

yocova

Business Aviation OEMs

Membership Journey & Use Cases

Unlocking platform value

Issue: January 2024



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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 pillars:



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

About Us

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.

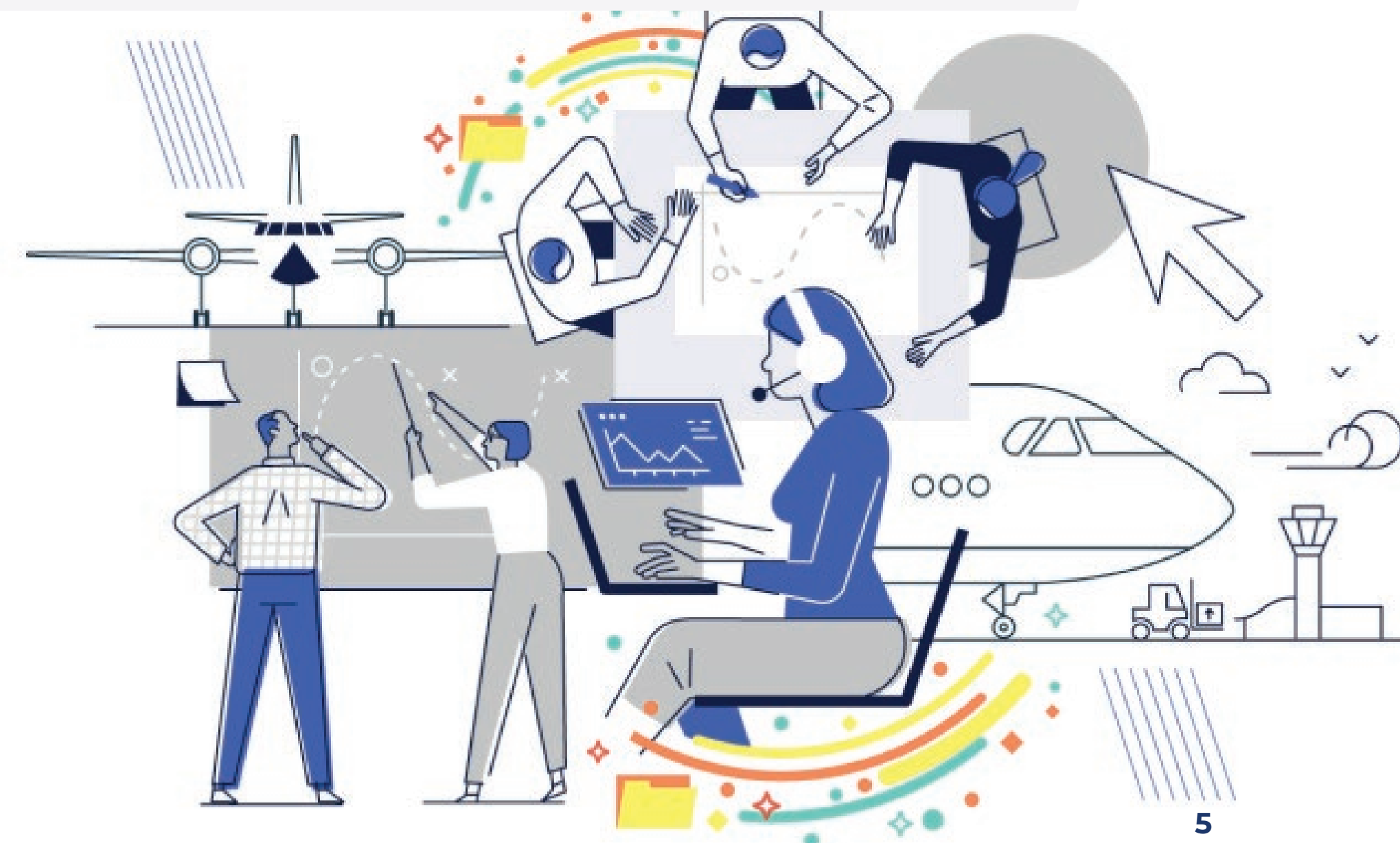
For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single-entry point for swift, efficient user access to all OEM digital content.

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**



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Membership

From individual to partners,
your passport to Yocova



Membership plans



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 license	✓

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 organization. Position your business and accelerate your digital transformation with Freemium. Premium coming soon.

Community features

Organization profile	✓
Organization feed	✓

Marketplace features

Browse marketplace	✓
Purchase individual solution license	✓
Purchase license for organization	✓
Administer purchased licenses	✓
Administer internal solution access	✓

Data room features

Access data rooms	✓
Create and host data rooms	✓

Partner Membership Plans

Yocova Partner Program Membership	Freemium Enterprise
-----------------------------------	---------------------

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

Organization profile	✓
Organization feed	✓

Marketplace features

Create free and paid solution listing	✓
Offer SSO enabled applications	✗
Purchase license for organization	✓

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 Program 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 pre-requisite 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	✗	✗	✓
*Enable own SSO IDP to Yocova	✗	✗	✓
Notification API (post notifications to Yocova)	✗	✗	✓

*Subject to Implementation scoping

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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)

TIME (as a member)



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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



- A2** Collaboration Groups
- A6** Register for an Event
- C6** List Your Event



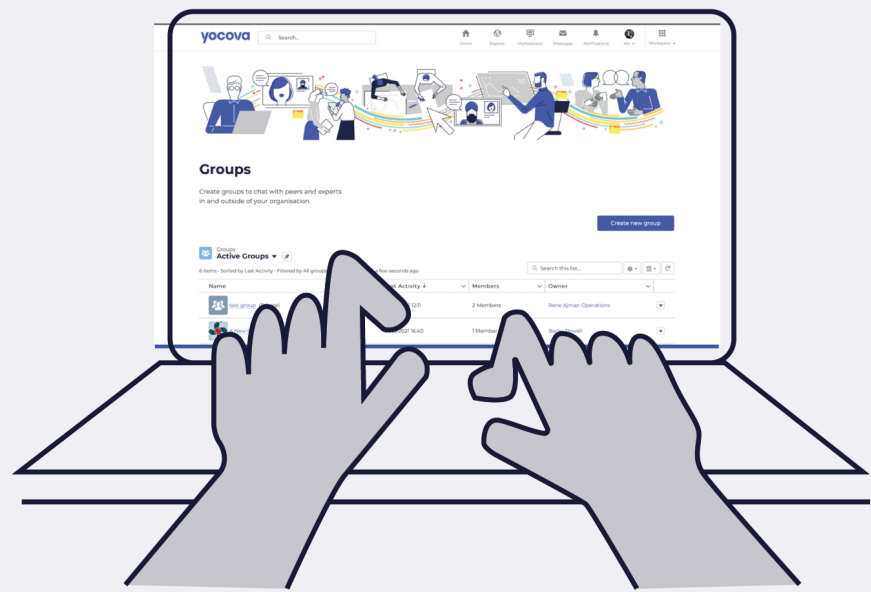
- B1** Set Up Your Enterprise Profile
- B2** Set Up & Manage Enterprise Account Administrators
- B3** 360 Navigating Your Enterprise Account



- 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)



- B1** Set Up Your Enterprise Profile
- B2** Set Up & Manage Enterprise Account Administrators
- B3** 360 Navigating Your Enterprise Account
- B4** Manage & Deploy Digital Content



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Use Cases

Yocova capabilities enable a great number of use cases for OEMs



Business Aviation OEM: Use Case One

Yocova Community

Unlocking the power of collaboration

Yocova capabilities



Collaboration Groups Community Marketplace Data Rooms Enterprise Engagement



you

An OEM is actively seeking to drive collaboration with the global community as part of their services innovation programme but needs access to the right stakeholders, facilities and a route to commercialisation: The OEM develops a new reliability solution with an Operator partner and invites a further three Operators to help refine and validate the solution. Two Operators provide pure data in exchange for a discount to access the final solution; the third provides data and some algorithms (IP) for a larger discount. Operator and OEM take the solution to market via Yocova Marketplace.



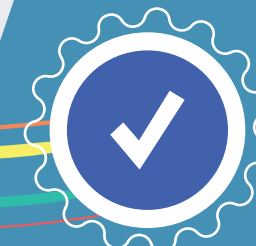
connect

“The OEM’s intimate relationship with the prime Operator and other premium carriers with Performance Based contracts means that there is an expectation that OEM will do everything for free and monetise with late adopters. Development costs, time to value and the ability for OEM to scale up the solution and find a viable RTM and sustain the solution often leads to costly losses.”

Private and secure Yocova Collaboration groups enable idea sharing and solutioning in a safe space, involving only those the OEM/ Operator want to engage. Secure data sharing requires Yocova data rooms which have the same collaboration capabilities as groups but with the all-important data at the core.

Interactions between OEM and Operators generally involve the OEM doing the data analysis and solution development. With a marketplace and community of innovators within the Yocova ecosystem, the collaborating team will be able bring in various capabilities to accelerate the maturity, augment with additional datasets and insights to deliver a market ready listing.

Kudos goes to the Operators and OEMs (commercialisation and use of the solution via Yocova) whilst the vendors and partners in the Yocova marketplace are able monetise, deepen relationships with the collaborating partners and maintain a cadence for product development. The approach contrasts significantly to that of a closed in-house development which does not exploit the leading capabilities, end user insights and data provided by collaboration partners/ Yocova community members



value

“Idea to listing process accelerated, increased trust, standards created/ reinforced, monetisation and IP sharing.”

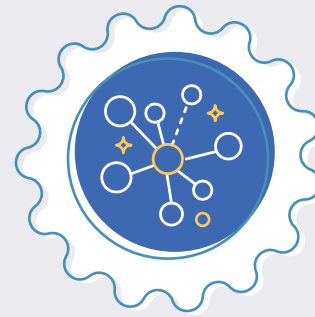


Business Aviation OEM: Use Case Two

Yocova Community

Supporting the distribution and management of digital content across a global community

Yocova capabilities



Distributor



you

An OEM's current customer portal experience is out dated, requires extensive navigation to find relevant content and different logins to access useful content.



connect

Customers are reluctant to use it and tend to use the local reps or call the OEMs helpdesk. The portal content (once accessed) is often difficult to navigate content to the operator and is unsparingly non-digital - (PDF forms to complete and fax).

Single sign-on ensures low friction customer login. User management is devolved to the Enterprise customer e.g. the Operator customer, enabling local user administration and removing the need for the OEM to manage a fragmented Enterprise customer and user community. The Enterprise customer is empowered to ensure the right users in their business have access to the relevant content.

Yocova Distributor Membership provides a single command and control platform for OEMs to distribute, authenticate and manage their digital content and services across their global customer community. Whilst OEM customers benefit from a single go-to forum to access all their digital content, services and OEM partner initiatives, delivering a great UX, customer intimacy and stickiness.

Users can 'favourite' the applications, services and content they regularly use from many OEMs in a single workspace that supports their workflows and creates a recurring habit for them. All are accessible via their personal dashboard.



value

"A single trusted command and control platform for the OEM to distribute and manage all of their digital services and content across their global community. The OEM Enterprise customer benefits from a single go-to platform to access all digital content, with a single sign on* to many OEMs. An enterprise customer is wholly empowered to manage their user community."

*SSO if IDP used is Yocova. Otherwise, dropdown of organisations the user is a member of/ has access rights will be available - selecting non -Yocova authenticated IDP = simple sign into the new organisation via the Yocova front screen."



Business Aviation OEM: Use Case Three

Yocova Community

Engaging the community for valued customer insights

Yocova capabilities



Community Collaboration Groups Distributor Enterprise Management

value

Ability to engage end user community directly around purposeful initiatives. These customers will drive up expectations on other OEMs to raise their levels of service/ offerings.

you

OEMs need to understand how to differentiate themselves from their competitors

connect

"OEMs need to actively engage their customers to remain relevant to them - through communities of practice or specific OEM/ATA user groups to understand the sentiment of their customer base and the real challenges they face."

Identifying most active groups and individuals to help solve those specific challenges.

By leading such initiatives OEMs will be able to position themselves as industry leaders on the platform and secure greater adoption/ willingness to test or to get involved with their solutions/improved services when launched.

Ability to continually and proactively listen to the members, identify challenges and work collaboratively to solve a specific issue for the OEM and its end customers - ahead of the issue becoming a cost or operational burden.

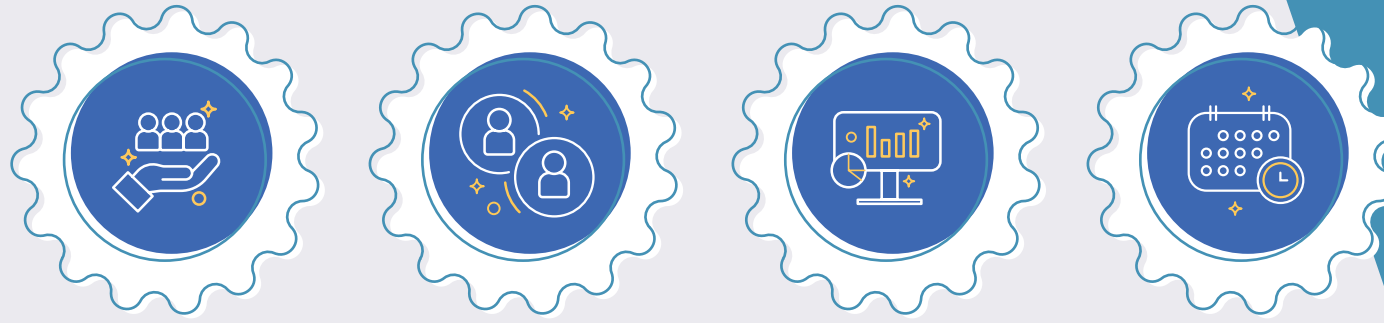


Business Aviation OEM: Use Case Four

Yocova Community

Enabling collaborations to drive dynamic progress

Yocova capabilities



Community Collaboration Groups Data Rooms Events

value

Safe secure collaboration for multiple parties across all aviation. Particularly in demonstrating the ability to grab specific, longstanding challenges from legacy industry bodies and demonstrate how collaboration and dynamic progress can be enabled on Yocova.

you

OEMs form a key and influential part of the aviation industry value chain. Collaboration across OEMs tends to be most prevalent during new aircraft programmes and led by the Airframers/Engine manufacturers. OEMs need a way to be seen to be solving Operator customer problems collectively.

connect

Yocova enables the bringing together of Operators with issues, OEMs with the ability to improve reliability or improve insights at a systems and component level and to fuse with providers of data and innovators with the skills to create solutions.

Yocova provides the first and often most difficult step - identifying a challenge and spotting the best people to involve in validating it. The questions to be asked and the value of getting those answers are difficult to agree and building a business case is key for all challenges.

A shared and visible objective with clear goals and leadership will pull in other SMEs and innovators who have the capabilities to create insights and applications.

"An on platform challenge will drive up engagement and get to a PoC or even MPV much faster than historical (workshops and, meetings and email) means.

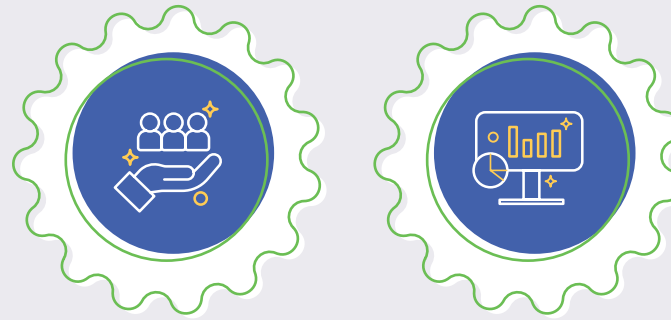
Many industry bodies are focussed on OEMs, Operators or Regulators - Yocova will have them all and allow cross sector collaboration."

Business Aviation OEM: Use Case One

Yocova Data Rooms

Engaging the community for valued customer insights

Yocova capabilities



Community

Data Rooms



you

OEMs can be low in the priority order for receiving performance data from Operators in order to maintain/improve reliability. Airframers tend to hold on to that data and drive improvement through their supply chain. Dis-intermediating OEMs means that they only hear when their ATA chapter is a concern and offers no opportunity to proactively monitor fleet data and begin to correct any performance deviations. (e.g. aircraft grounded, but no understanding of route cause until collaboration at aircraft and systems level). Opportunity to been to be solving problems across OEMs boundaries for the benefit of all.

connect

Operators are expected to share their operational performance and maintenance data with their airframers, but see great benefit in sharing it down the OEM value chain. The process is difficult, non-standard and often required accessing multiple OEM portals to upload it.

Sharing pre-configured APIs with OEMs directly in Yocova data rooms, allow all validated users to find their own value in that data.

value

Listing of a range of closed, open and paid sources controlled by data owner will enable wider ecosystem players to create value where OEMs and other had not sought to investigate. Lower tiered OEMs in working with these players will have access to new product insights and means to monetise new services/ improved product performance.

Operators publish the data into Yocova once for many OEMs to access and only need a small team or limited integrations with their data sets. Additionally, only one Login is required to Yocova, but OEMs can access data sets from Operators and other data providers. All permissions are defined and controlled by the data owner.

Subsets of these data sets can be made available to specific groups or indeed marketplace vendors who can use it to benchmark Operator performance and create data driven decision-making solutions.

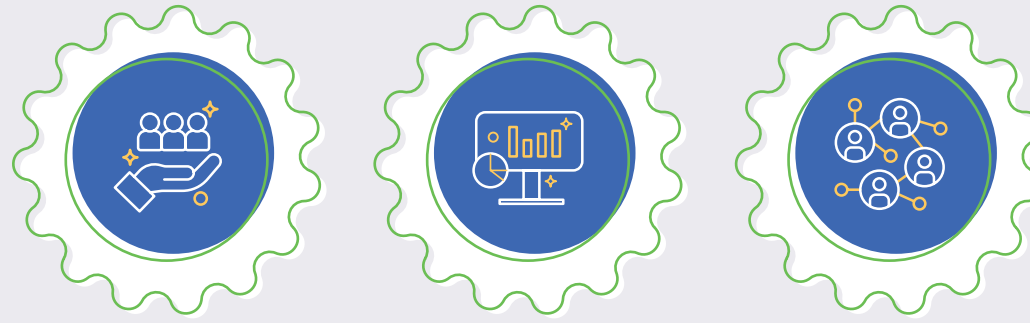


Business Aviation OEM: Use Case Two

Yocova Data Rooms

Bringing experts, insights and data together helps from robust business cases

Yocova capabilities



Community Data Rooms Marketplace



you

OEMs tend only to have a small piece of the information (unless they are an airframer) so must rely on fusing data from many sources. They are currently limited to historical demand data and expensive data from large scale data providers to be able to anticipate demand for spares/services.



connect

Open source data and subscribed (paid) data can be combined to produce super sets of data that aren't available directly to OEMs.

Fusing legacy data sets with fleet utilisation data for example can allow much better analytics and allow a forward looking projection rather than looking at historical data.

The ability to proactively fulfil Operator operators demands - whilst a hygiene factor - allows smart OEMs to optimise their assets and introduce new product lines if demand for legacy products is in decline.

Choice of data sources and appropriate data rooms based on activity, size of data sets, length of project and number of participants. Standard agreements, clear export control guidance and IP/ revenue sharing agreements and target benefits/ goals at the outset of each data room spun up.



value

Bringing experts in data acquisition, migration and fusing from tech firms allow OEMs and others to rapidly visualise their data, the questions that need answering and the building of a robust engagement hypothesis / business case.

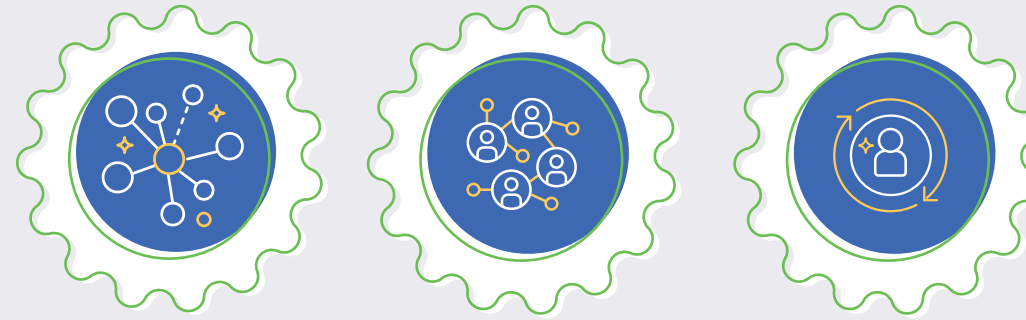


Business Aviation OEM: Use Case Three

Yocova Data Rooms

Helping create new services and digital propositions

Yocova capabilities



Distributor

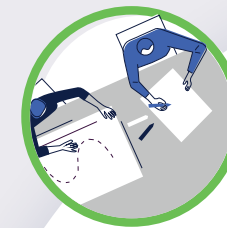
Marketplace

User Management



you

OEMs want to create new services i.e. better manage warranty applications/ provide technical services to extend on-wing life.



connect

Current process is accessible from a form on the OEM's portal. Customer has to find part information from their systems and validate if still under warranty.

By hosting closed APIs that can only be accessed by the Operator, the OEM can pre-populate the data and validate the fact that it is under warranty, manage workflows, provide repair approvals and manage invoicing for that warranty.

Cases will be visible and trackable by the user through to closure. Many generic services captured by forms and manual processes can be created in Yocova with underlying data provided securely.

Such process flows can be listed for specific customers but also made available for other OEMs to white label best practice.



value

Surfacing of capabilities currently hidden within protected portals are simple with Yocova's content listing wizard. These can then be requested or directly distributed via user management capabilities.

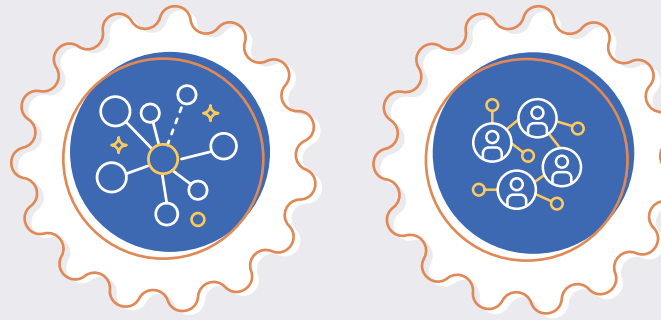


Business Aviation OEM: Use Case One

Yocova Marketplace

Helping improve your product reliability with insights and engagements.

Yocova capabilities



Distributor

Marketplace

you

A second tier OEM wants to create an analytics solution to improve product reliability.

connect

"Many OEMs provide performance-based commercial arrangements for their products and improving product reliability ensures reduced cost, improved reputation and the ability to charge a premium for a service.

Placing such analytics capability in the hands of operators ensures tech services are able to proactively manage reliability with OEM and work to understand if their operation/misuse is accelerating any component failures."

They want to enter into new after-market services which improves equipment reliability based on actual operation rather than assuming worst case scenarios. Potentially saving millions in unnecessary maintenance tasks and parts replacements/premature failures/ aircraft downtime.

They engage with the Yocova community and Operators operating their products, access real time data sources (shared in data rooms) and vendors with innovative capabilities to build and list an analytics workbench.

By creating the workbench and bringing in data from their Operator customer base, the OEM will be able to benchmark the performance of their equipment at each Operator, identify if the problem is Operator, Region or use type and create bespoke intervention plans to bring up performance (new maintenance or inspection regimes or an assessment of operation and potentially reduce the time on wing.



value

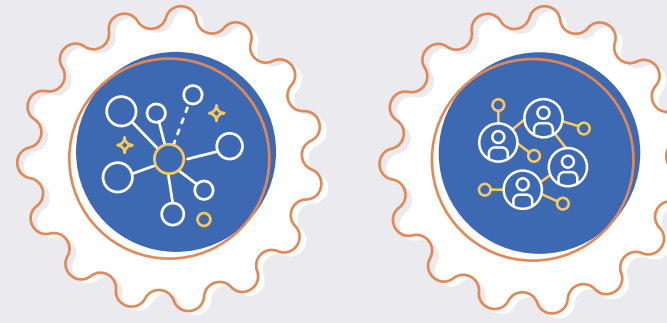
Yocova provides access to its OEM services infrastructure and tools to get valuable insights and engage with larger OEMs.

Business Aviation OEM: Use Case Two

Yocova Marketplace

Secure distribution and access of your digital solutions.

Yocova capabilities



Distributor

Marketplace

you

An OEM decides to make an application they have recently developed for their service management team to manage customer requests (AOG, Warranty, Parts) available to other OEMs.

connect

Their inhouse development team have re-engineered the application and developed some standard APIs for other OEMs to integrate with their data.

The OEM lists their solutions and creates a group to spin up interest in the subject.

The Yocova Customer Success Programme picks up the listing and promotes in both on platform and through social channels.

value

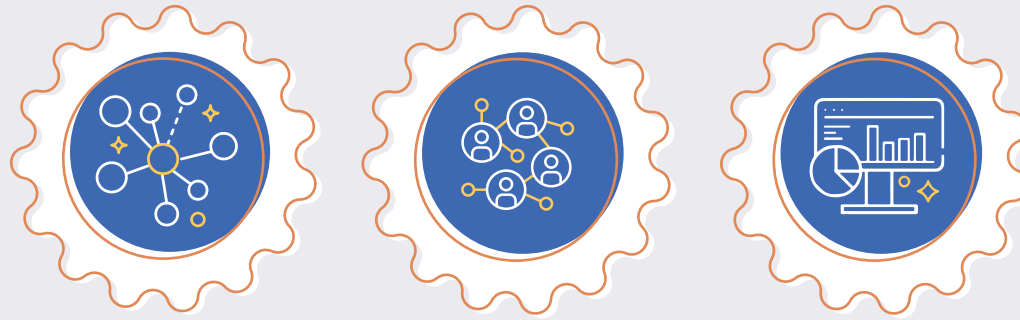
Solutions are distributed to end customers, services team and other users to trial and further mature such services.

Business Aviation OEM: Use Case Three

Yocova Marketplace

Secure access to your digital solutions

Yocova capabilities



Distributor

Marketplace

Enterprise
Engagement

you

An OEM has developed a range of applications, portal products and data feed that they want to make available to their internal field service support teams and end customers.

connect

Many OEMs have great tools, but presented with a range of similar OEMs doing the same thing, end customers encounter friction and don't access them due to log in issues.

The OEM lists their solutions in both private and public spaces and then activate direct distribution to internal and external users. All tools and services are manifested in a single screen for a user allowing them to access numerous tools from a range of OEMs to do their job efficiently and safely.

Technical and commercial considerations and contracts are in place at the start so new OEMs can engage quickly by accepting standard terms.

(e.g. X jets already having products distributed to them by RR so new OEM can connect to X Jet. -quick set up of portal and distribution.)

value

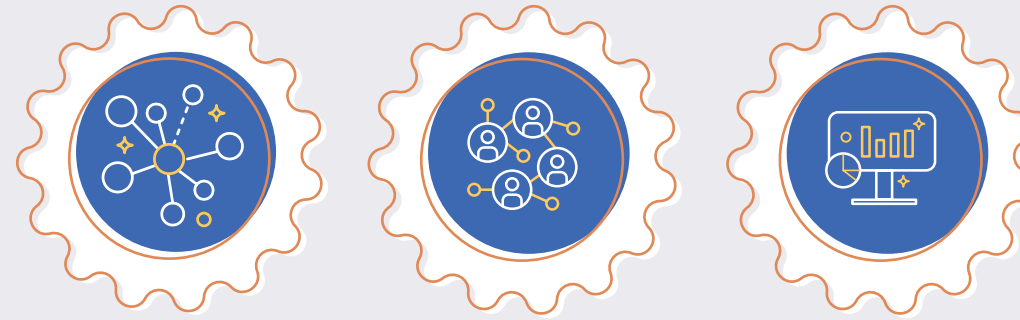
Single sign on to access a single pane of glass view of relevant tools and content for OEM's end customer.

Business Aviation OEM: Use Case Four

Yocova Marketplace

The power of data and dashboards

Yocova capabilities



Distributor

Marketplace

Data Rooms

you

An OEM has facilities at various locations but requires status updates in real-time with consistent formatting and information.

connect

OEM can consolidate the information from the sites automatically to give governance team appropriate visibility via dashboards or reports.

Individual sites can escalate problems in real time to ensure customer deliveries are met.

value

Yocova can allow access to data within disparate units of an OEM by allowing those units to list their data for access only by their Enterprise. Tableau/MS BI dashboards can be developed by the central admin team and subsequently listed for access to the the integrated reports within the Enterprise's dashboard.

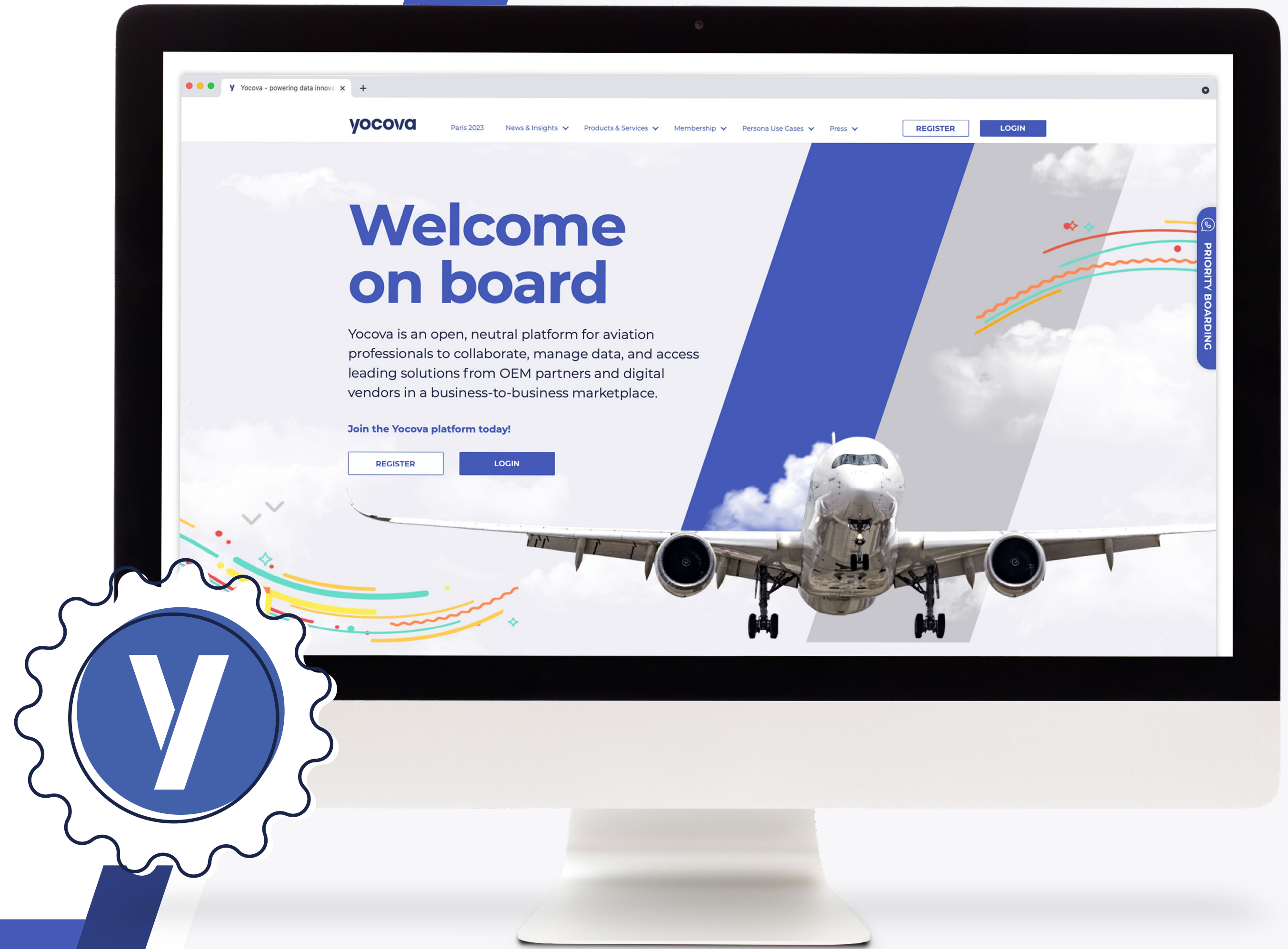
Yocova in Action

A look at our digital platform and supporting capabilities

Yocova.com

The end-to-end digital platform
for aviation professionals

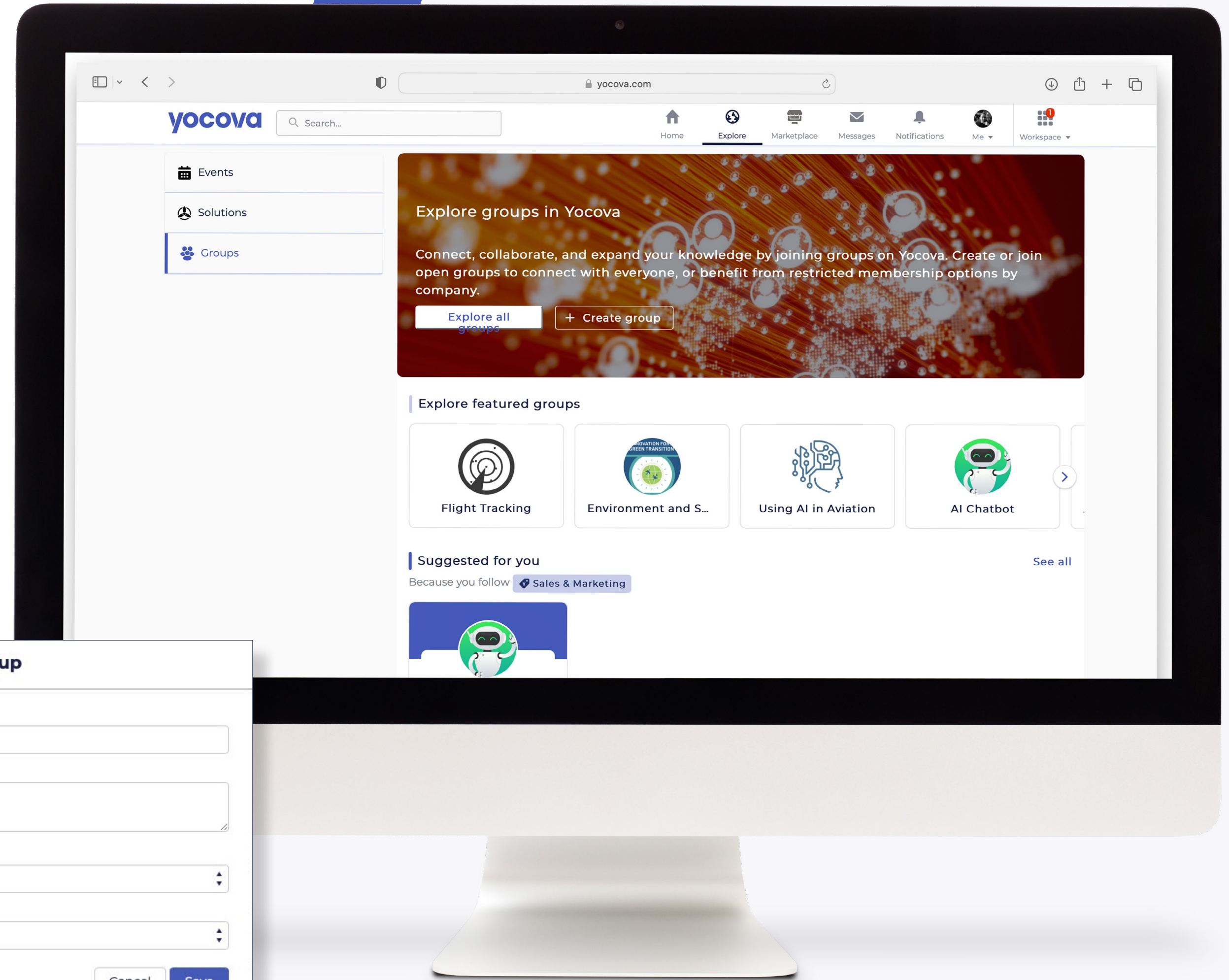
Transforming aviation
through an open and
neutral platform, where
information and ideas
can be securely shared,
to improve outcomes
for the whole industry.



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.



New Group

*Name

*Description

Choose a topic

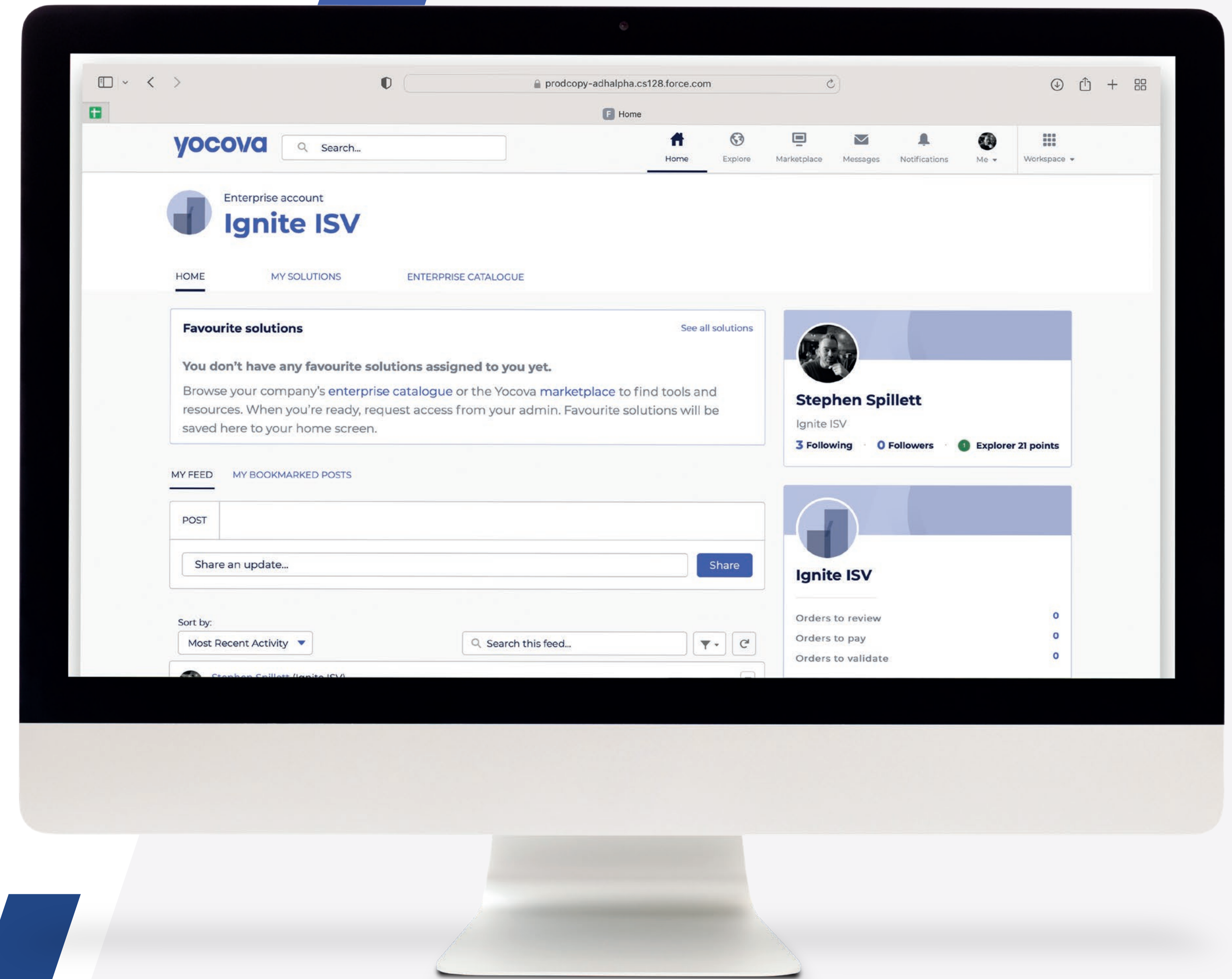
*Visibility

Yocova in Action

Yocova.com

Personal profile

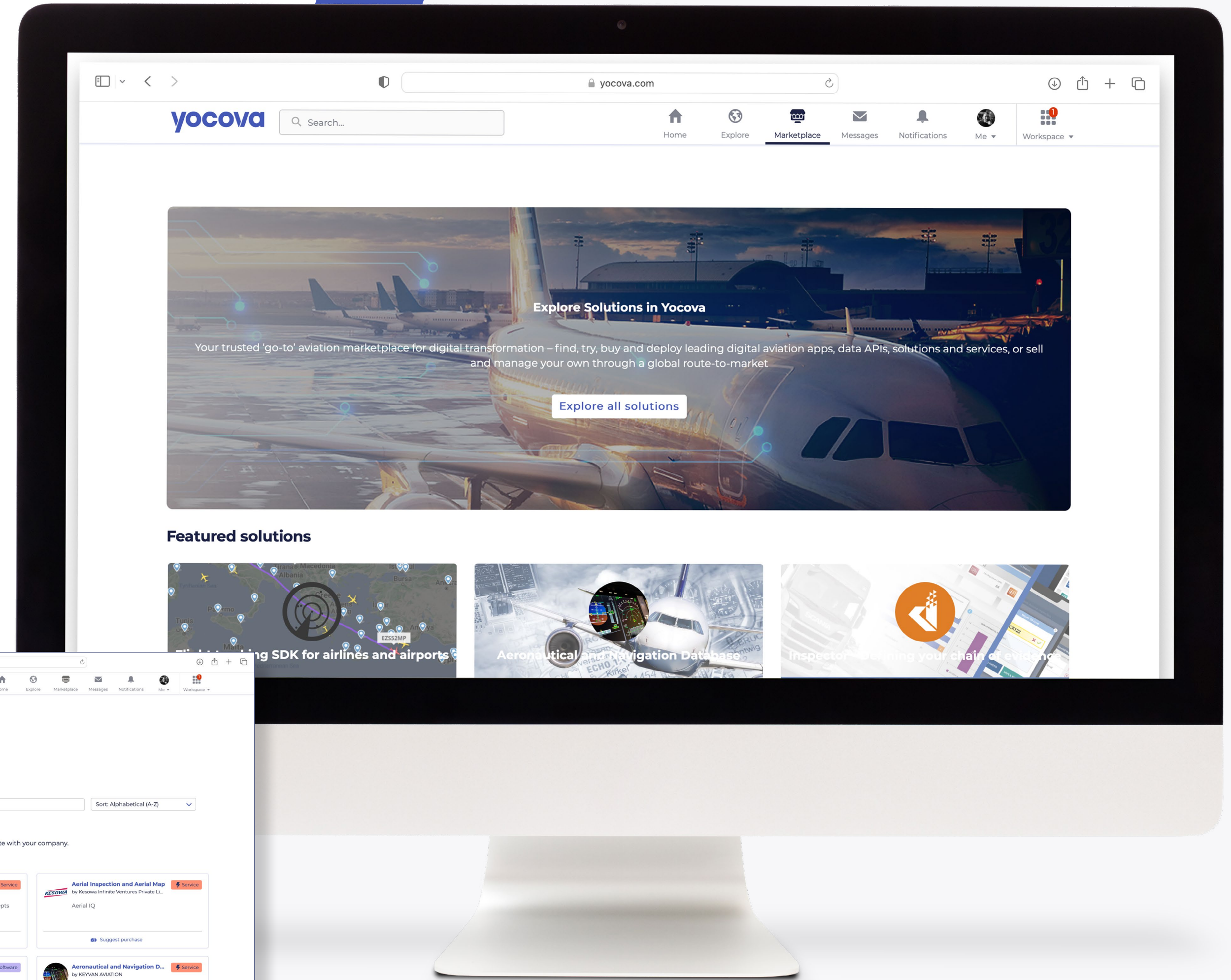
Each member creates their own personal profile to promote their experience and expertise, and to make connections.



Yocova.com

Marketplace

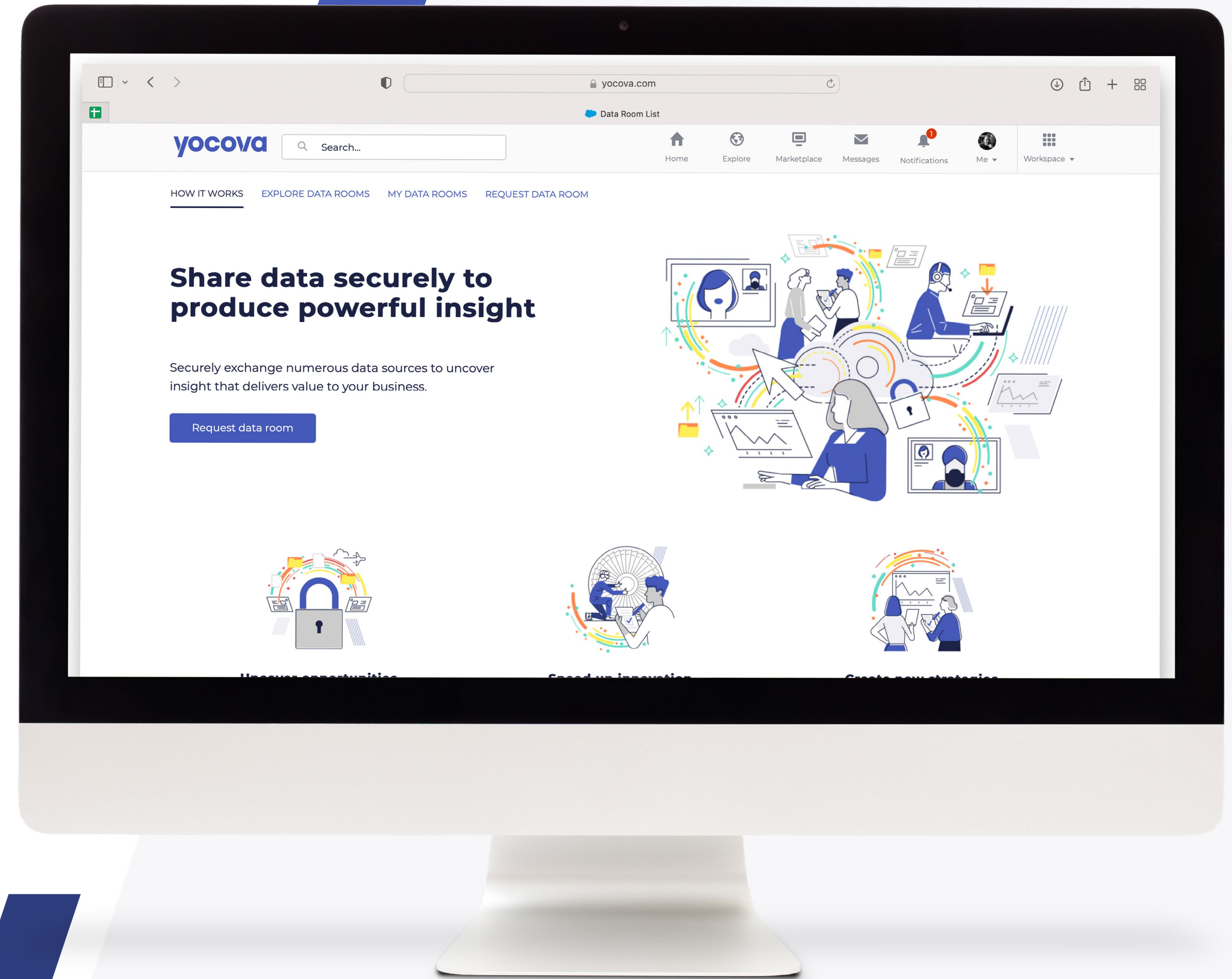
Your trusted 'go-to' aviation marketplace for digital transformation – find, try, buy and deploy leading digital aviation apps, data APIs, solutions and services, or sell and manage your own through a global route to market.



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.

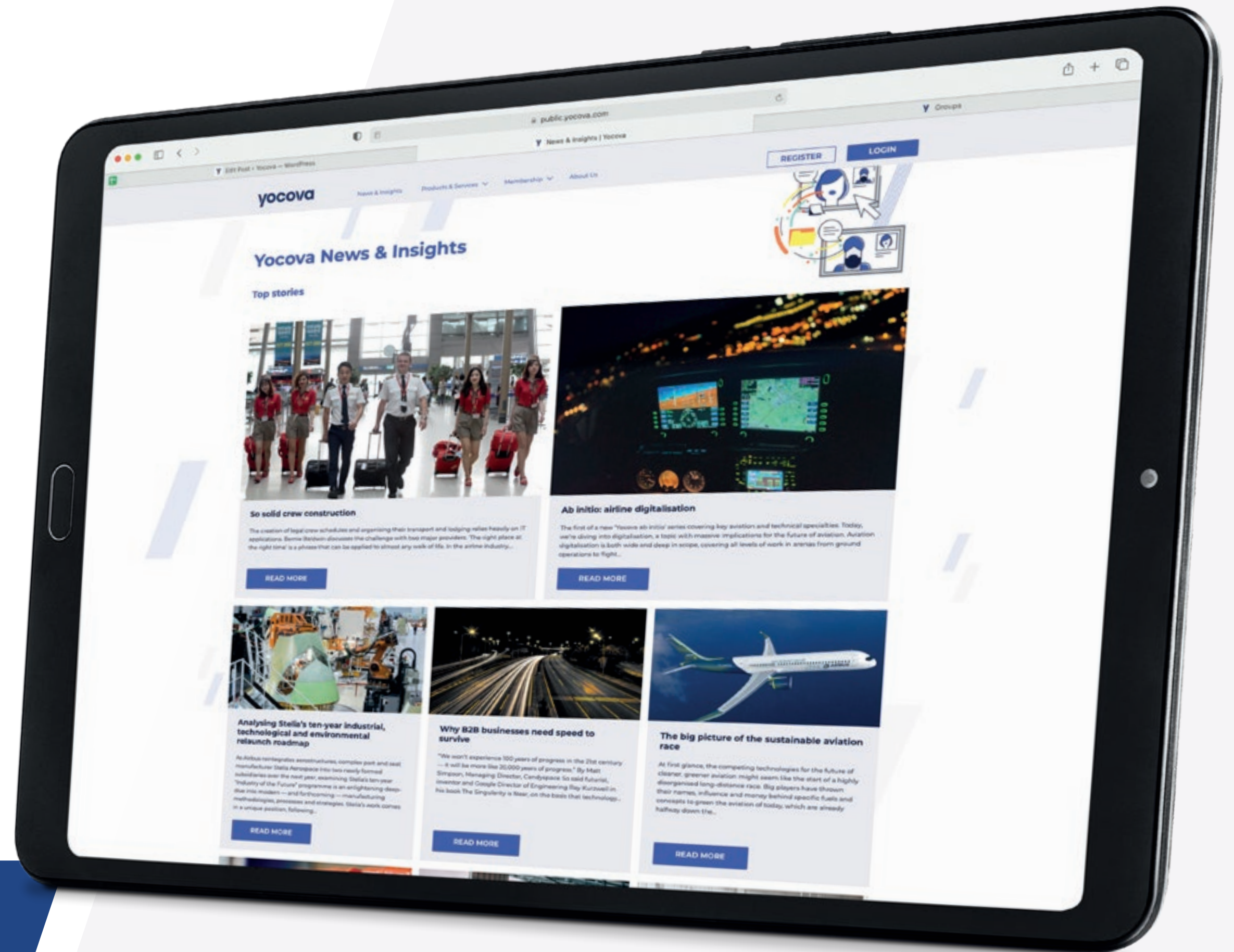


Yocova in action

Articles & 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.





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For more information visit
www.yocova.com

email **support@yocova.com**

or follow Yocova on **LinkedIn**