual
Membership Plans

Individual Membership	Freemium Individual

Individual Membership applies to you as an aviation and/or digital professional. Take your seat in the Yocova community with Freemium, connect and collaborate. Premium coming soon.

Community features	
User profile	✔
Enhanced user	✘
Participate in group discussions	✔
Connection and content recommendations	✘

Marketplace features	
Browse Marketplace	✔
Purchase individual solution licence	✔

Data Room features	
Access Data Rooms	✔
Create and host Data Rooms	✘
Browse Marketplace	✔

Enterprise
Membership Plans

Enterprise Membership	Freemium Enterprise

Enterprise Membership applies to your organisation. Position your business and accelerate your digital transformation with Freemium. Premium coming soon.

Community features	
Organisation profile	✔
Organisation feed	✔

Marketplace features	
Browse Marketplace	✔
Purchase individual solution licence	✔
Purchase licence for organisation	✔
Administer purchased licences	✔
Administer internal solution access	✔

Data Room features	
Access Data Rooms	✔
Create and host Data Rooms	✔

Partner
Membership Plans

Yocova Partner Programme Membership	

The Yocova Partner Programme is designed to deliver a high-value route to market for independent software vendors, data vendors and service providers. All supported by our Customer Success Programme. Premium coming soon.

Community features	
Organisation profile	✔
Organisation feed	✔

Marketplace features	
Create free and paid solution listing	✔
Offer SSO-enabled applications	✘
Purchase licence for organisation	✔

Data Room features	
Access data rooms	✔
Create and host Data Rooms	✔

Distributor
Membership Plans

Yocova Distributor Membership	Internal Distributor	External Distributor	Premium Distributor

The Yocova Distributor Programme is designed for large organisations that want to distribute their digital solutions and services to their own users, or externally to their existing user community. Enterprise Membership is a prerequisite for Distributor Membership.

Marketplace features			
Administer internal solution access	✔	✘	✔
Offer free external solutions	✘	✔	✔
Create paid solution listings on the Marketplace	✘	✘	✘
Offer SSO-enabled applications	✘	✘	✔

Portal features			
Offer branded portal within Yocova	✘	✘	✔
Set landing page for customers	✘	✘	✔
Enable own SSO IDP to Yocova	✘	✘	✔
Customer feed/Communication hub	✘	✘	✔
Notification API (post notifications to Yocova)	✘	✘	✔
Create and host Data Rooms	✘	✘	✘
Browse Marketplace	✔	✔	✔

Membership Journey

Unlocking value through on-platform collaborations and engagements

Yocova **Your Membership Journey**
Value Proposition

The Yocova membership model and platform capabilities will enable you to unlock further value over time to meet the needs of your digital transformation, collaboration and innovation objectives.

Freemium Enterprise Membership is your simple zero cost entry point into Yocova. From here you can take your seat in the community, access and deploy digital content and services from your OEM partners and Marketplace vendors, access collaboration groups, Data Rooms and much more. **Your journey starts now!**

VALUE (as a member)

Marketplace
· Issue RFPs
· Set up your enterprise data API library in readiness for:
  - Selling
  - Integrating/Augmenting existing data sets
  - Integrating/Augmenting into existing apps
- Controlling availability to supply chain partners
- Controlling availability to collaboration partners
· Access and deploy content from your OEM and supply chain partners, across your user community

Enterprise Engagement
· Grant access across your Enterprise and enable access for linked users
· Access and deploy OEM content across your user base

Data Rooms
· Set up private/secure Data Rooms in support of advance data collaboration
· Invite ecosystem members

Community
· Augment your existing digital marketing channels
· Embed Yocova in your marcomms programmes
· Set up and maintain your Personal and Enterprise Yocova profiles
· Grow your community following and assert your market positioning
· Connect, collaborate, innovate, network and share with the wider aviation community

Marketplace
· Explore the range of digital solutions available to you and your enterprise
· Undertake free trials, share experiences with your cohorts and colleagues

Freemium Enterprise Membership

Link to Individual Members

Link to Distributor Members (OEM Partners)

Community
· Set up and participate in collaboration groups
· Extend your ecosystem by using feed messages, raising challenges and starting on-platform polls
· Bring your events to Yocova members by listing and promoting on platform

Marketplace
· Review/evaluate/purchase/deploy apps across your Enterprise
· Review/evaluate/purchase/deploy APIs across your Enterprise
· Integrate data APIs from third party data sources

Yocova Partner Programme Membership

Upgrade to Premium Enterprise Membership

Community
· You're an enhanced user communicating freely and effectively with members
· Driving engagement of the digital solutions you regularly add, listing new plans
· Using collaboration groups to update customers, complete market testing and gauge customer satisfaction
· Data Rooms operating for secure sharing and transfer of data assets between communities, Enterprises and partner cohorts
· You are frequently onboarding new colleagues, peers and partners to Yocova

Marketplace
· Market, sell, deploy and manage your digital solutions from a single, scalable global platform and Marketplace
· Access to: Yocova Product/Services Certification Programme
· With your Yocova Account Manager implement your Customer Success Programme- raising your brand/capability awareness in support of generating footfall and leads for your storefront
· Create and manage solutions and plans, invoicing and subscription management

TIME (as a member)

Your Learning Pathway

'How to' guidance to help unlock platform value

Yocova 'How To' Videos
Learning Catalogue

We want to make it as easy as possible for you to make use of all the capabilities and functionality that Yocova offers, so we've created a series of 'How To' videos to help you unlock the value of our community.

To access your learning plans login to Yocova, click on **Workspace** from the main navigation, then select **Learning** from Yocova Features.

VALUE (as a member)

A1 Navigate Yocova

A2 Collaboration Groups

A4 Set Up Multi Factor Authentication (MFA)

A4 Set Up Multi Factor Authentication (MFA)

A5 Raise Support Cases

B2 Set Up & Manage Enterprise Account Administrators

B3 360 Navigating Your Enterprise Account

Freemium Membership

Link to Individual Members

A2 Collaboration Groups

A6 Register for an Event

C6 List Your Event

B1 Set Up Your Enterprise Profile

B2 Set Up & Manage Enterprise Account Administrators

B3 360 Navigating Your Enterprise Account

Link to Distributor Members (OEM Partners)

Yocova Partner Programme Membership

C1 Set Up Your Storefront

C2 Set Up Your Solution (Bitesize)

C2.A Set Up An API Solution Type

C3 Set Up Your Marketplace Plans

C5 Your Customer Success Plan (CSP)

Upgrade to Premium Enterprise Membership

B1 Set Up Your Enterprise Profile

B2 Set Up & Manage Enterprise Account Administrators

B3 360 Navigating Your Enterprise Account

B4 Manage & Deploy Digital Content
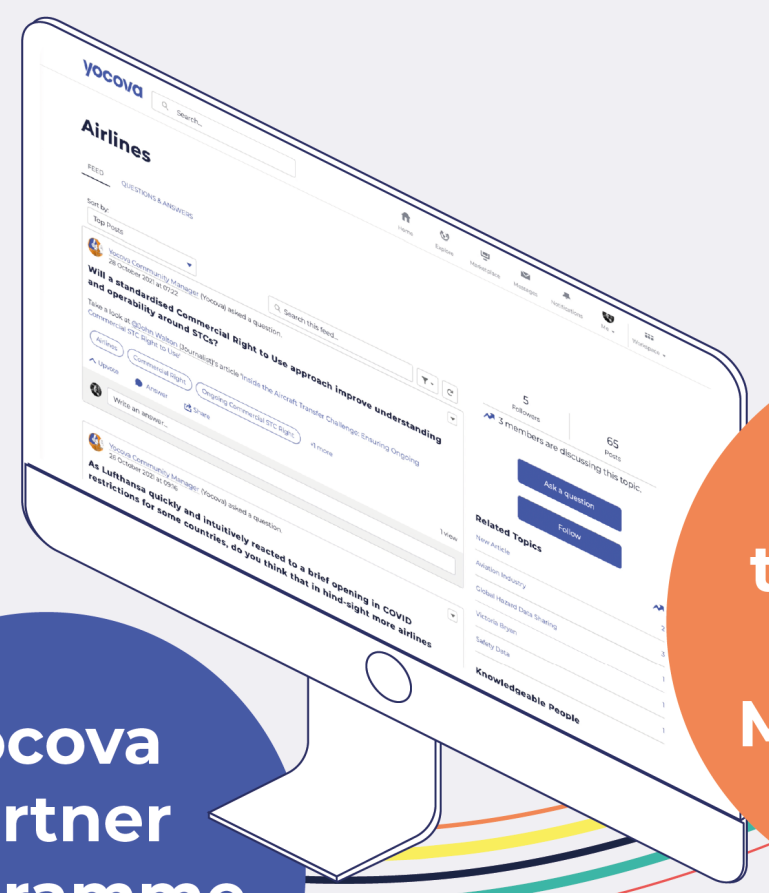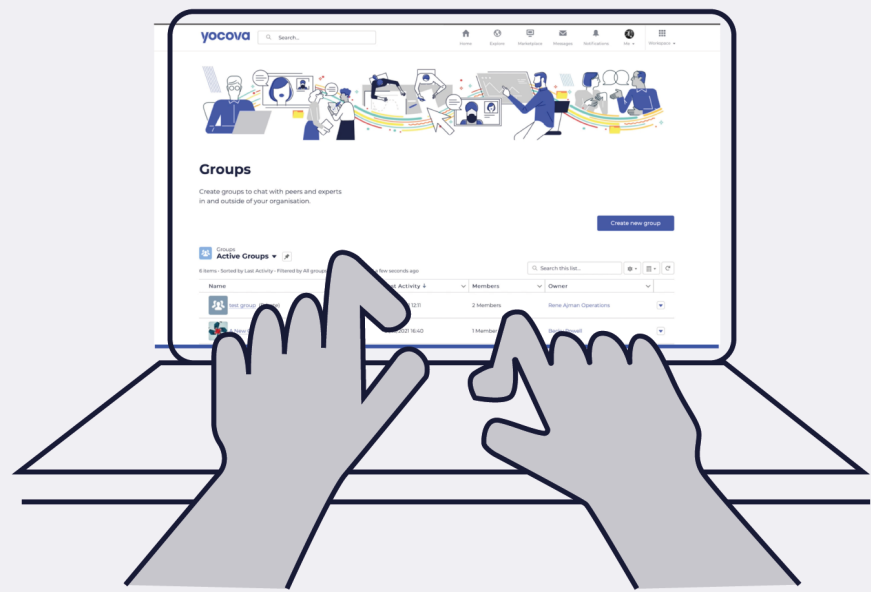
TIME (as a member)

Use Cases

Yocova capabilities enable a great number of use cases for airlines

Airline: Use Case One
Yocova Community

Airline community and supply chain engagement

Yocova capabilities

Community   Marketplace   Data Rooms

you
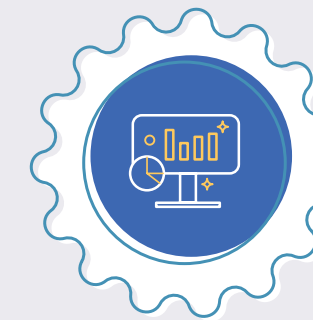
An airline wants to:

* Efficiently engage with its supplier and partner community
* Effectively collaborate with the wider industry
* Accelerate its digital transformation

connect

With Freemium Enterprise Membership the airline can:

* Take their seat in Yocova
* Build their public profile and position the business within the global community
* Integrate Yocova into their marcomms, social and industry engagement programme

With Yocova the airline can:

* Connect, collaborate, innovate, network and share with the wider aviation community through active marcomms via their homepage
* Participate in and lead collaboration groups and Data Rooms

The airline was able to access and set up:

* Public and private collaboration groups for teams, partners, customer groups and special interest groups
* Data Rooms for secure data sharing and advanced collaboration

The airline's digital solutions procurement programme was optimised with the ability to:

* Access, trial, purchase and implement leading digital content and data APIs from the Marketplace
* Access and manage digital content from OEM partners
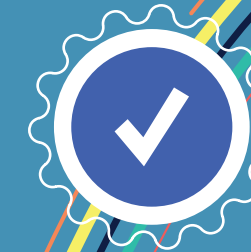
value

Yocova provides an end-to-end platform for the airline to engage with the global aviation community, position for more effective collaboration, and access leading digital solutions as part of their digital transformation journey.
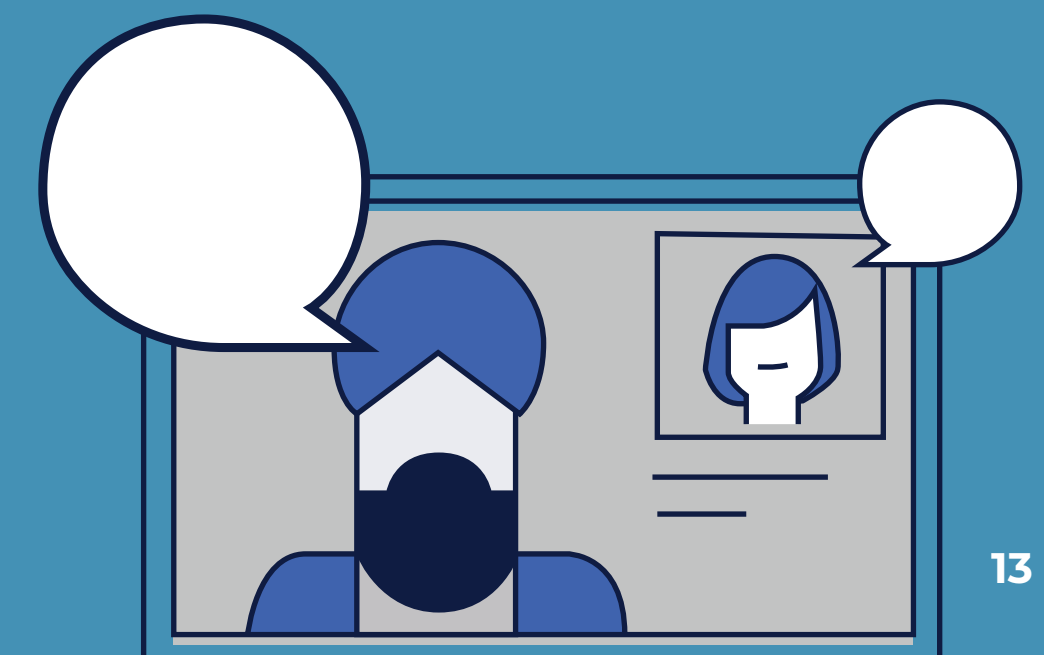
Yocova Community

Airline experiencing significant ATA X reliability issues

Yocova capabilities

Community
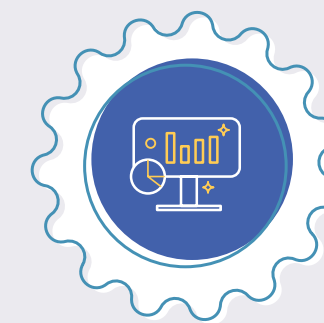
Data Rooms

you

An airline is experiencing significant ATA X reliability issues on its Widebody X fleet.

connect

Reliability challenges are impacting TAT and OTP performance.

The airline sets up a private collaboration group on Yocova.

The airline invites other Widebody X operators to the private collaboration group to share technical insights and lessons learned.

As the group develops further, the airlines start to share basic performance data sets in Yocova Data Rooms.

value

Yocova provides private and public collaboration group facilities for the airline to address its maintenance and reliability challenges, in collaboration with global operators. Data Rooms enable the collaboration to mature, while the community allows for other digital skill sets to be brought into play at the right time. The insights produced are used to give feedback and direction to the OEM, which is also invited to the group.

Airline: Use Case Three
Yocova Community

Airline flight efficiency programme/fuel management programme

Yocova capabilities

Community

you

An airline is seeking to accelerate and unlock further value from its current operational efficiency programme and fuel management system.

connect

The airline has successfully implemented numerous initiatives including RETI/RETO, improved ZFW planning and discretionary fuel in its flight planning.

However, a long list of initiatives is still to be activated. The airline has had limited success implementing others on specific aircraft and routes, and at specific operating bases.

The airline sets up an airline efficiency collaboration group to share insights around the successful implementation, management and monitoring of a ground ops/flight ops initiative.

The airline invites other airlines, OEMs, digital vendors and industry bodies to support shared sustainability objectives.

value

Yocova provides a private and public collaboration group forum for the airline to share insights and lessons learned.

Airline: Use Case One
Yocova Data Rooms

ATC routing and efficiency challenges

Yocova capabilities

Community

Marketplace

Data Rooms

you
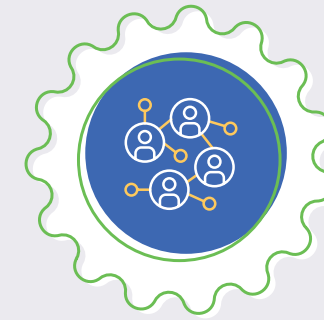
An airline wants to work with other operators in the same region to solve air traffic control routing and efficiency challenges impacting operational cost.

connect

The airline is experiencing inefficient routing and holding at three key operating bases.

They want to share flight plan/'actuals' data and identify common trends and challenges with other airlines.

The airlines need to find a secure environment to share sensitive data anonymously for mapping data trends and developing analytics.

They use Yocova to develop an app providing data insights to support operational planning to self-serve, and to commercialise.

value

Yocova provides the platform to collaborate, the Data Room and tools to share data securely and anonymously, and develop a product with a clear route to market via the Marketplace. The parties also use the data to lobby local ANSPs to drive change, and to optimise STARS/SIDS and holding protocols.

Airline: Use Case Two
Yocova Data Rooms

Airline API command and control-
OEMs and supply chain partners

Yocova capabilities

Community   Marketplace   Data Rooms

you

An airline wants to establish an efficient and repeatable approach to managing and distributing its data securely for all OEM and digital partner use cases.

connect

Managing a long list of data requests and rolling data feeds for SIs, OEMs and digital partners represents a significant overhead and lacks centralised governance.

They turn to Yocova digital exchange to surface their Enterprise API catalogue and establish a single trusted portal – this allows them to manage their enterprise data across their supplier and partner community.

In addition to consolidated, efficient data API management and governance across their partner community, Yocova allows data sets to be:
* Efficiently integrated into new apps purchased in the Marketplace
* Made available for Yocova collaboration/innovation initiatives

Yocova also allows the airline to monetise selected data sets via a subscription model in the Marketplace.

value

Yocova provides a single, secure command and control API data management platform. This removes the overhead of data distribution across individual supply chain partners and digital partners. Yocova also provides a swift route to enable data collaboration initiatives, and a route to monetise data sets in the Marketplace at the airline's discretion.

17

Airline: Use Case Three
Yocova Data Rooms

Airline Hazard Risk Management

Yocova capabilities

Community

Marketplace

Data Rooms

you

An airline safety team wants to enhance their Hazard Risk Management data set and decision making.

connect

The airline acknowledges:
* They are constrained by their single operator view of operational hazards in their SMS
* The potential for enhancing their risk management through collaboration

The airline sets up a data-sharing initiative around hazard data sets. They set up a Yocova Data Room, and invite safety leadership from other airlines in the community which share a similar route network.

The collaborating partners build a priority league table of hazards they want to share occurrence data on, at specific operating bases. They also invite a leading data analytics provider from the community into the collaboration to support analytics development.

The consolidated, anonymised data set is overlaid with an advanced analytics front end. The partners also purchase access to additional data APIs in the Marketplace to augment their hazard data for further insights (ADS-B and weather data).

value

Yocova provides the community membership (airlines/digital partners/data providers etc), and the platform capabilities to support the data collaboration. While the output from the initiative was primarily set to be self-serving and enhance all the participants' SMS, the Marketplace also presented the opportunity for the partners to commercialise the proposition.

18
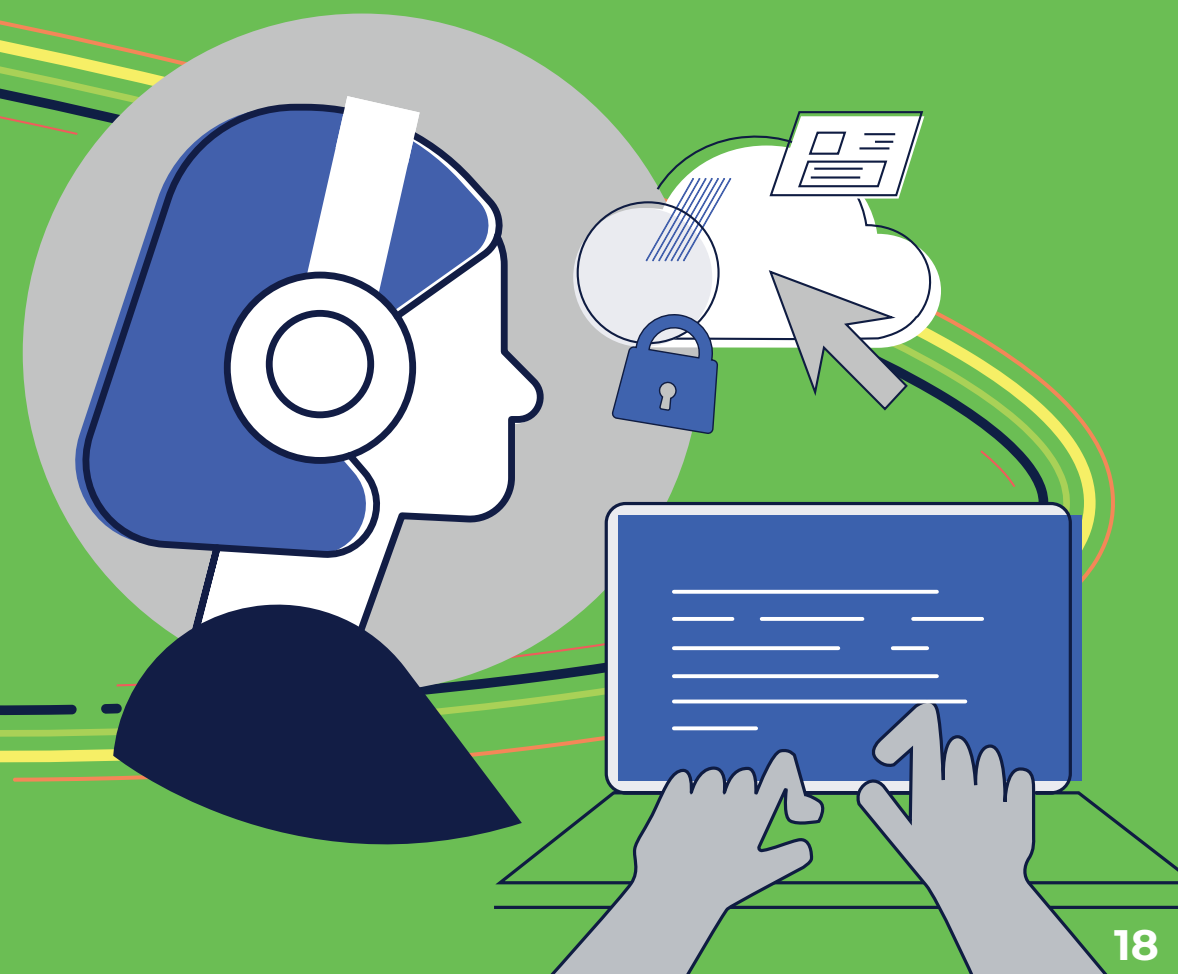
Airline: Use Case One
Yocova Marketplace

Airline operational efficiency- data integration (ADS-B/weather etc) to drive insights and value
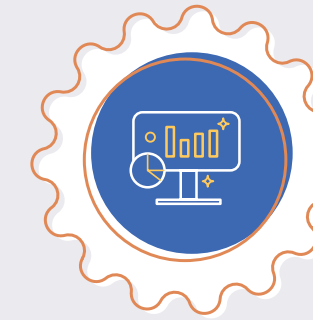
Yocova capabilities

Community   Marketplace   Data Rooms

you

An airline wants to augment its existing data sets with additional data sources including ADS-B, weather, NOTAM data, etc to drive further insights and value in support of its operational efficiency programme.

connect

The airline wants to integrate additional data sources into its DFDR/QAR, flight planning and flight scheduling data sets to support ops efficiency and planning optimisation.

The airline seeks further data integration support as part of its programme development. They identify service partners in the Marketplace and use the Data Room facilities to support the process.

The airline reviews DAAS vendors in the Marketplace and evaluates, trials and buys a subscription via the Yocova Marketplace.

The data is made available via data API in the Yocova Marketplace.

value

Yocova provides a single go-to Marketplace to run the full review and evaluation process through to purchase and deployment. This reduces time and risk, and accelerates time to value. What's more, the airline can engage additional DI service partners on the platform, and access Data Rooms to underpin the initiative.
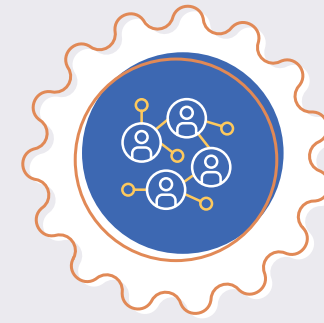
Airline: Use Case Two
Yocova Marketplace

Airline SMS trial, evaluation, purchase/contract and deployment

Yocova capabilities

Marketplace

you

An airline is seeking to evaluate a replacement SMS system.

connect

The airline identifies numerous SMS solution candidates in the Yocova Marketplace.

Airline IT can manage the airline's digital estate (all applications/all data APIs/all users) through a single command and control platform, plus effectively manage and monitor all commercials.

The airline is able to engage with all vendors. They review, evaluate, trial and release an RFP and contract with the selected Yocova partner, all through the Marketplace.

Once purchased and contracted through the platform, the airline can then deploy/authenticate all users within the airline. The airline users will access the app via their 'My Solutions' page – their single go-to forum for the airline's digital solutions.

value

Yocova provides an efficient and low-risk/low-friction forum to review, evaluate, contract and deploy digital solutions across the airline enterprise, accelerating time to value.

20

Airline: Use Case Three
Yocova Marketplace

Deploying and managing OEM partner digital solutions across your user community

Yocova capabilities
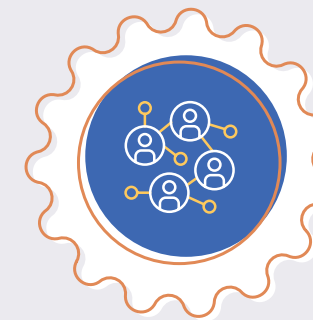
Community   Marketplace

you

An airline is facing challenges (technical and commercial) with managing a highly fragmented set of digital applications (OEM partner apps, and digital solutions and services). User management is equally fragmented.

connect

The airline's OEM airframe and engine partners have advised that they will be distributing their digital services through Yocova going forward.

All airline users will access the OEM apps via their 'My Solutions' page on their homepage, once the airline (Enterprise) administrator makes content available to them.

As an Enterprise Member, the airline can 'accept' digital services made available by its OEM partners on Yocova. They can also use Yocova as a single command and control platform to manage their apps and enterprise user community.

value

Yocova delivers a single command and control platform for managing your fragmented estates of digital solutions and vendors, with simple user management.

It's a single go-to platform and UX for your user community to access all their day-to-day digital tools.
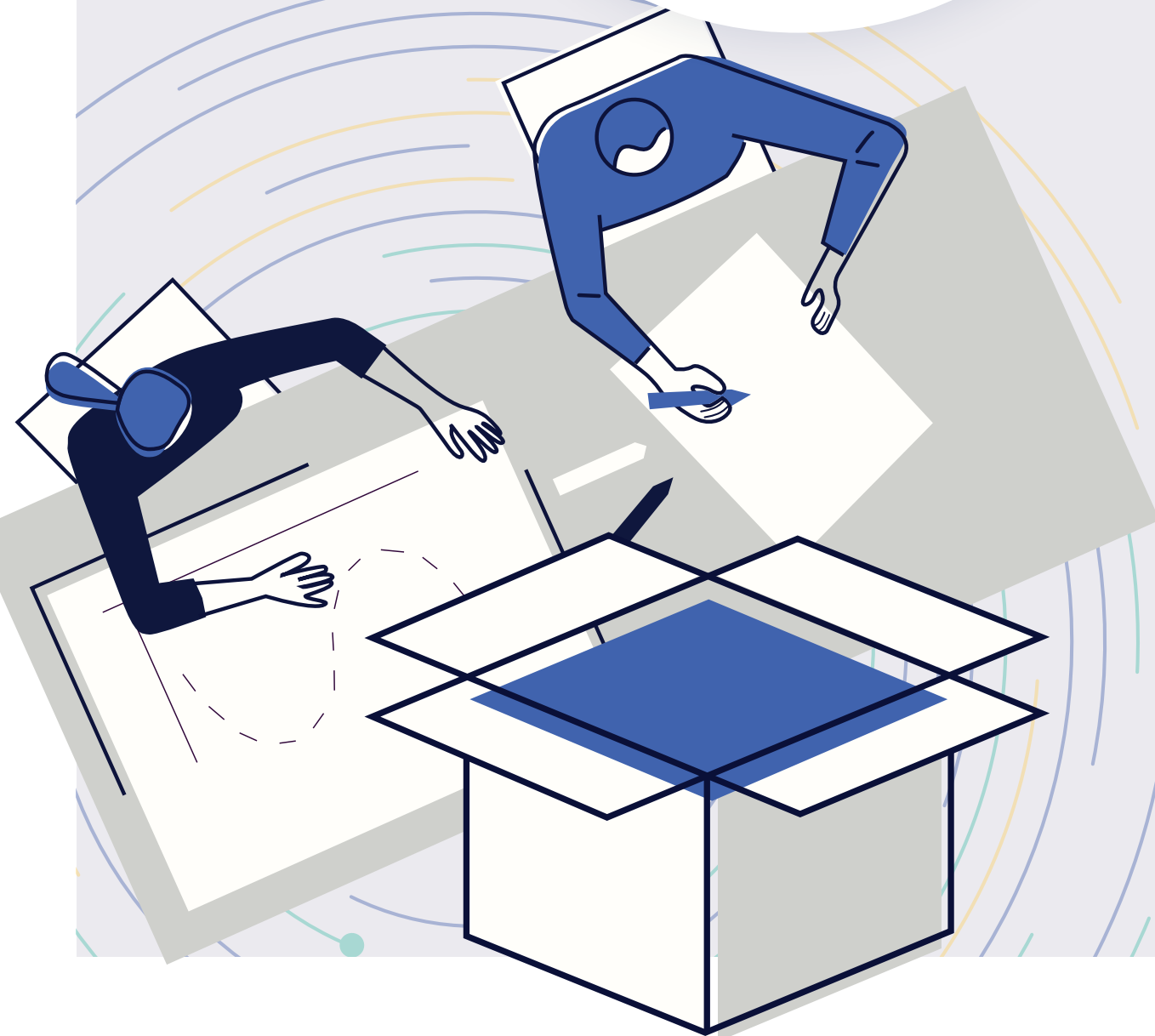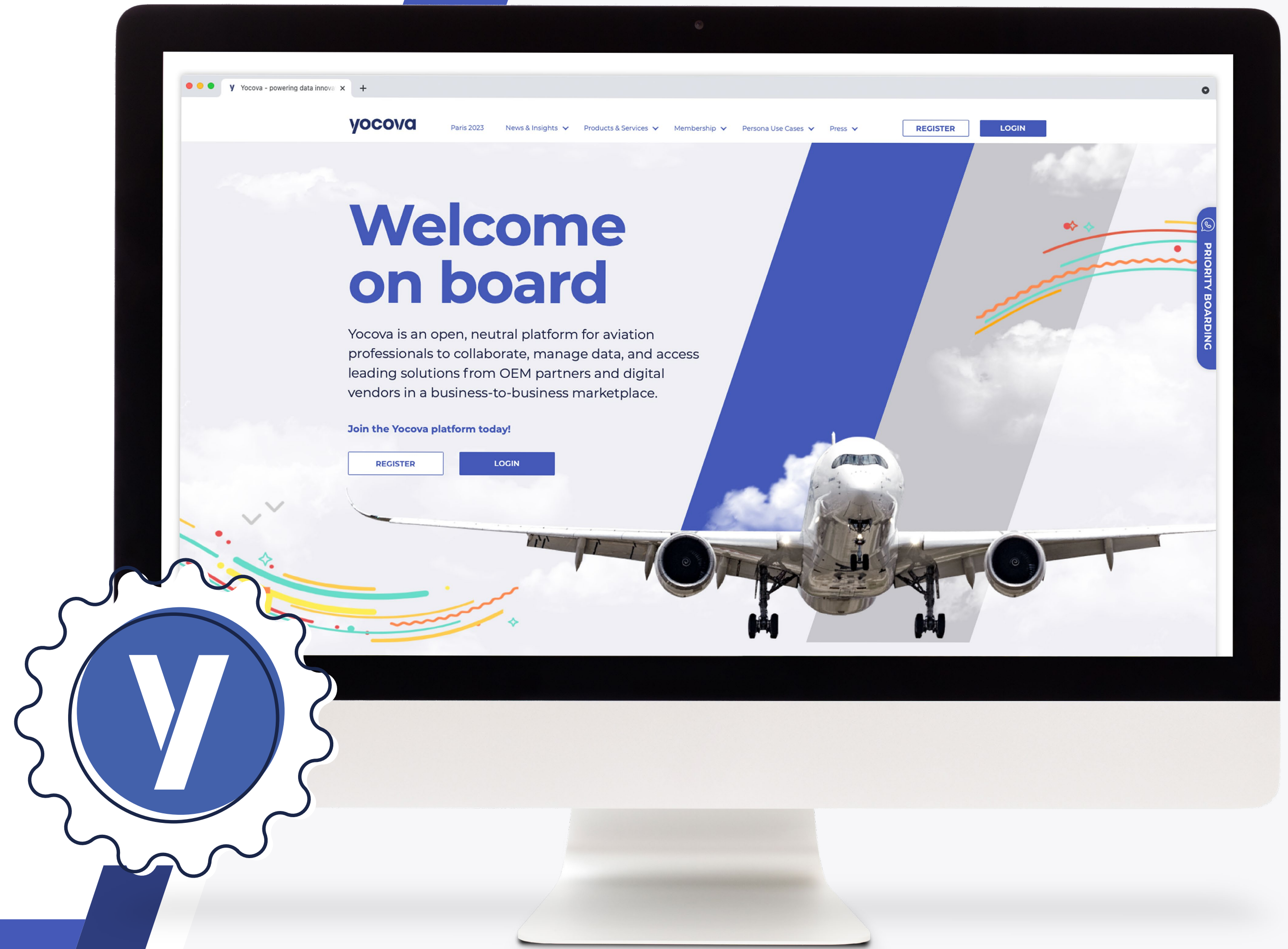
Yocova in Action

A look at our digital platform and supporting capabilities

Yocova.com

The end-to-end digital platform for aviation professionals

Transforming aviation through an open and neutral platform, where information and ideas can be securely shared, to improve outcomes for the whole industry.

Welcome on board

Yocova is an open, neutral platform for aviation professionals to collaborate, manage data, and access leading solutions from OEM partners and digital vendors in a business-to-business marketplace.

Join the Yocova platform today!

REGISTER   LOGIN

Yocova.com

Community groups

Yocova members from all over the world can create or join groups where hundreds of members are collaborating and discussing the hot topics in aviation.

23
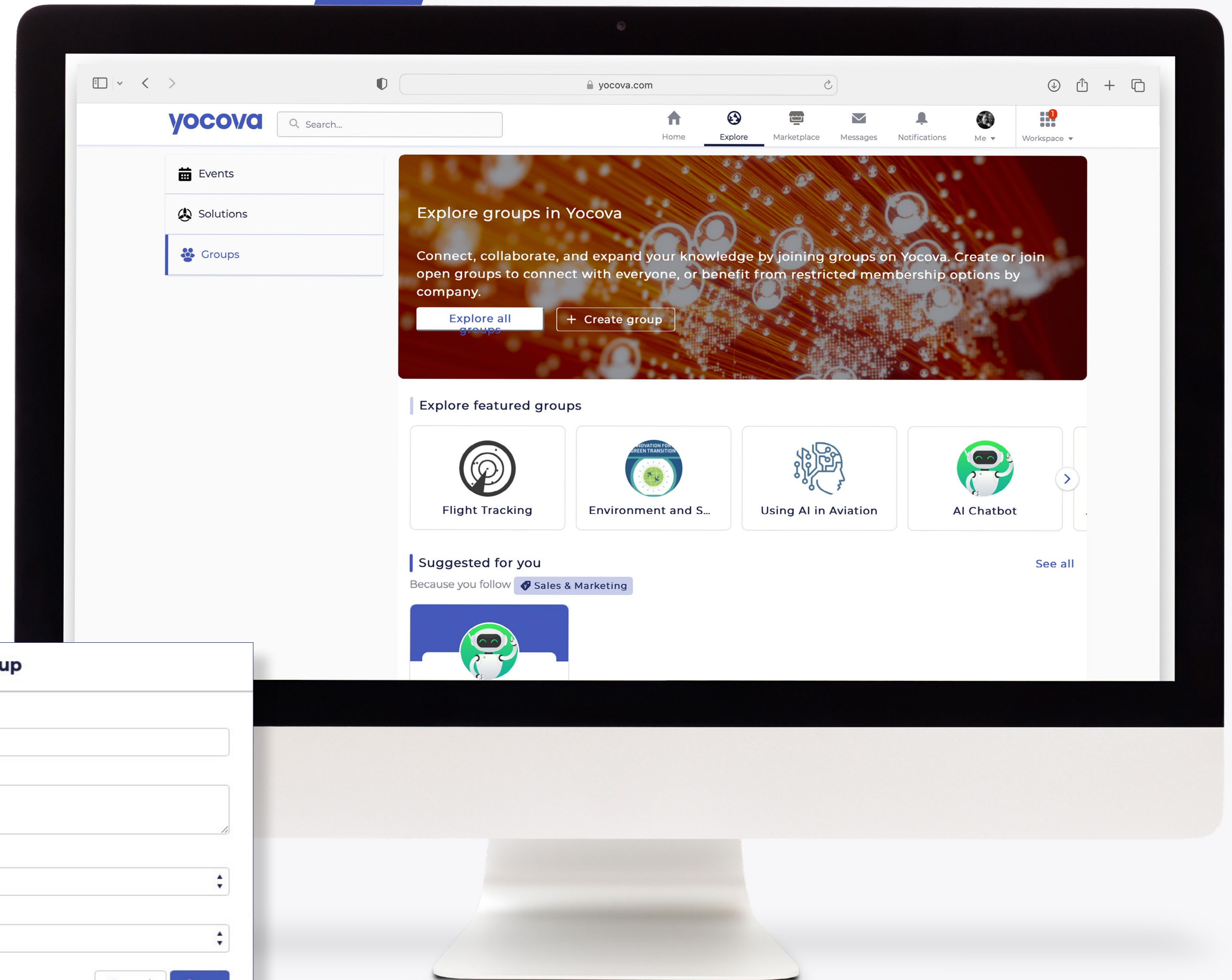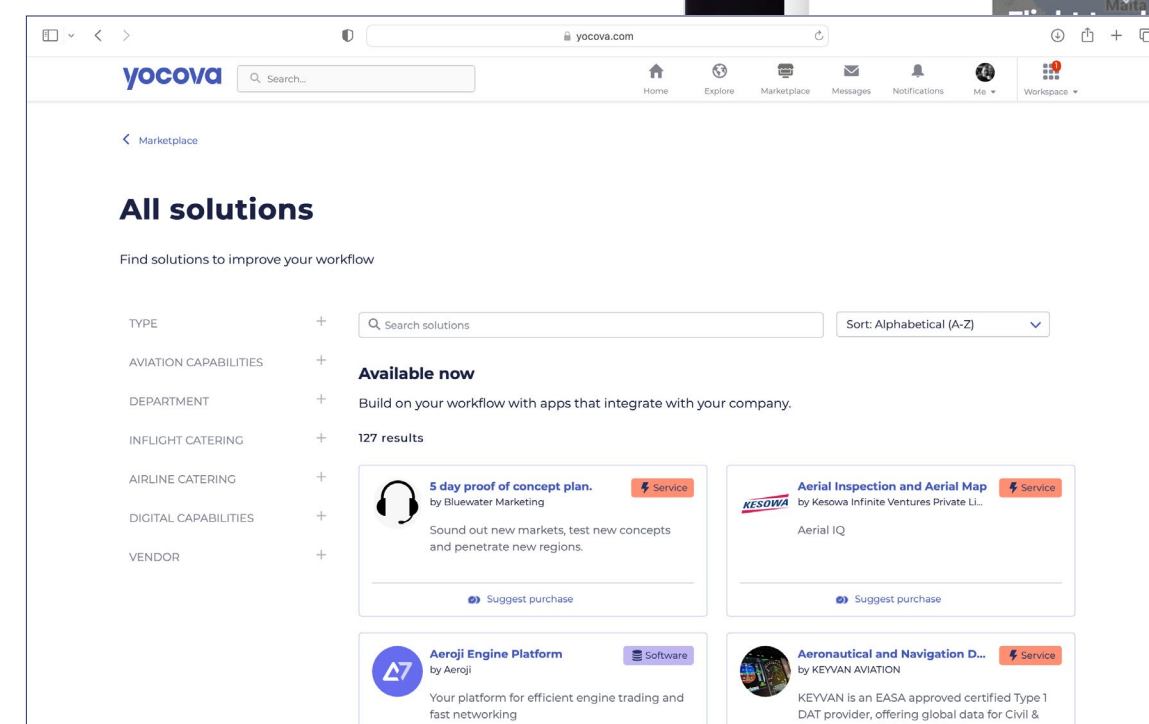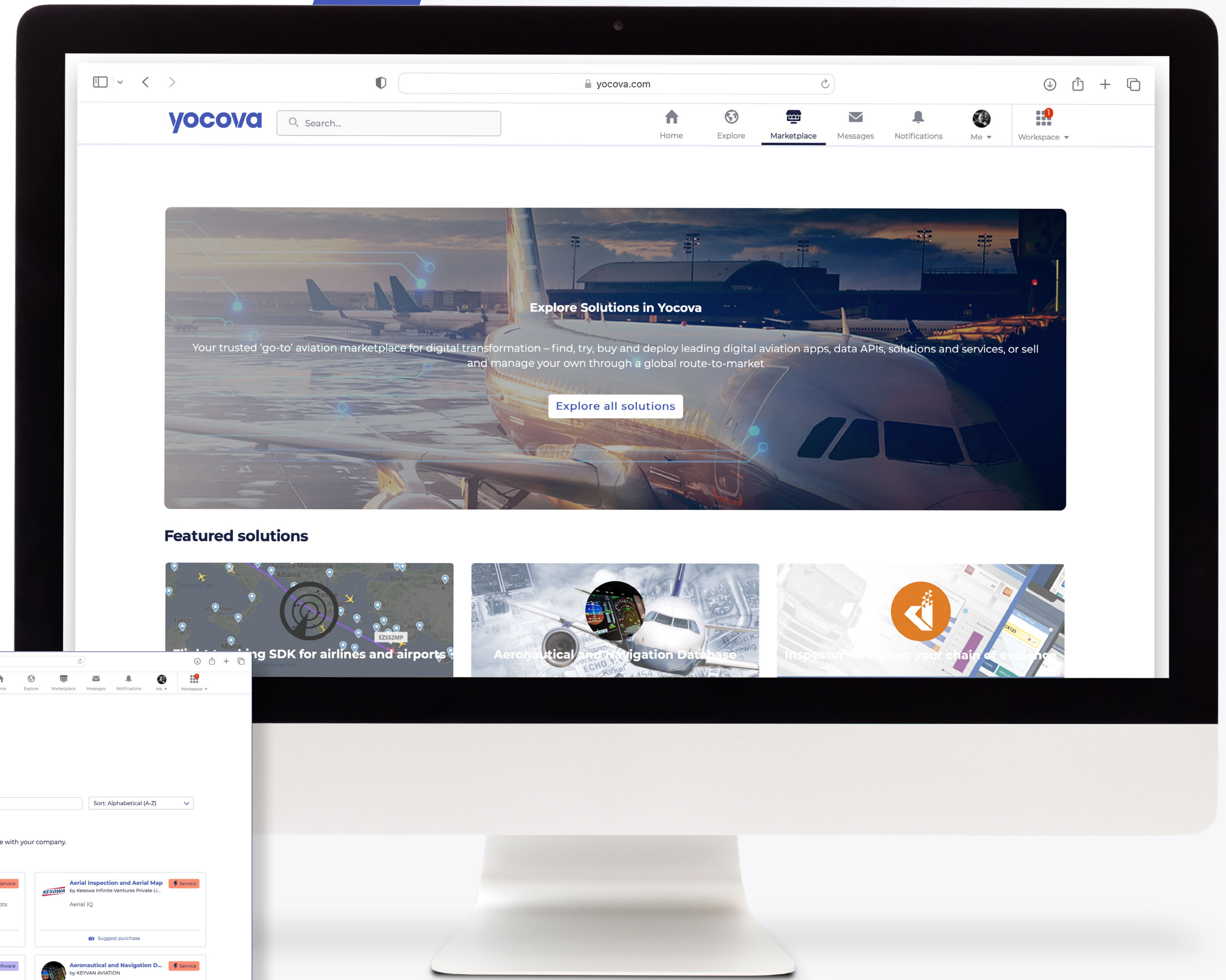
Yocova.com

Personal profile

Each member creates their own personal profile to promote their experience and expertise, and to make connections.
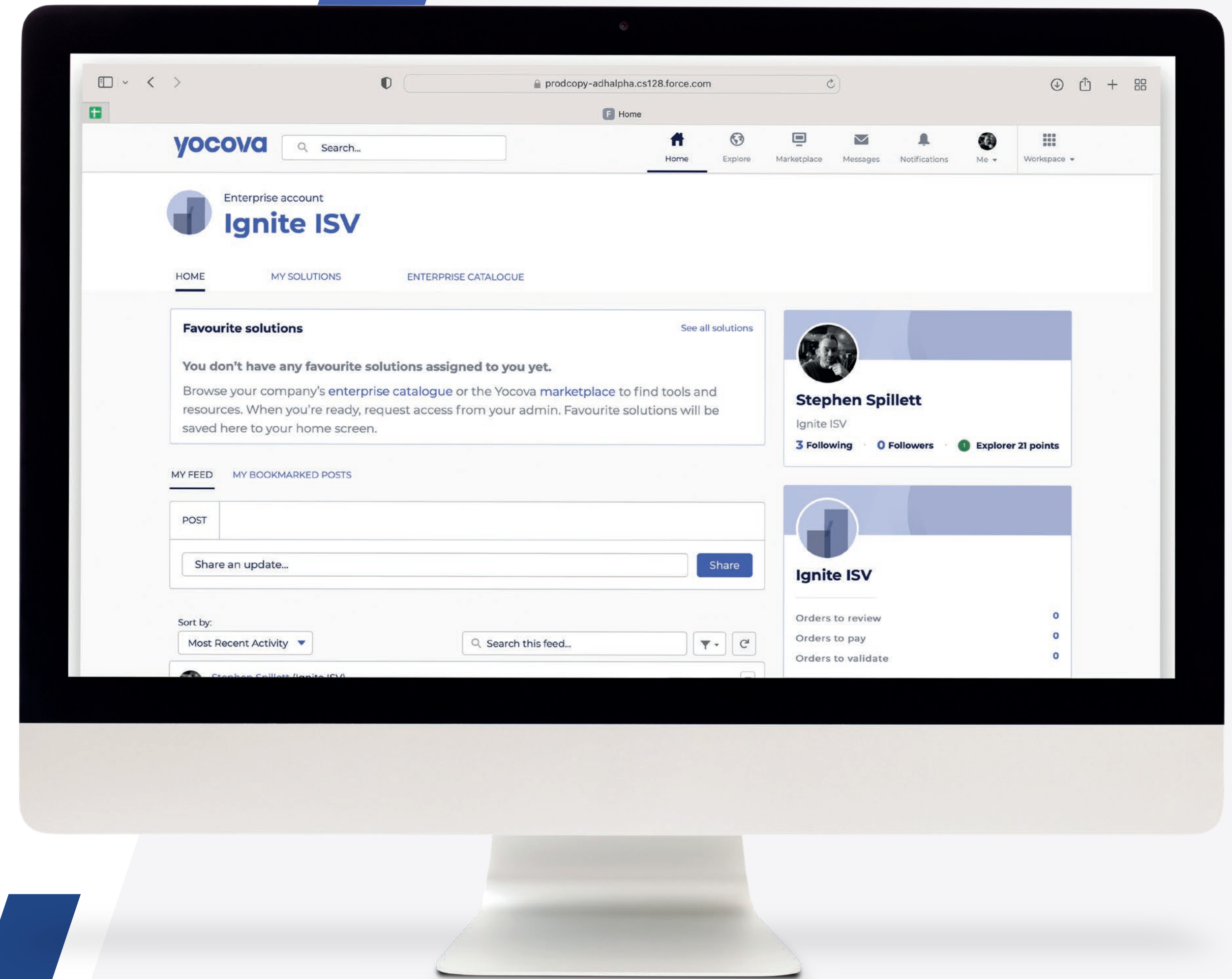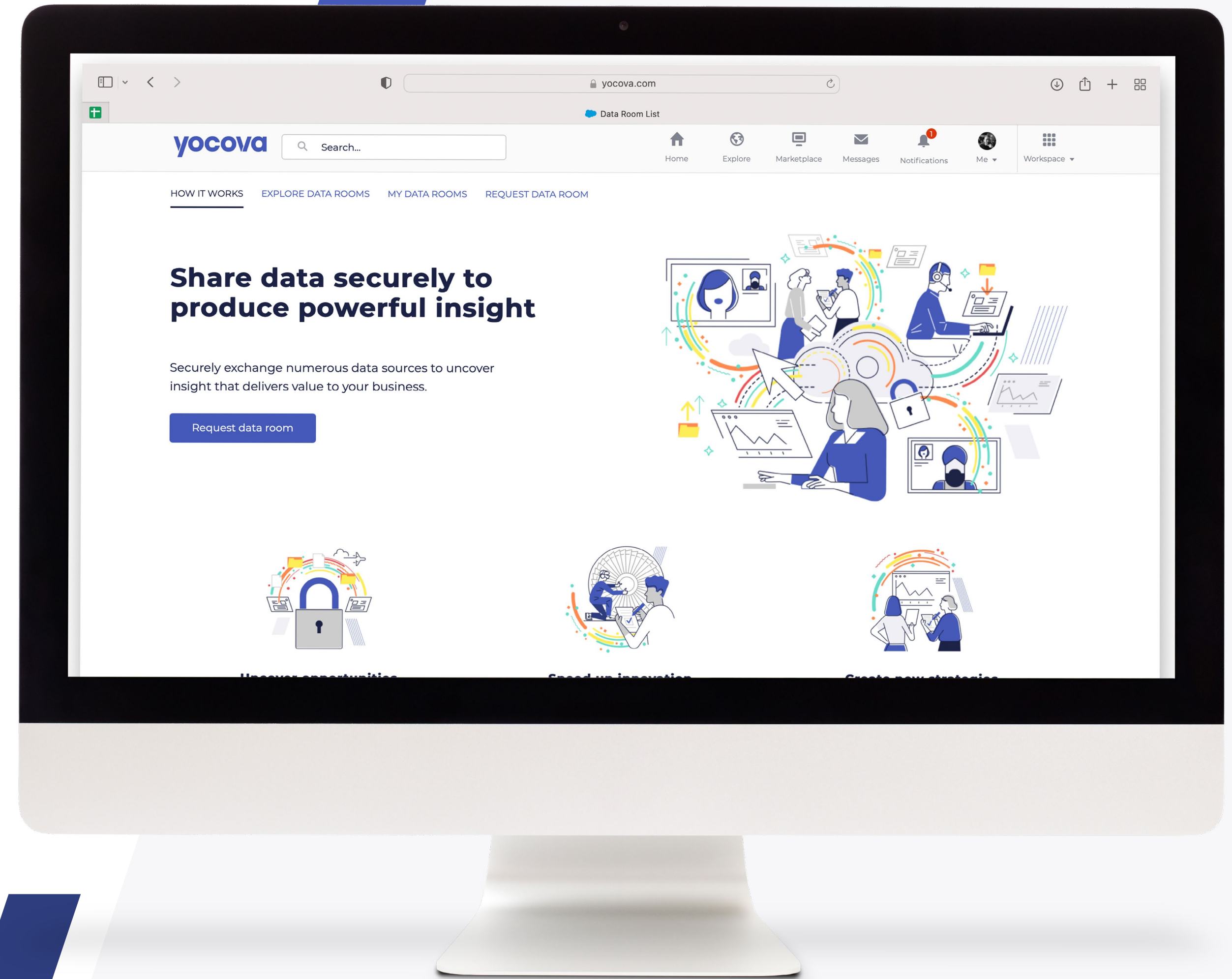
Yocova.com

Marketplace

Your trusted 'go-to' aviation marketplace for digital transformation – find, try, buy and deploy leading digital aviation apps, data APIs, solutions and services, or sell and manage your own through a global route to market.

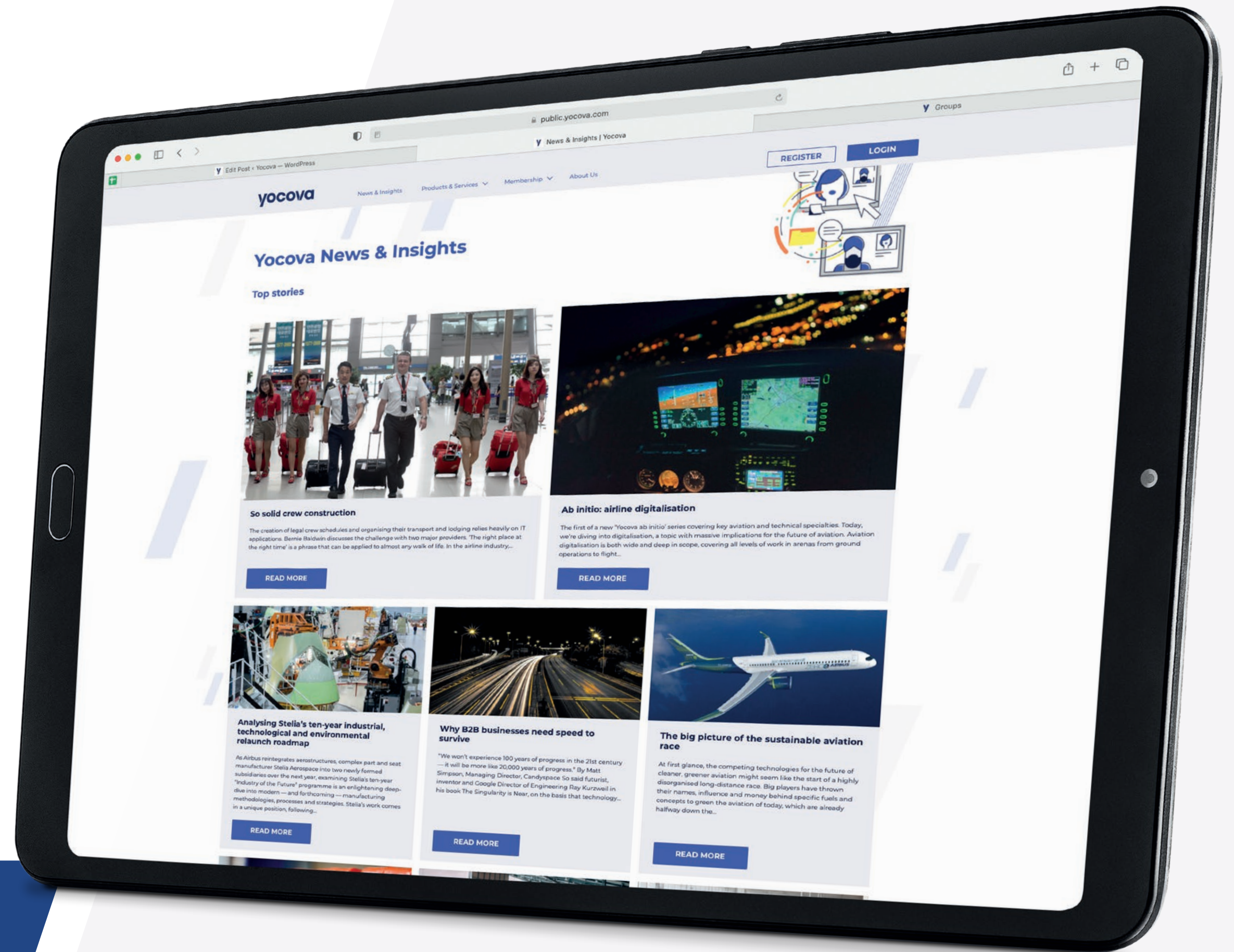# Yocova.com

Data Rooms

Exchange data with control, privacy and security to solve business and industry challenges. Unlock value from your data by sharing it with those you trust in a Yocova Data Room.

News & Insights

New industry and thought leadership content published weekly

Original and thought-provoking articles are released on Yocova every week, written by industry experts, guest contributors and the wider Yocova community.

yocova

For more information visit
www.yocova.com

email **support@yocova.com**

or follow Yocova on **LinkedIn**