

yocova

Business Aviation Operators

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

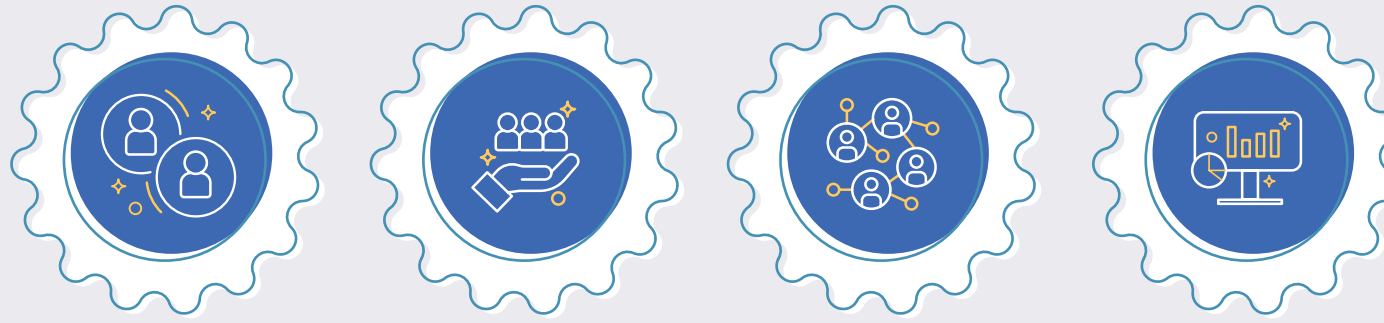


Business Aviation Operators: Use Case One

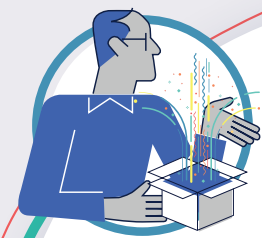
Yocova Community

Unlocking the power of collaboration

Yocova capabilities



Collaboration Groups Community Marketplace Data Rooms



you

A Business Jet Operator is seeking to more efficiently engage with its supplier and partner community; to more effectively collaborate with the wider industry; and to accelerate its ability to take advantage of digital transformation initiatives across the industry.



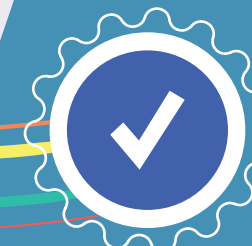
connect

Freemium Enterprise membership enabled for the operator to take their seat in Yocova; build their public profile and position the business within the global community whilst integrating Yocova into their marcomms, social and industry engagement programme.

Yocova enabled for the operators to connect, collaborate, innovate, network and share with the wider aviation community through active marcomms via their homepage, and participation and leadership of collaboration groups and Data rooms.

"The operator was able to access and set up public and private collaboration groups for teams, partners, customer groups, special interest groups; and access/ set up data rooms for secure data sharing in support of advanced collaboration."

The operator's digital solutions procurement programme deployment and management of digital solutions was optimised with the ability to access, trial, purchase and implement leading digital content and data API's from the Marketplace. Plus the ability to access and manage digital content from OEM partners (usually accessed via closed OEM portals).



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.



Business Aviation Operators: Use Case Two

Yocova Community

Pro-actively engaging private and public collaborations

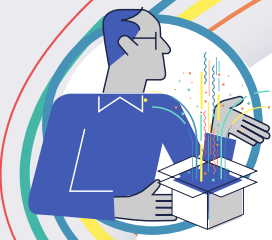
Yocova capabilities



Collaboration Groups

Community

Data Rooms



you

An operator is experiencing significant ATA X reliability issues on its fleet of X jets.



connect

Reliability challenges are impacting TAT and OTP performance on the operator's X fleet, resulting in cancelled bookings or upgrade costs to replacement aircraft.

Operator sets up a private collaboration group on Yocova.

Operator invites other X jet operators to the private collaboration group to share challenges, history, specific issues, technical insights and lessons learned.

As the group develops further, the Operators start to share basic performance data sets in Yocova data rooms.



value

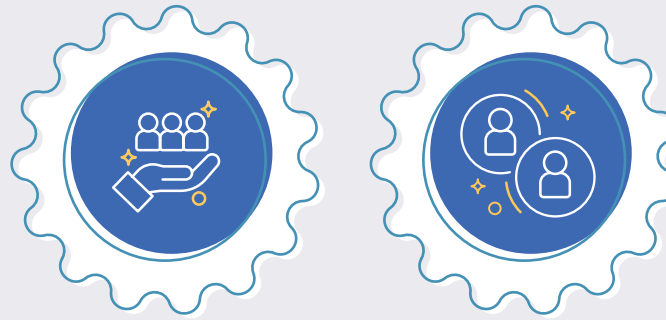
Yocova provides a private and public collaboration group facilities for the Operator to address its maintenance and reliability challenges in collaboration with global operators. Data rooms enable for the collaboration to mature, whilst the community allows for other digital skill sets to be brought into play at the right time. The insights produced are used to provide feedback and direction to the OEM who is also invited to the group. Increasing the available data across many operators and providing the group with a lobbying voice with X Jets/ the component OEM. The group may also invite members of the Yocova innovation Ecosystem into the group to help accelerate the discovery and develop analytics/ apps for sustainable improvement.

Business Aviation Operators: Use Case Three

Yocova Community

Sharing insights and learnings with the Yocova community

Yocova capabilities



Community

Collaboration Groups



you

An Operator is seeking to accelerate and unlock further value from its current Operational efficiency programme and Fuel Management system. (Fuel or routing - Environment, cost-sensitive?).



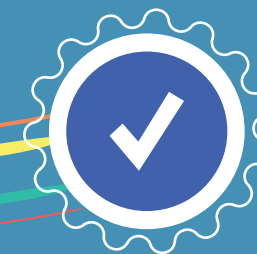
connect

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

However their remains a long list of initiatives to be activated, and limited success in implementing others on specific Aircraft, Routes and at specific operating bases.

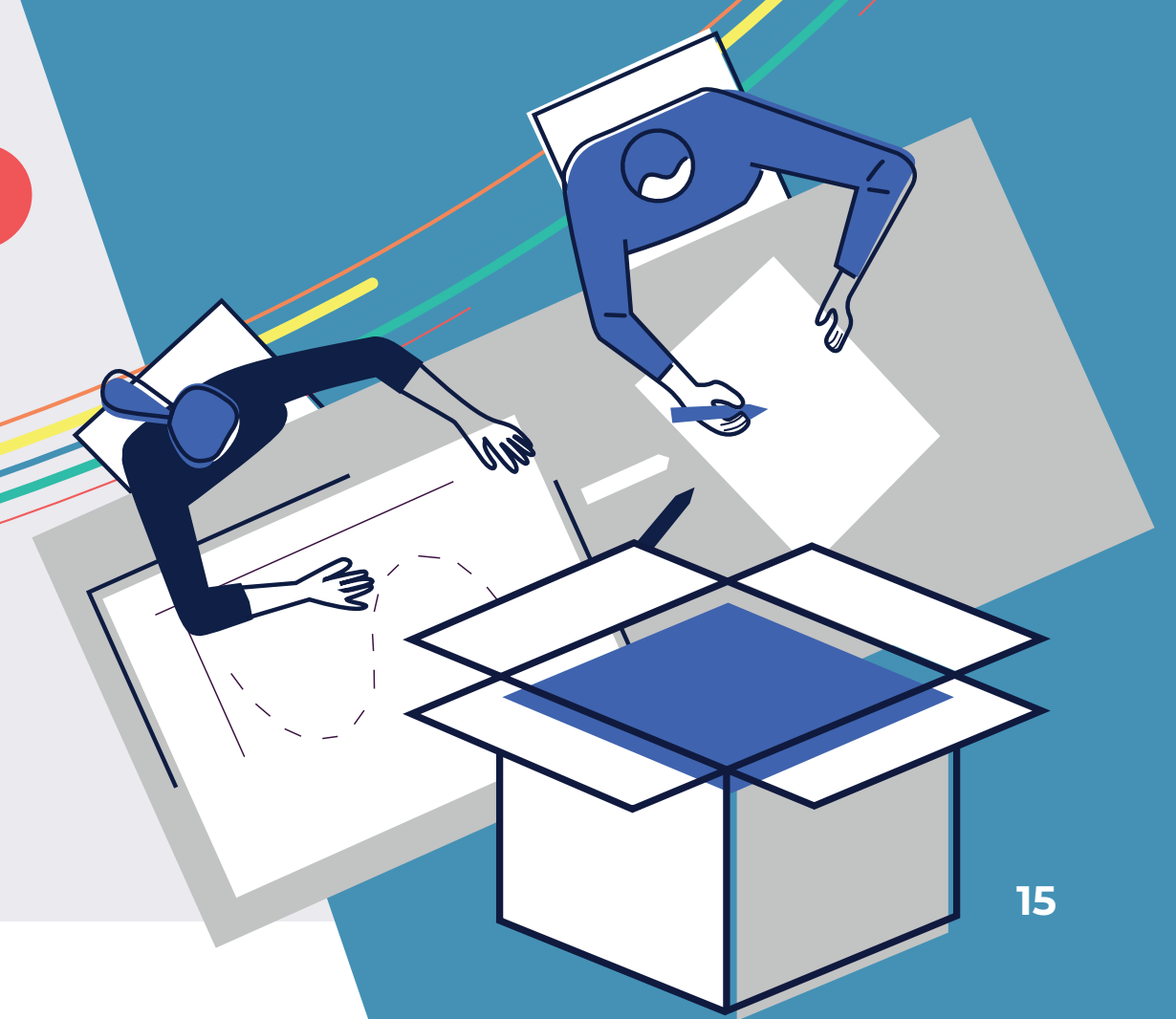
Operator sets up an Operator efficiency collaboration group to share insights around the successful implementation, management and monitoring of ground ops/ flight ops initiatives.

The Operator invites other Operators, OEM's, Digital vendors and Industry bodies to support shared sustainability objectives.



value

Yocova provides a private and public collaboration group forum for the Operator and its selected community to share insights and lessons learned.

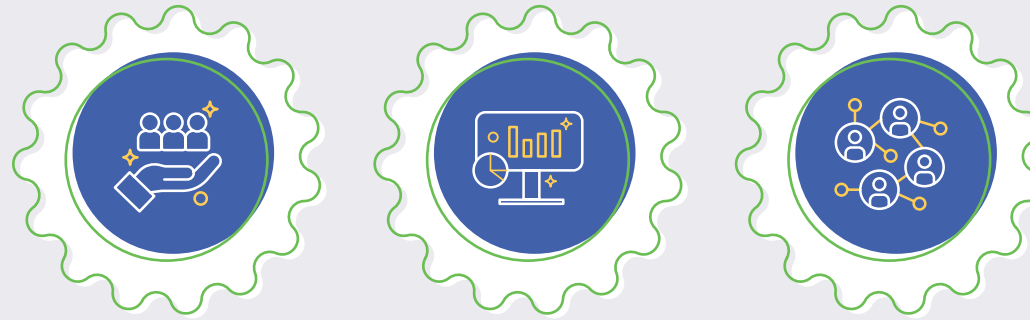


Business Aviation Operators: Use Case One

Yocova Data Rooms

The ability to share data securely and anonymously

Yocova capabilities



Community

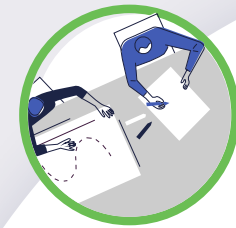
Data Rooms

Marketplace



you

An Operator wants to work with other operators in the same region to solve air traffic control routing and efficiency challenges impacting operational cost. (Ukraine routing situation). XXX aviation in HK and UK - curfews and slot allocation.



connect

An Operator is experiencing inefficient routing and holding at 3 key operating bases which is impacting customer feedback scores and potentially future customer repeat business.

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

The Operators need to find a secure environment to share sensitive data anonymously for mapping data trends and developing analytics that benefit the members of the group learn and develop lobbying power with the relevant authorities.

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



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 optimisation of STARS/ SIDS and holding protocols.

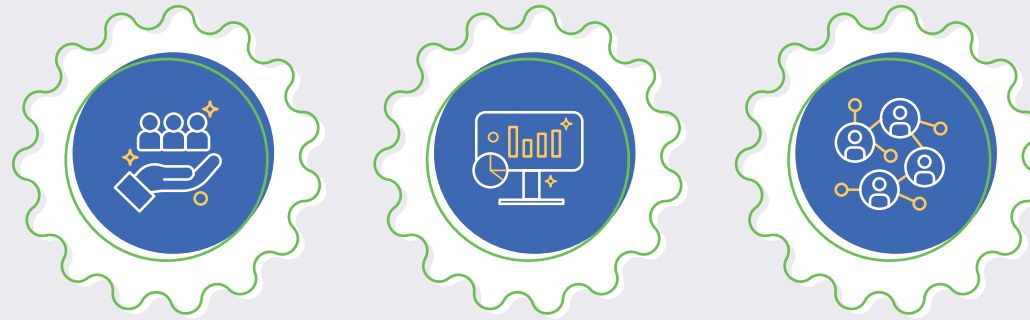


Business Aviation Operators: Use Case Two

Yocova Data Rooms

Pro-actively engaging private and public collaborations

Yocova capabilities

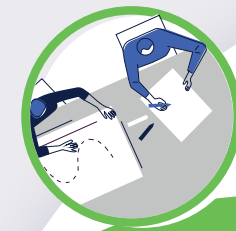


Community Data Rooms Marketplace



you

An Operator 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 SI's, OEM's and Digital partners represents a significant overhead and lacks centralised governance and controls over the access and end usage of that data.

Operators typically have many different types of Aircraft in their portfolio, so the challenge of providing that data to each Airframe OEM is magnified, particularly given the amount of capable staff available to administer this process."

They turn to Yocova Digital exchange to surface their Enterprise API catalogue and establish a single trusted portal through which 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 enables for data sets to be efficiently integrated into new Apps purchased in the marketplace or made available for collaboration/ innovation initiatives run on Yocova.

Yocova also provides the ability for the Operator 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, removing 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 Operators discretion.

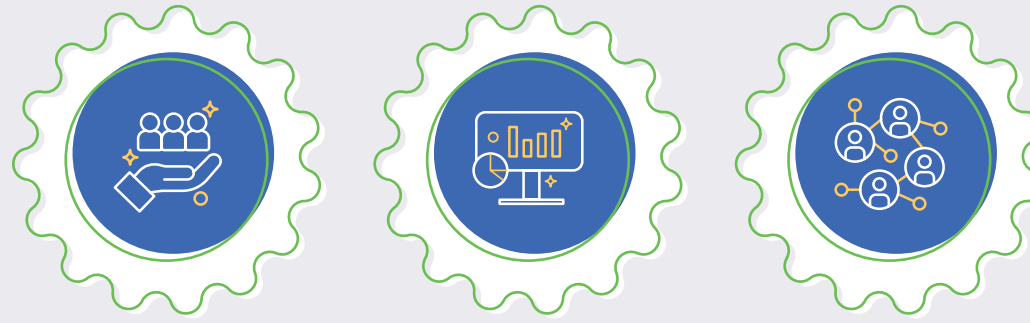


Business Aviation Operators: Use Case Three

Yocova Data Rooms

Platform capabilities to support with data collaborations

Yocova capabilities



Community

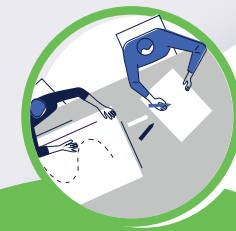
Data Rooms

Marketplace



you

An Operator Safety team are seeking to enhance their Hazard Risk Management data set and improve their decision-making ability.



connect

The Operator acknowledges they are constrained by their single operator view of operational Hazards in their SMS, and the potential for enhancing their Risk management through collaboration. In Business Jet operations, most commercial operators rarely operate the same equipment type, so any safety reporting with such a limited sample size reduces the ability to use scale to drive insights as in the Airline world.

The Operator sets up a data-sharing initiative around Hazard data sets. They set up a Yocova data room, and invite safety leadership from other Operators in the community who share a similar route network/or operate the same equipment.

The collaborating partners built a priority league table of hazards around which they wanted to share hazard occurrence data, at specific operating bases. The partners also invited a leading Data analytics provider into the collaboration from the community to support analytics development.

The consolidated, anonymised data set was overlaid with an advanced analytics front end. The partners also purchased 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 (Operators/ Digital partners/ Data providers etc), and the platform capabilities to support the data collaboration. Whilst the output from the initiative was primarily set to be self-serving and enhance all the participant's SMS, the marketplace also presented the opportunity for the partners to commercialise the proposition and to grow the contribution of others.

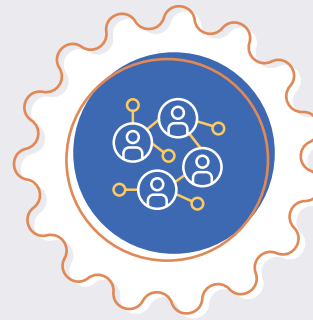


Business Aviation Operators: Use Case One

Yocova Marketplace

Securely distributing digital solutions

Yocova capabilities



Marketplace

you

An Operator is seeking to evaluate a replacement Flight scheduling/ charter system.

connect

The Operator identifies numerous solution candidates in Yocova marketplace.

The Operator is able to engage with all vendors to review, evaluate, trial, release RFP and contract with the selected Yocova partner- all through the marketplace.

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

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

value

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

Business Aviation Operators: Use Case Two

Yocova Marketplace

Real-time collaboration and service support

Yocova capabilities

you

An operator is seeking to perform maintenance e.g urgent modification campaign recommendation and needs to coordinate with multiple parties to arrange service centre capacity, parts and logistics.

connect

The operator can register interest with service centre and book a slot in the central scheduling tool.

Supporting OEM partners are informed of the service centre visit allowing parts and capacity to be arranged.

Operator receives notifications and tracking numbers for shipments providing transparency and peace of mind.

Service Centre can seamlessly process reimbursement for covered items and invoice operator for the remainder.

value

Yocova provides an single point for the Operator to work with their Service Centers to surface their existing workflows to manage booking, payment as well as visibility to other OEMs that the Operator wants to involve in the process.

Business Aviation Operators: Use Case Three

Yocova Marketplace

Quick access to AOG digital solutions

Yocova capabilities



you

An operator experiences a technical issue (AOG) and needs immediate support from the OEM helpdesk.



connect

The operator can raise a support ticket in the master system via a customer friendly UI.

The operator receives real time notifications of when their ticket is progressed and solutions delivered.



value

Yocova allows OEMs to list their available services including AOG and warranty management services as a single tile within their available services page. Any AOG tracker tools available by the OEM would also be made available to the Operator via their Yocova dashboard.



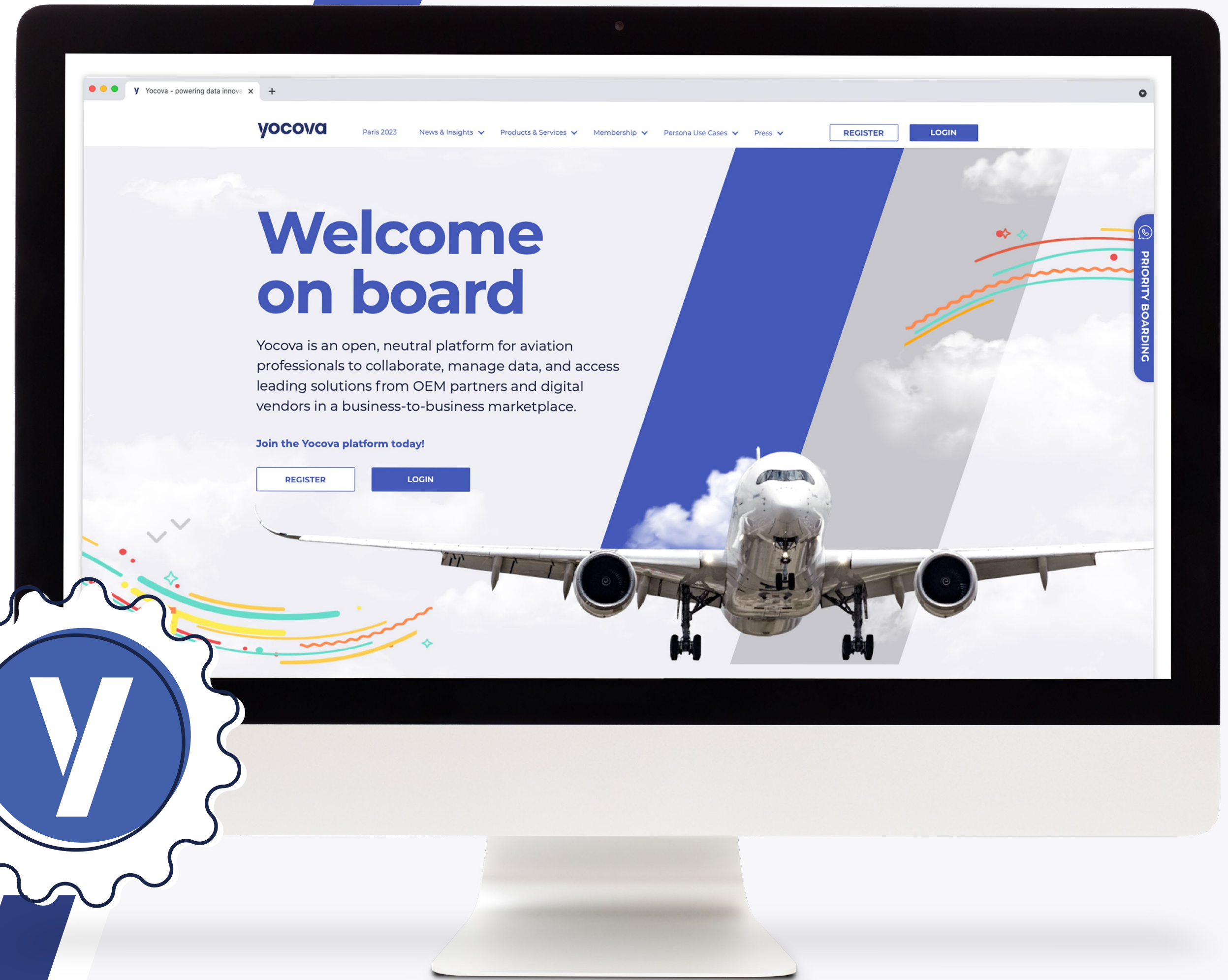
Yocova in Action

A look at our digital platform and supporting capabilities

Yocova.com

The end-to-end digital platform
for aviation professionals

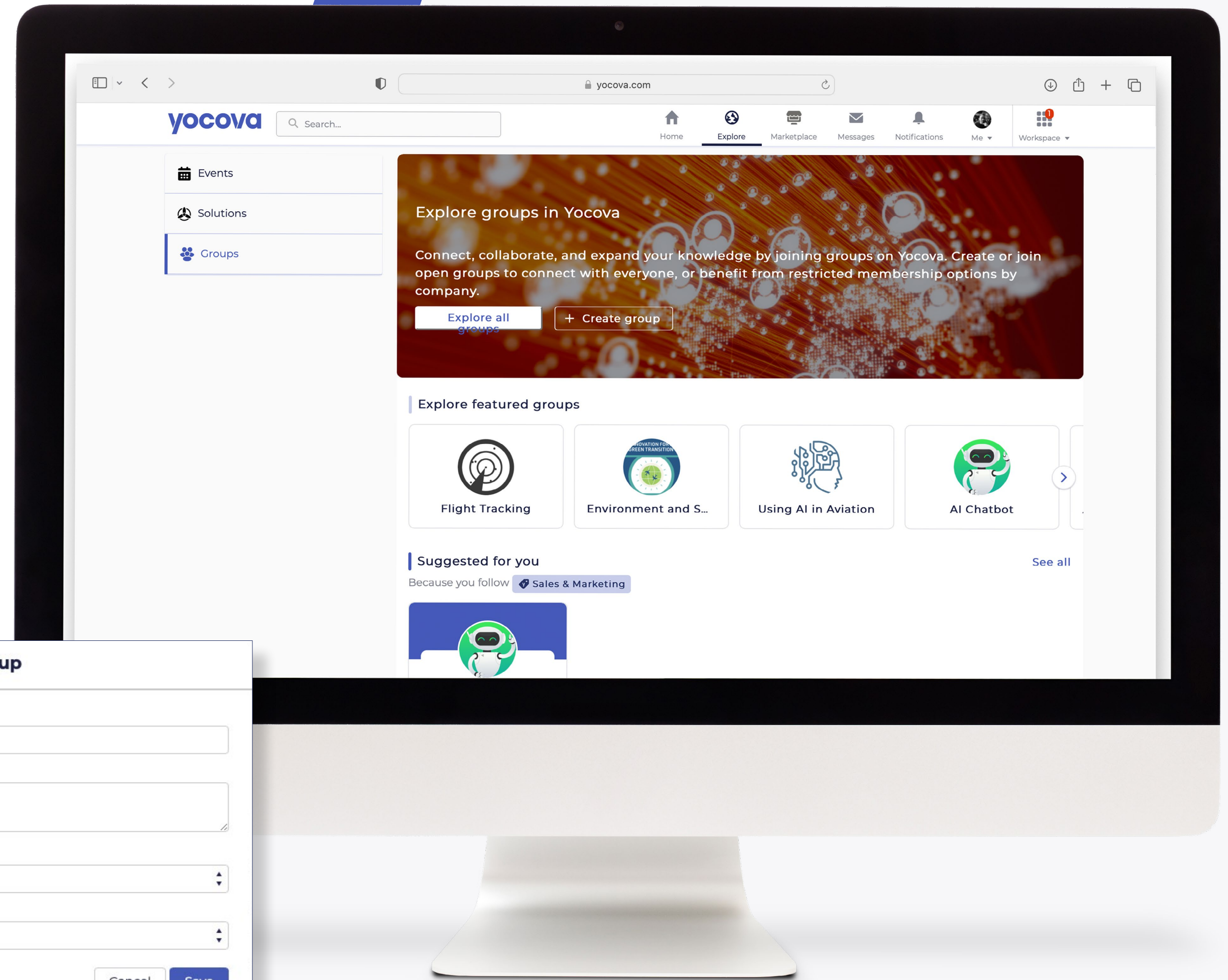
Transforming aviation
through an open and
neutral platform, where
information and ideas
can be securely shared,
to improve outcomes
for the whole industry.



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

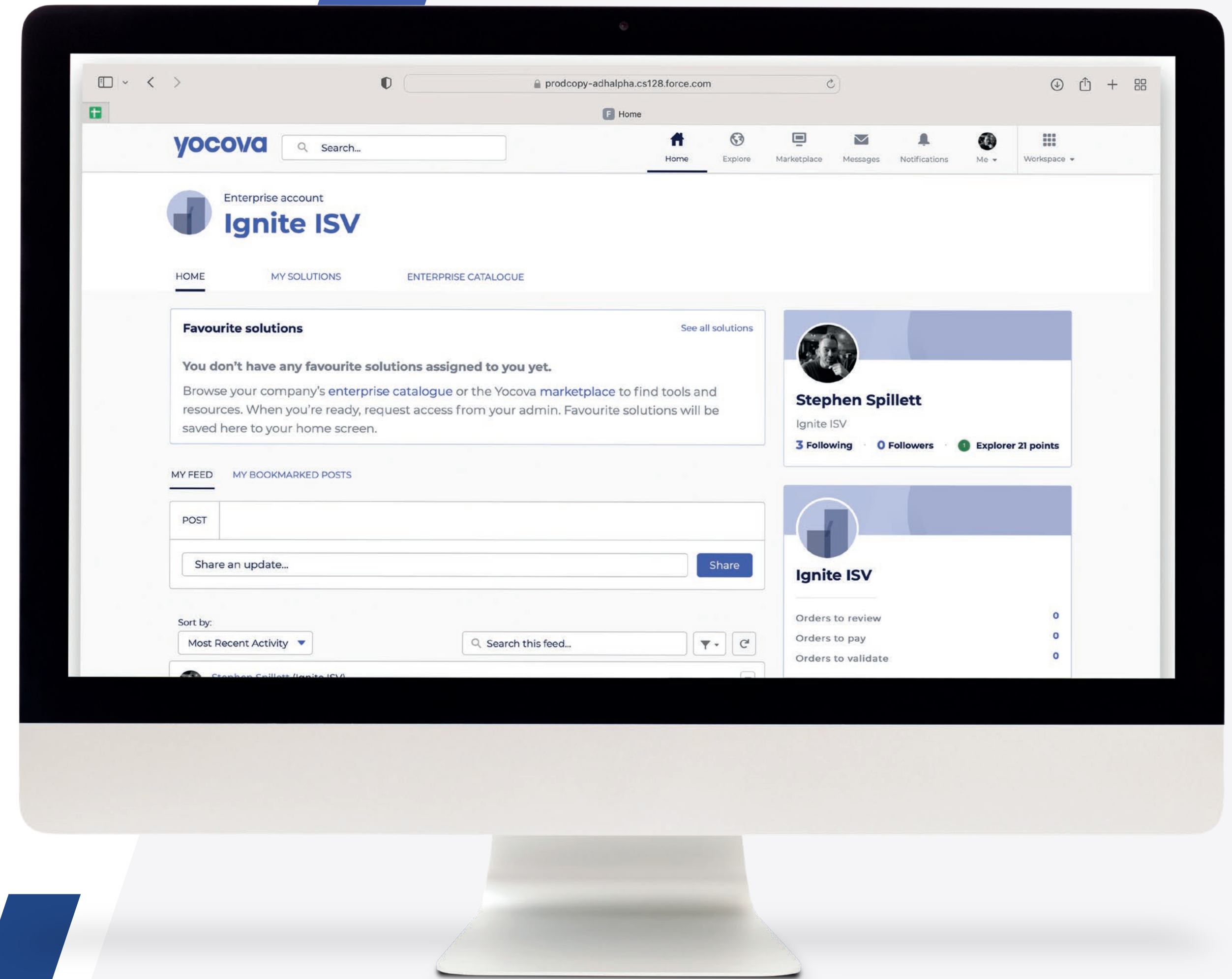
*Visibility

Yocova in Action

Yocova.com

Personal profile

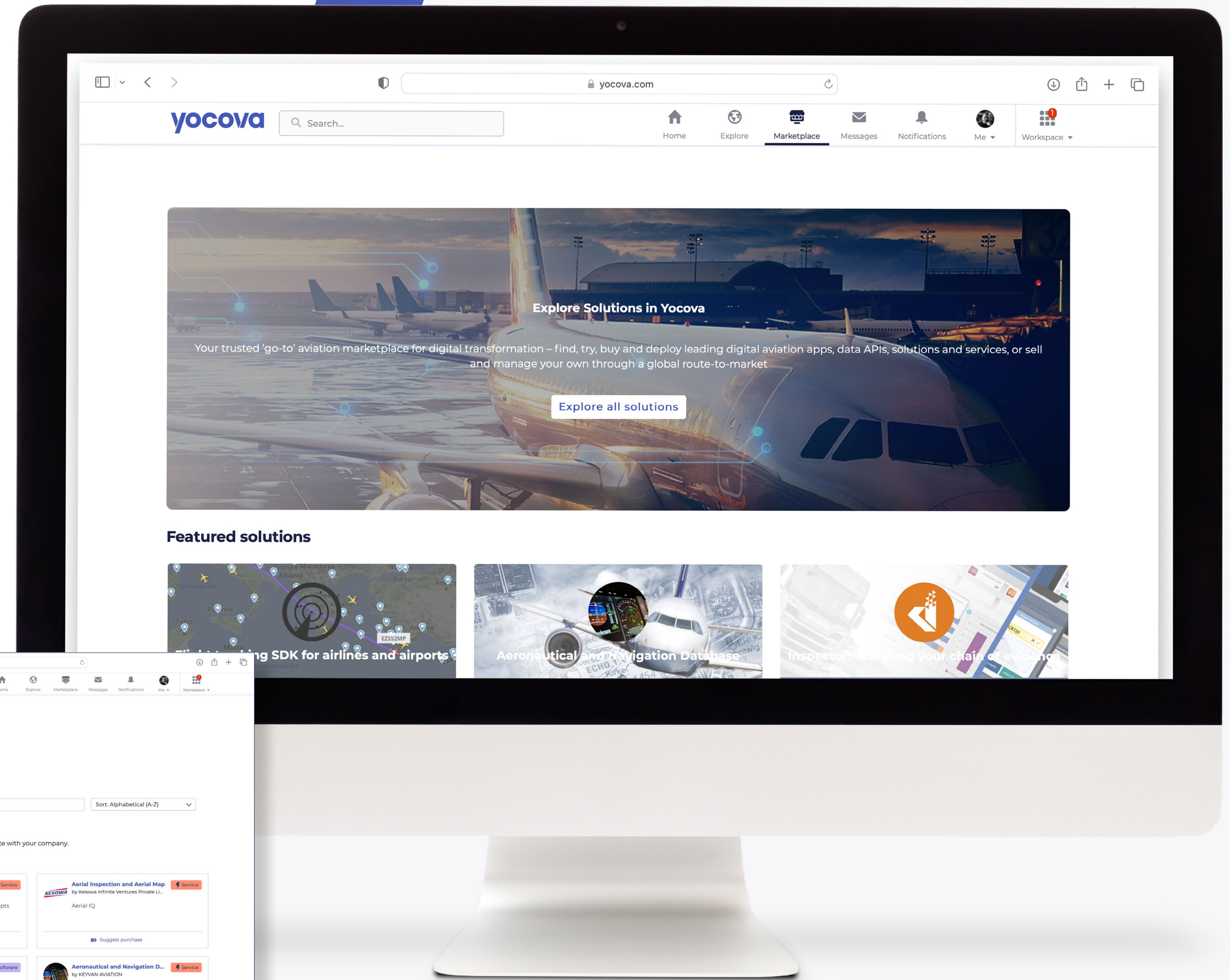
Each member creates their own personal profile to promote their experience and expertise, and to make connections.



Yocova.com

Marketplace

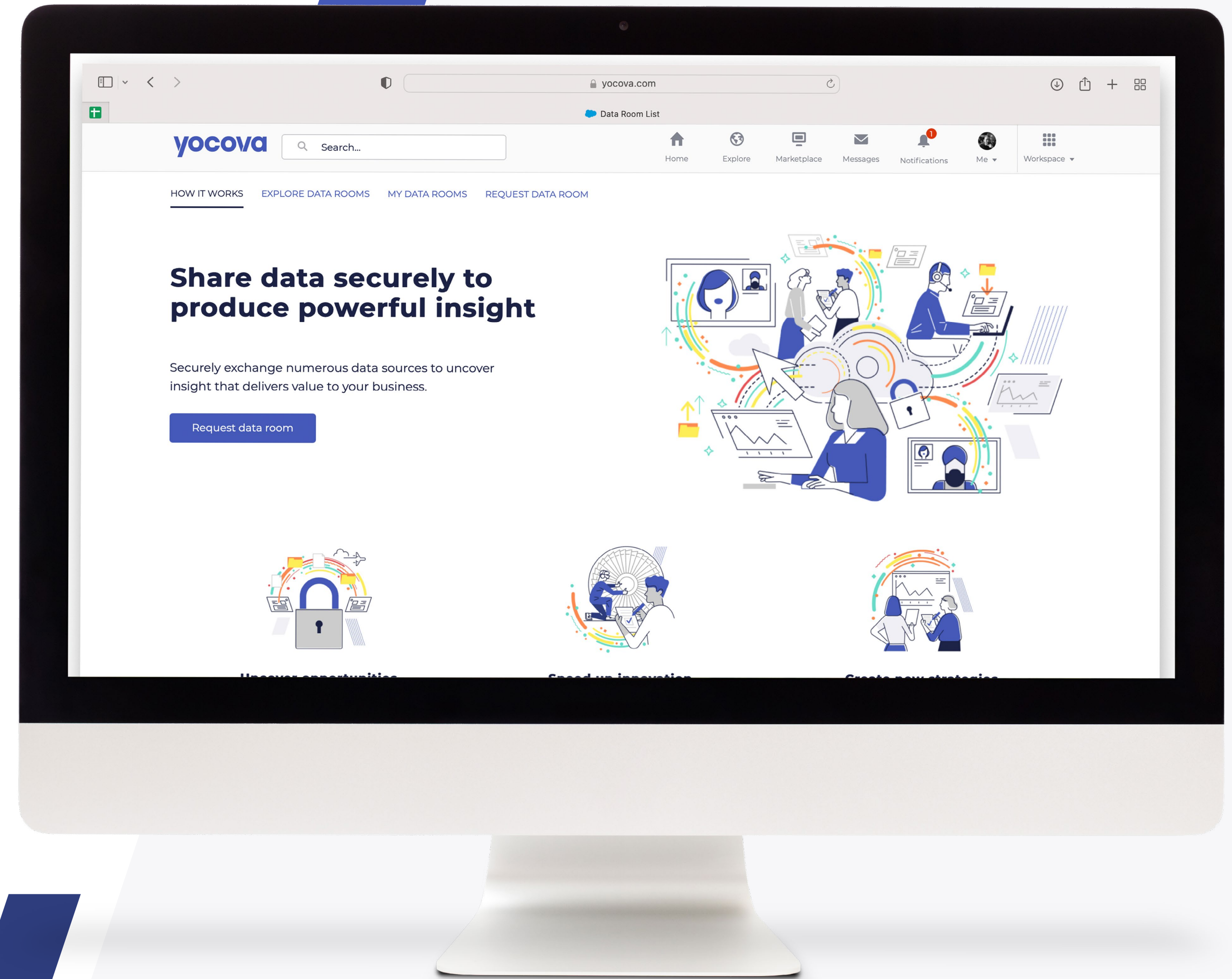
Your trusted 'go-to' aviation marketplace for digital transformation – find, try, buy and deploy leading digital aviation apps, data APIs, solutions and services, or sell and manage your own through a global route to market.



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**