

yocova

Independent Software, Data and Services Vendors 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 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.

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.



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Membership

From individual to partner,
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 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	✓	✓	✓

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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.

As your time and presence on Yocova extend, so will the value delivered through collaborations and engagements. Take your seat in the community, deploy your digital content and services, access collaboration groups, Data Rooms and much more.

Your journey starts now!

VALUE (as a member)



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.

Yocova Partner Programme Membership

Data Rooms

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

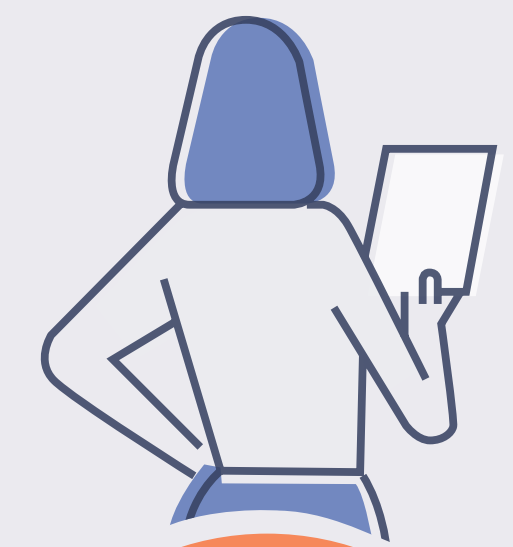
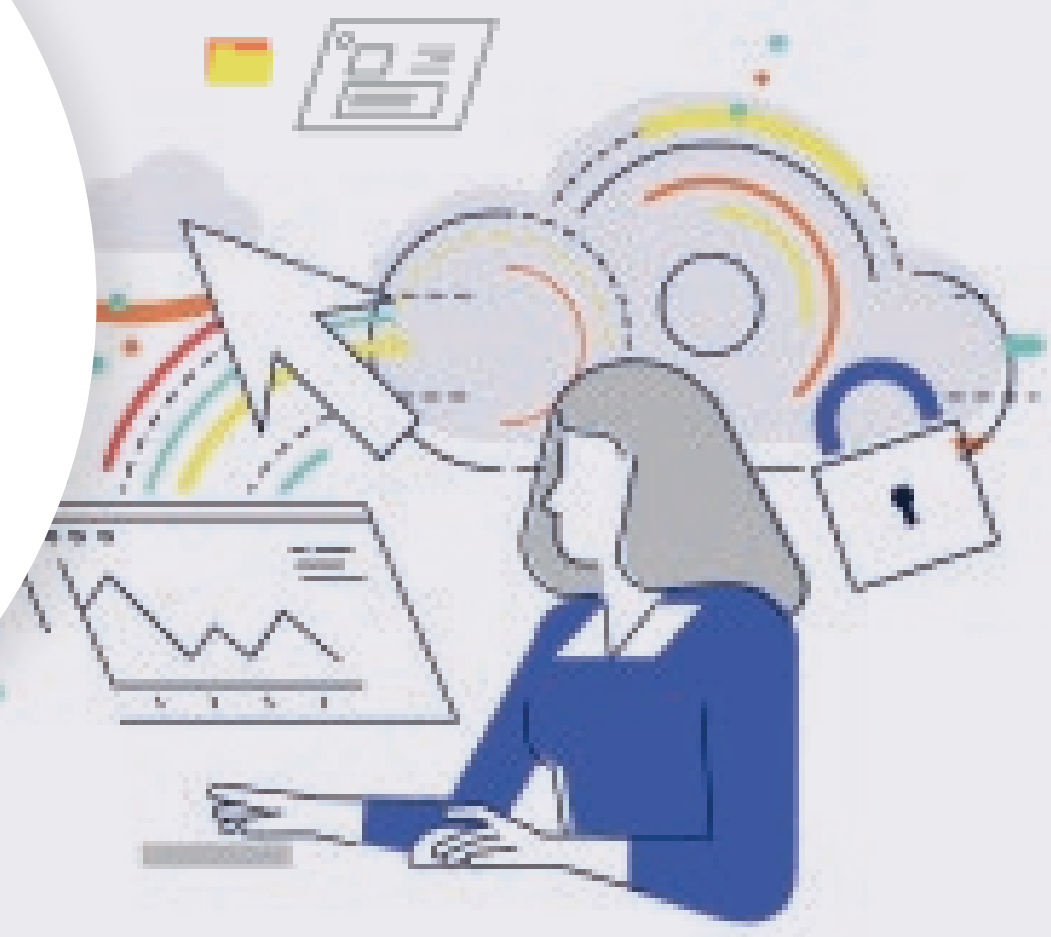
Community

- Augment your existing digital marketing channels
 - Connect, collaborate, innovate, network and share with the wider aviation community
- Embed Yocova in your marcomms programmes
- Set up and maintain your Yocova Enterprise profile
- Set up private collaboration groups and participate in discussions with teams, partners and customers
- Share experiences, insights and lessons learned through public 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

Community

- A single consolidated and scalable platform through which to distribute, authenticate, manage and update your digital content across your user community
- 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
- Your command and control platform for efficient and effective deployment, authentication and service management

Upgrade to Premium Membership



TIME (as a member)

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Your Learning Pathway

'How to' guidance to help unlock platform value



Yocova 'How To' Videos

Your Learning Pathway

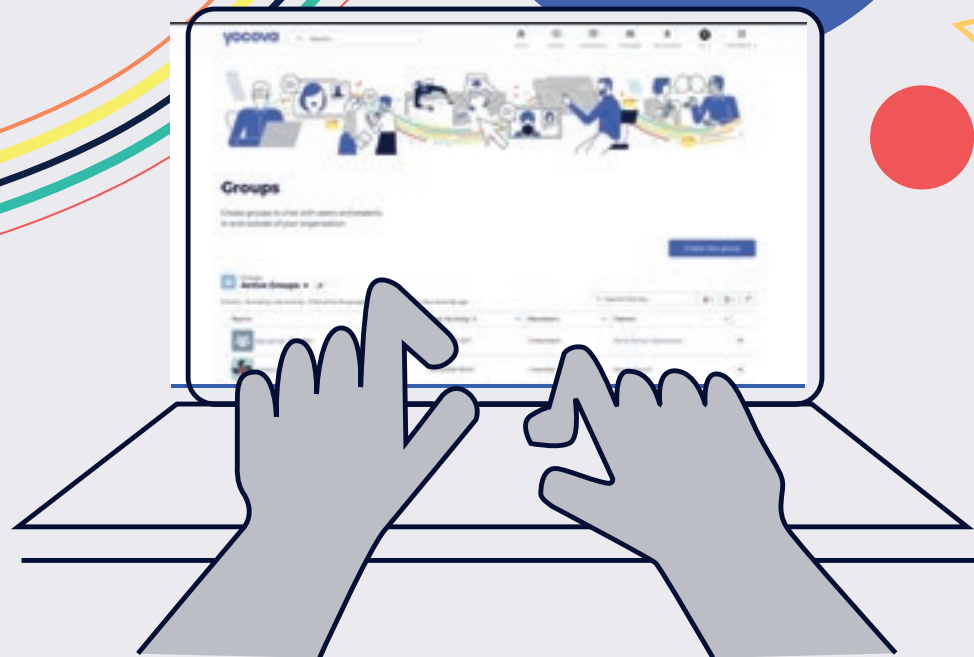
We want to make it as easy as possible for you to make use of all the capabilities and functionality that Yocova offers, so we've created a series of 'How To' videos to help you unlock the value of our community.

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

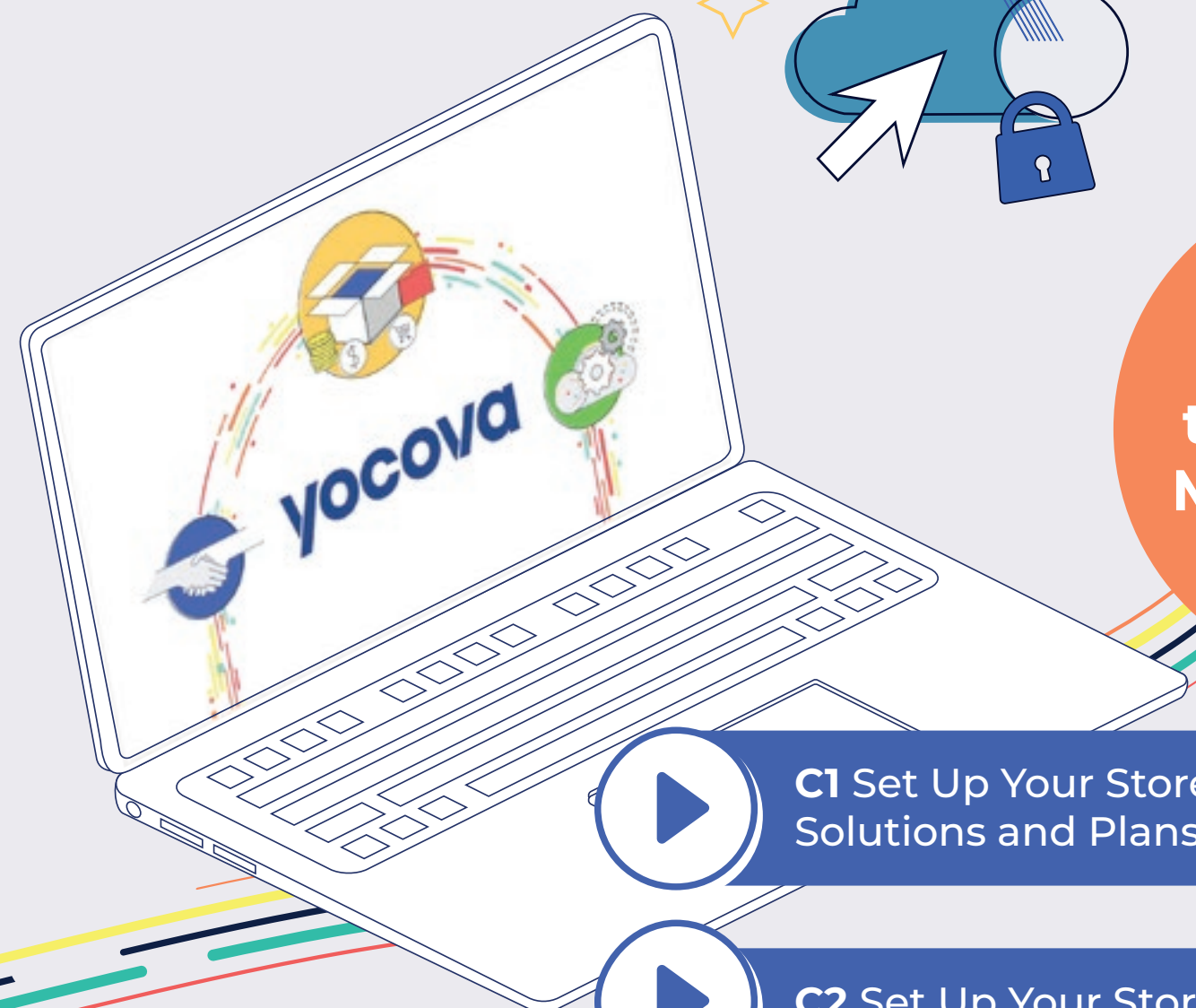
VALUE (as a member)



**Yocova
Partner
Programme
Membership**



-  **A1** Navigate Yocova
-  **A2** Manage Your Personal Profile
-  **A3** Collaboration Groups



-  **C1** Set Up Your Storefront, Solutions and Plans
-  **C2** Set Up Your Storefront (Bitesize)
-  **C3** Set Up Your Solutions (Bitesize)
-  **C4** Set Up Your Solution Plan (Bitesize)
-  **C5** Your Customer Success Plan (CSP)
-  **C6** List Your Event



**Upgrade
to Premium
Membership**



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



TIME (as a member)

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Customer Success Programme

Position your business across
our global community



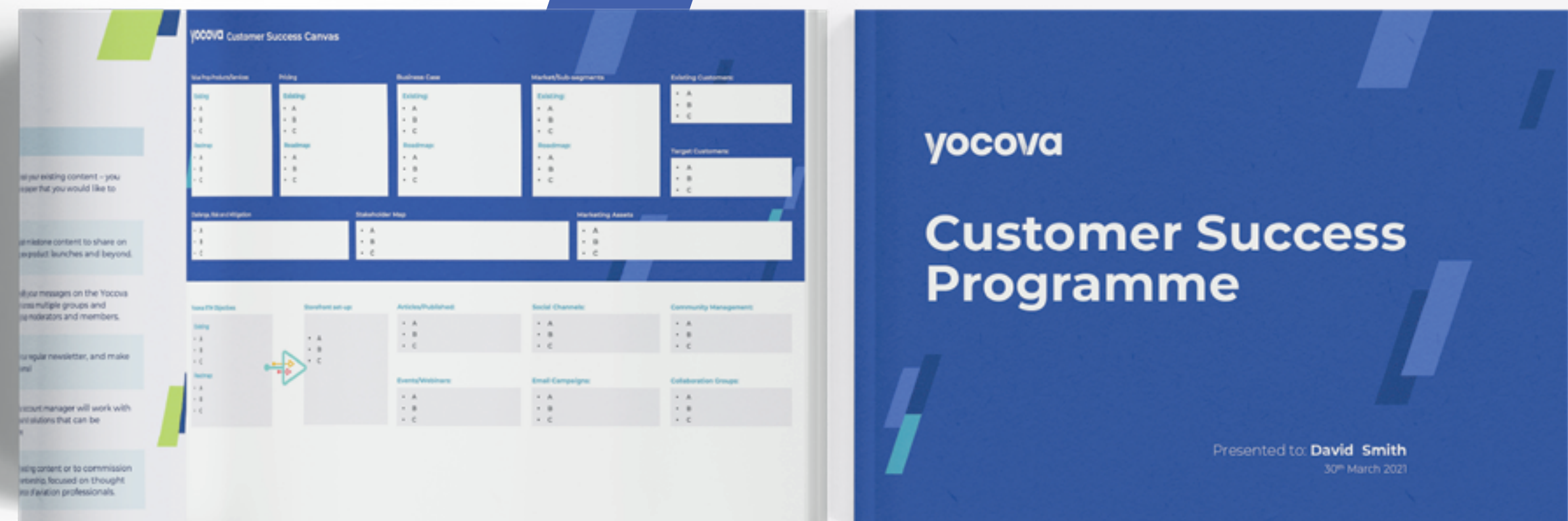
Yocova Success Programme

Yocova partners are supported by the Yocova Customer Success team to help position your business across the global community and deliver against your brand and capability awareness objectives.

As part of our Customer Success Programme we offer onboarding support, aimed at providing our best welcome - an introduction to your company and the digital solutions you're making available to the Yocova members via the Marketplace.

This is delivered through articles, webinars, marketing campaigns and a wider set of community engagement initiatives.

Join the conversation with Yocova.



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Use Cases

Yocova capabilities enable a great number of use cases for ISVs



ISVs: Use Case One

Yocova Community

Force multiplier for your marcomms programme

Yocova capabilities



Community

you

An ISV is seeking to raise its capability and brand awareness in the market to support its competitive positioning, lead generation and conversion.

connect

The ISV sets up a public collaboration group. The group is focused on sharing thought leadership, technical insights and market insights on the latest technology and trends in Airline Safety Management.

The Yocova Customer Success team also support in raising awareness and engagement across the Yocova community through the Community Manager, email communications to membership, and Yocova's external community via Yocova social channels, all to support awareness and engagement.

The partner directly invites Safety professionals who are on the platform from airlines around the globe to participate and engage, in addition to its existing customer community.

value

The collaboration group serves as a powerful proxy through which the partner can raise its brand and capability awareness, build its network, capture market intelligence to drive its roadmap, and ultimately drive footfall to its storefront.

ISVs: Use Case Two

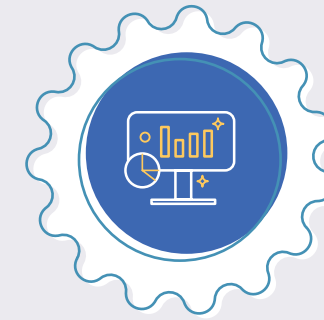
Yocova Community

Customer community engagement and development

Yocova capabilities



Community



Data Rooms



you

An ISV is accused of failure to meet its product roadmap objectives, lack of user engagement and poor communications by its customer community.

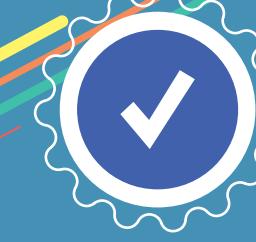


connect

The ISV sets up a private collaboration group for the digital product 'X' user community, and invites its customer community to the secure forum.

Recognising the increase in engagement, the ISV creates further collaboration groups and Data Rooms for more advanced and focused initiatives with its customer community to address specific challenges.

The ISV uses the forum for rolling day-to-day communications with its community: community news, product roadmap updates, soliciting feedback and inputs, coordinating events, training and user group sessions etc.



value

The customer community engagement initiatives, underpinned by Yocova collaboration groups and Data Rooms, deliver increased engagement and intimacy, supporting retention and creating a culture of co-innovation. The enhanced product roadmap and value proposition also support the ISV's competitive positioning for new customer prospects.



ISVs: Use Case Three

Yocova Community

Accelerate your growth strategy and market extension

Yocova capabilities



Community

you

An established ISV is seeking to accelerate its global growth strategy, having achieved regional success and a powerful case reference to build upon.

connect

The partner sets up their storefront, solutions and plans before kicking off their Customer Success Programme with the Yocova Account team.

To raise awareness, interest and engagement across the Yocova community, all the ISV content and platform activity is marketed by the Yocova team via:

- * On-platform Community Manager
- * Off-platform social channels
- * Email campaigns
- * Yocova Content Bureau

The Yocova Account team supports the partner in:

- * Setting up collaboration groups (public and private)
- * Publishing thought leadership articles
- * Marketing their events
- * Using the Feed to build on existing social channels

value

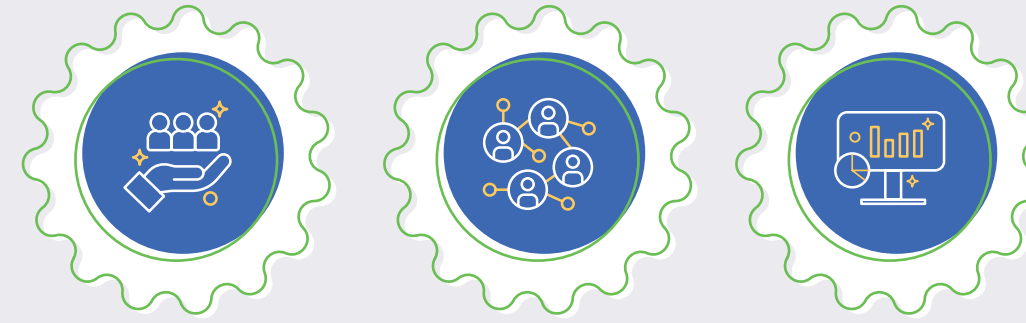
The partner was able to accelerate their capability and brand awareness across the global aviation community, via numerous Yocova comms channels, platform capabilities and initiatives. All towards driving interest, engagement and lead generation.

ISVs: Use Case One

Yocova Data Rooms

Innovation roadmap validation and development

Yocova capabilities



Community

Marketplace

Data Rooms



you

A small ISV has successfully delivered into the market but is struggling to define and validate its future services roadmap.



connect

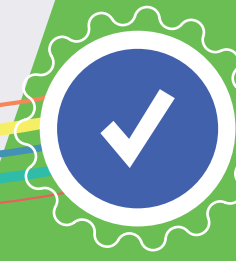
The partner invites a number of airlines to a User Group (Data Room), pools data and explores a new set of value propositions with a subset of the User Group.

The partner validates the technical and commercial model of the proposed new services with the User Group.

The partner transitions the new services from development and lists the capability in the Marketplace.

The Yocova Customer Success Programme supports the ISV in raising brand and capability awareness of the new storefront listing via:

- * Social channels
- * Community email campaigns
- * On-platform Community Manager activities
- * A news/insights section



value

Yocova supports the full product lifecycle – from providing the secure Data Room forum, and enabling partners to connect and collaborate, through to Marketplace storefront set-up and Customer Success Programme support to drive awareness and lead generation.

ISVs: Use Case Two

Yocova Data Rooms

Accelerating and enabling innovation

Yocova capabilities



Community



you

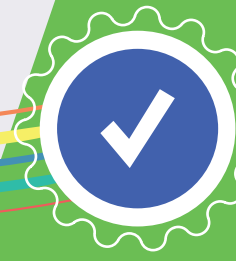
A large ISV is being accused of not innovating and is operating a closed model.



connect

The partner develops an API to allow integration to its services and data. They use the Yocova data template and publish on the platform.

With marketing support from the Yocova team, the partner creates a crowdsourcing/ecosystem event and runs a competition to identify a new set of features and services. The partner selects a winning provider and lists on Yocova.



value

Yocova delivers the platform capability and collaboration community for the ISV to respond, accelerate and commercialise its innovation programme.

ISVs: Use Case Three

Yocova Data Rooms

Advanced collaboration and co-innovation through to commercialisation

Yocova capabilities



Community

Marketplace

Data Rooms



you

An IDV was seeking to run a DI initiative with an OEM who wanted to use their data to augment and drive insights around their existing operational data set.



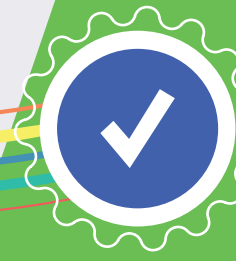
connect

The OEM acknowledged the potential for additional insights around their core EHM data sets if they were to integrate and augment with additional data feeds.

The OEM engaged the IDV listed in the Marketplace, purchased access to the API and commissioned the provider to support a data integration exercise with the EHM data.

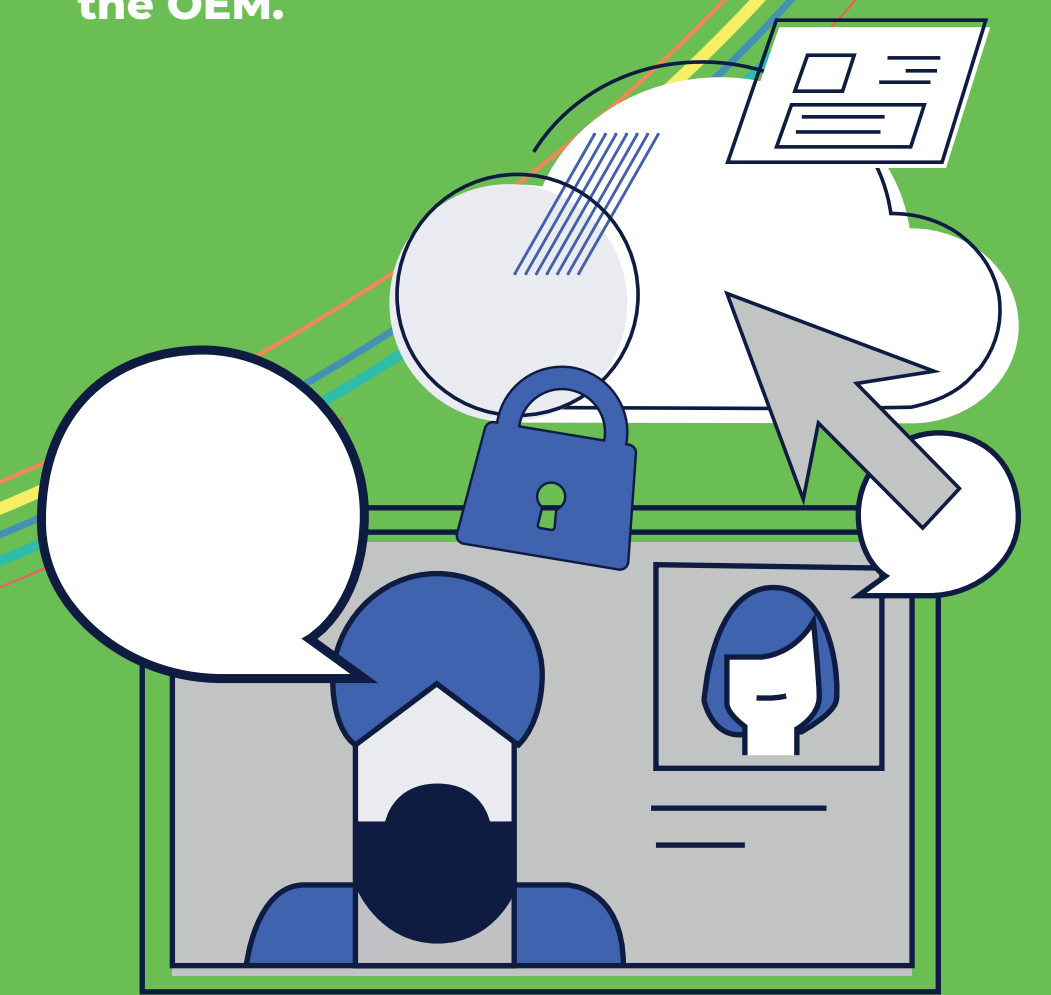
The partners used the Yocova Data Room facilities to support their data integration initiative. The data APIs from the OEM and the IDV were both accessible on the platform.

The OEM invited a data analytics provider to build a front end UI and develop a fully functional app.



value

The IDV, beyond sale of their data API via the Yocova Marketplace, was positioned to continue to partner with the OEM. The IDV went on to build further solution listings based on the case study successfully delivered for the OEM.

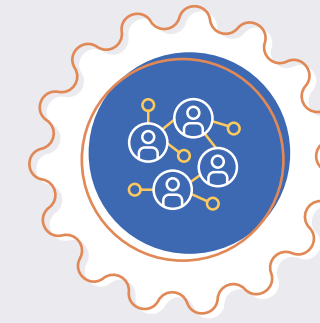


ISVs: Use Case One

Yocova Marketplace

GTM and accelerated market extension

Yocova capabilities



Marketplace

you

A start-up wants to market and sell their product to the wider airline community.

connect

They have been through an incubation and accelerator programme, however they're lacking a clear GTM and route to market.

They can't afford the cost of direct sales and the investment required in a broader marcomms programme for the airline market.

Yocova provides an established route to market via the Marketplace, and broader sales and marketing support to build brand awareness.

This is supported by the Yocova Customer Success Programme, which is focused on guiding the partner to maximise brand and capability awareness opportunities across the Yocova internal/external community and drive a following.

value

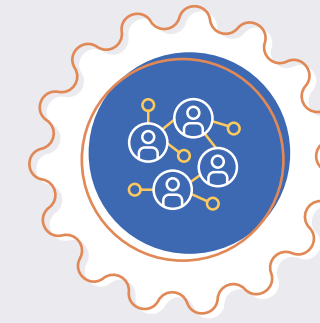
Yocova provides the framework and tools to scale the business efficiently, with a captive audience to engage and market their product to.

ISVs: Use Case Two

Yocova Marketplace

Augment and strengthen routes to market and align with procurement trends

Yocova capabilities



Marketplace

you

A long-established ISV is seeking to augment its existing direct marketing/direct sales route to market and reduce their high cost of sales.

connect

The ISV has a sales team pursuing the global airline market.

The high cost of sales driven by staff costs and global travel, and exacerbated by an extended sales cycle, is neither scalable nor sustainable.

The ISV is seeking to augment its current operating model and enable scaleable market extension through an additional and complementary route to market.

The ISV becomes a Yocova partner, setting up their storefront and kicking off the Customer Success Programme to drive awareness and interest across the community.

value

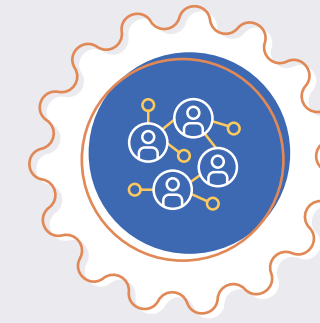
Yocova provides a global route to market and force multiplier to lend efficiency to the current direct sales programme. Lead generation is accelerated and the sales team can support the full sales cycle, from trial to purchase and contracting, via Yocova. The ISV also has the opportunity to publish thought leadership articles and market events to the Yocova community.

ISVs: Use Case Three

Yocova Marketplace

Entry point to engage the global aviation community

Yocova capabilities



Marketplace

you

A high-volume/low-value DAAS provider is seeking an efficient route to access the global aviation market.

connect

The DAAS currently lists its data APIs for sale on its own website.

Limited marketing budgets and expertise result in limited traffic and conversion.

The DAAS provider becomes a Yocova partner, sets up their storefront, their solutions and plans in readiness to access the Yocova Marketplace/global route to market.

The Yocova Customer Success Programme supports a structured set of initiatives to raise awareness, and drive footfall and lead generation. Email campaigns, off-platform social posts, community manager posts, articles and events all present opportunities to position the business for success.

value

Yocova establishes a low-friction and efficient route to access the global aviation market, with marketing support and guidance. Numerous use cases for the DAAS provider customers on the platform include purchasing access to the data API in support of data innovation/collaboration initiatives and integrating into existing app data feeds (augmenting/enhancing insights).

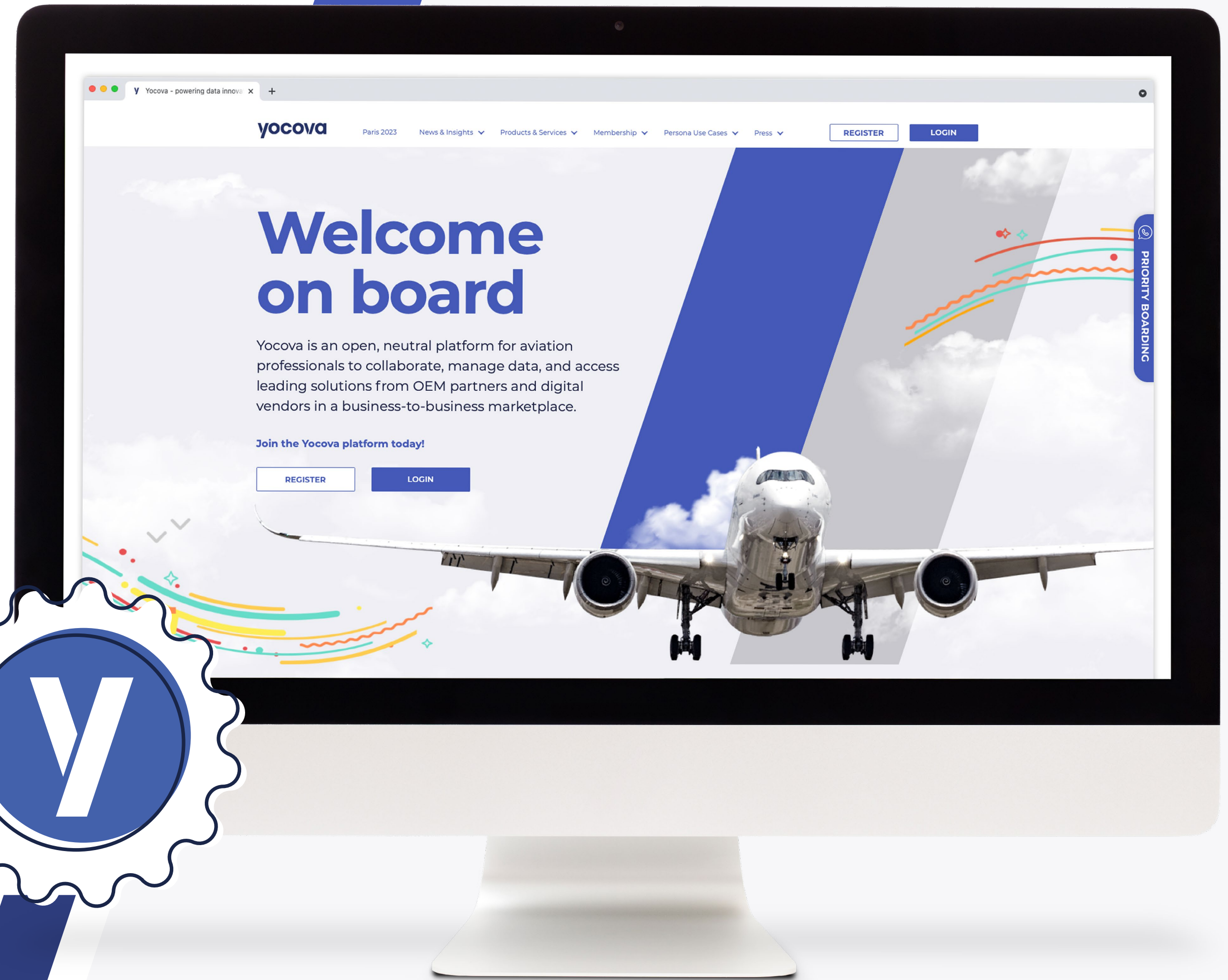
Yocova in Action

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.

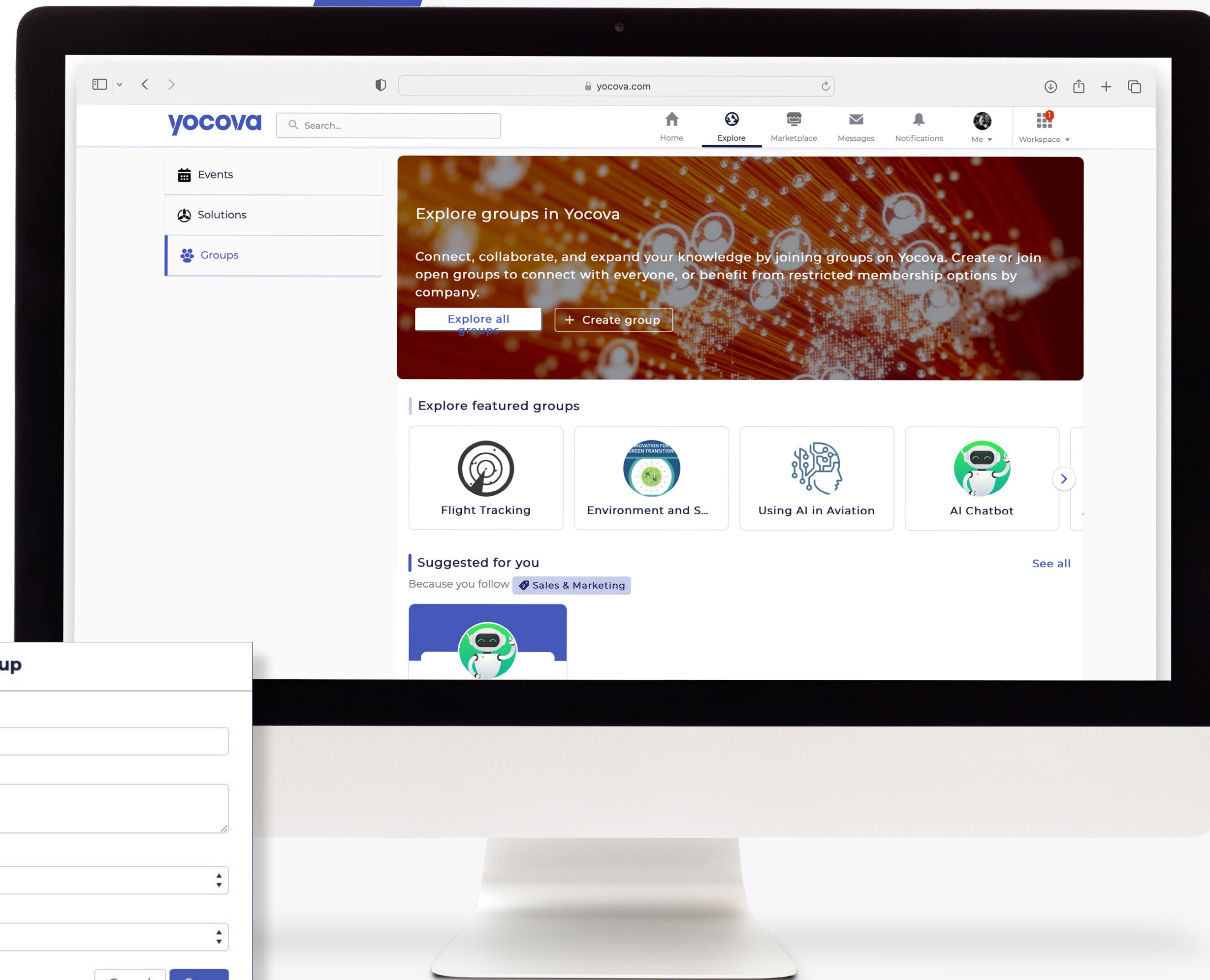
New Group

*Name

*Description

Choose a topic

*Visibility

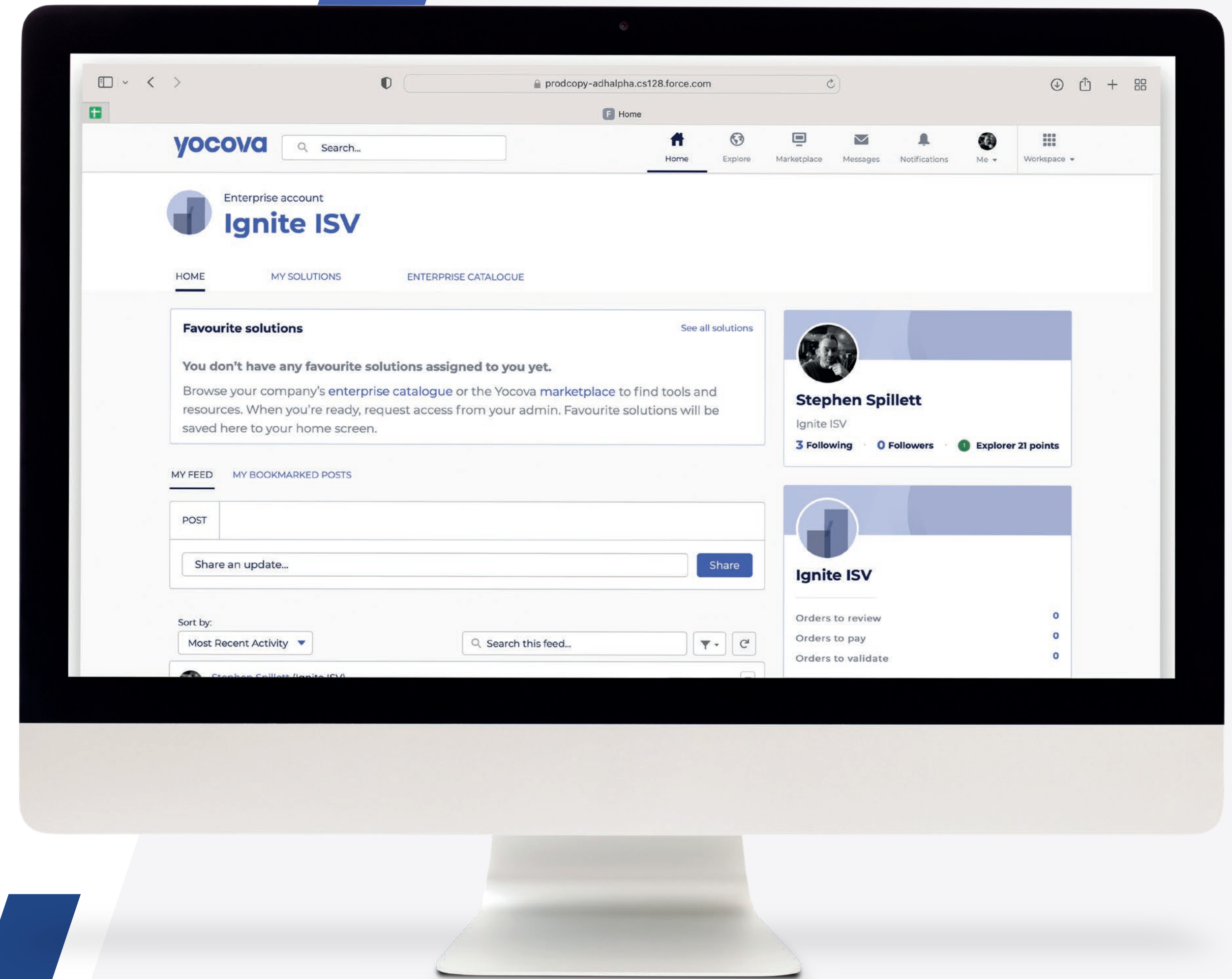


Yocova in Action

Yocova.com

Personal profile

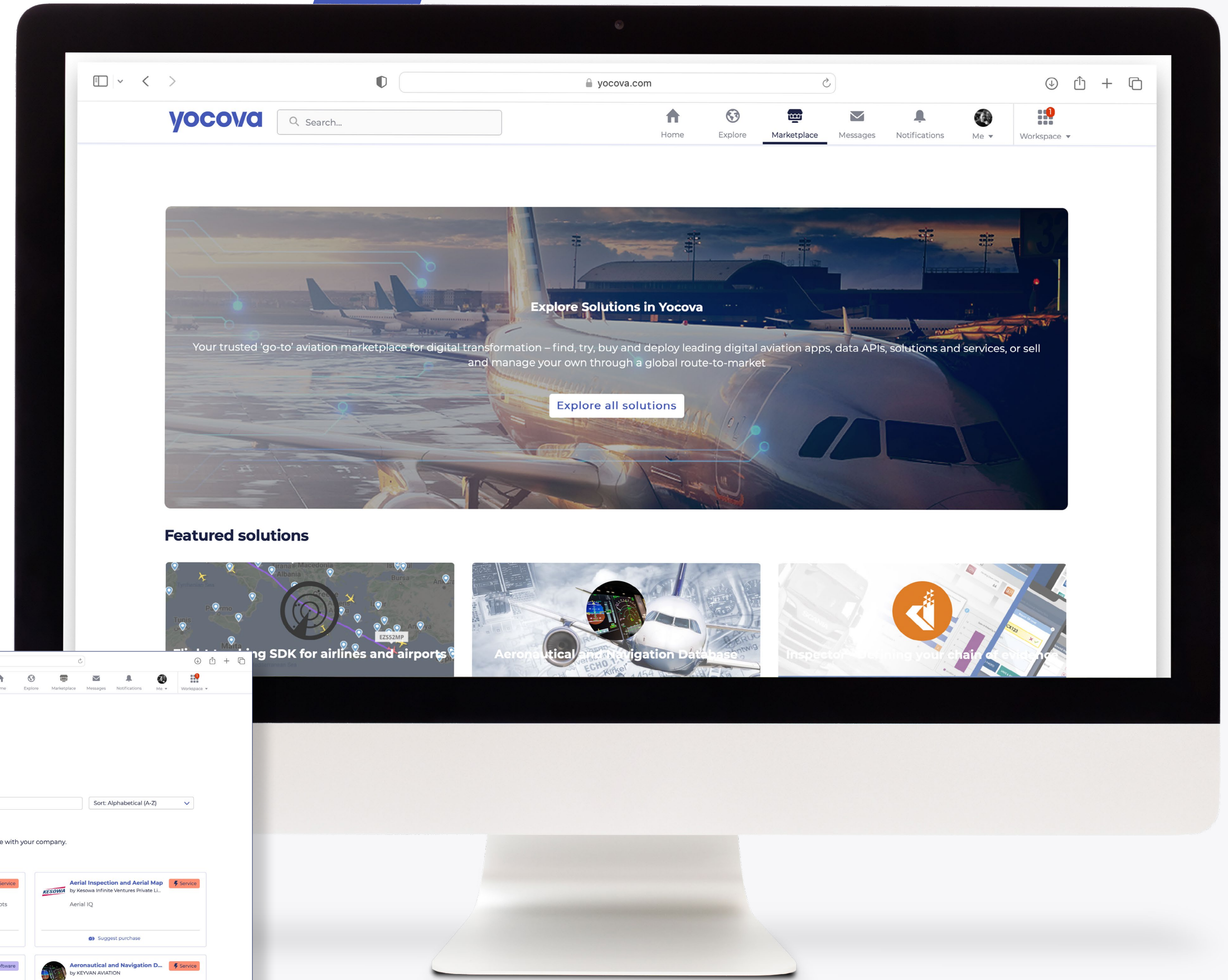
Each member creates their own personal profile to promote their experience and expertise, and to make connections.



Yocova.com

Marketplace

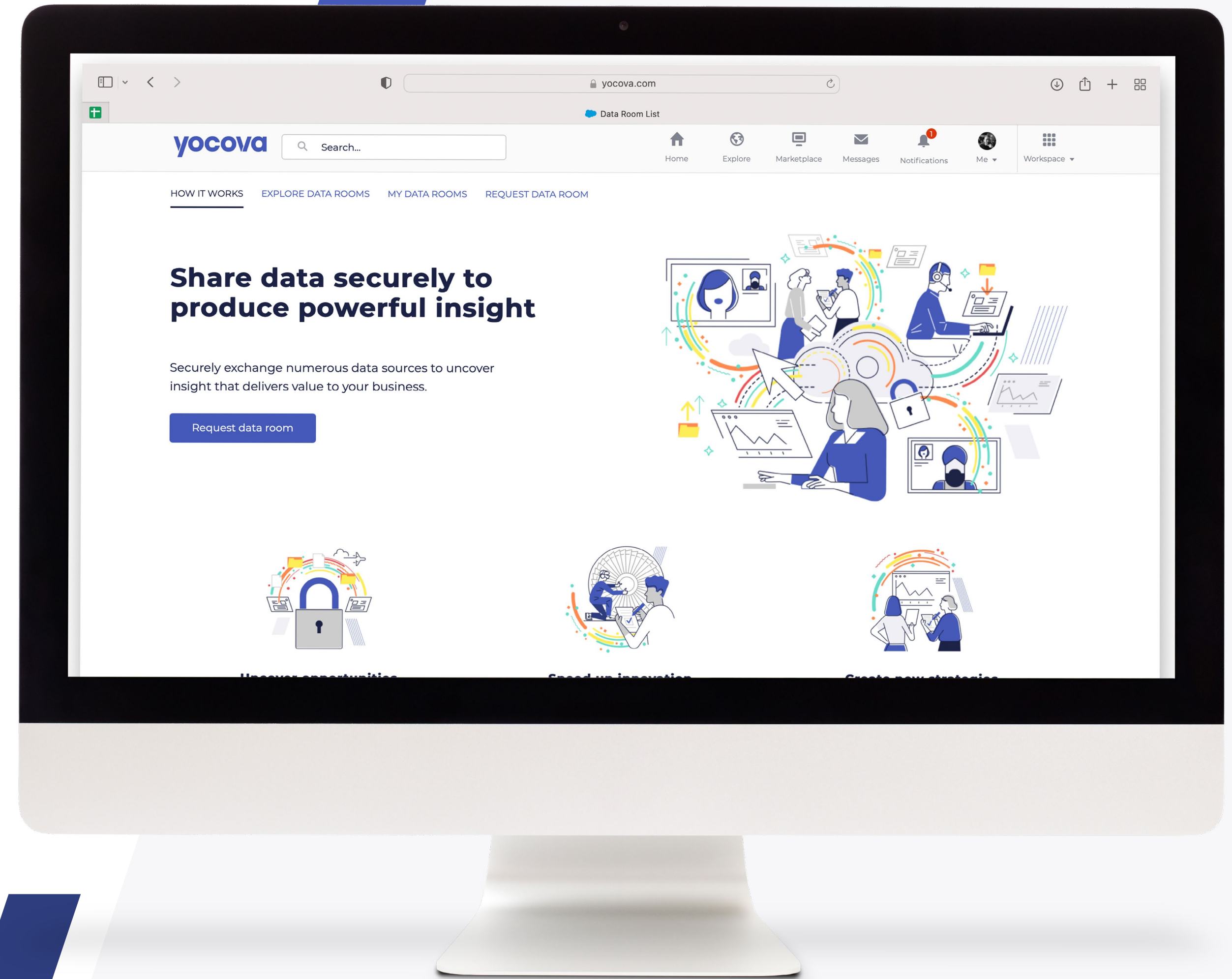
Your trusted 'go-to' aviation marketplace for digital transformation – find, try, buy and deploy leading digital aviation apps, data APIs, solutions and services, or sell and manage your own through a global route to market.



Yocova.com

Data Rooms

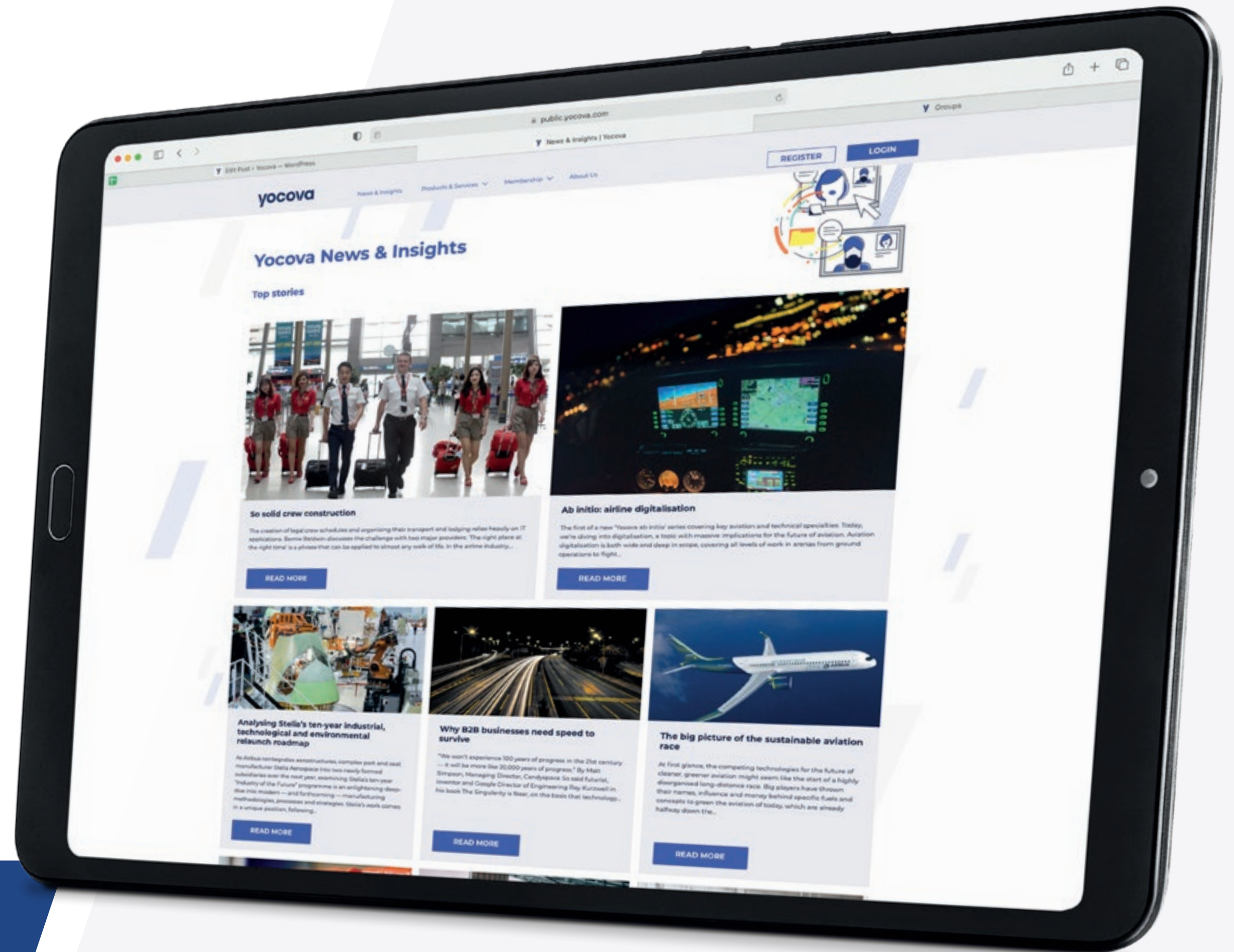
Exchange data with control, privacy and security to solve business and industry challenges. Unlock value from your data by sharing it with those you trust in a Yocova Data Room.



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.





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For more information visit
www.yocova.com

email **support@yocova.com**

or follow Yocova on **LinkedIn**