

yocova

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 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.

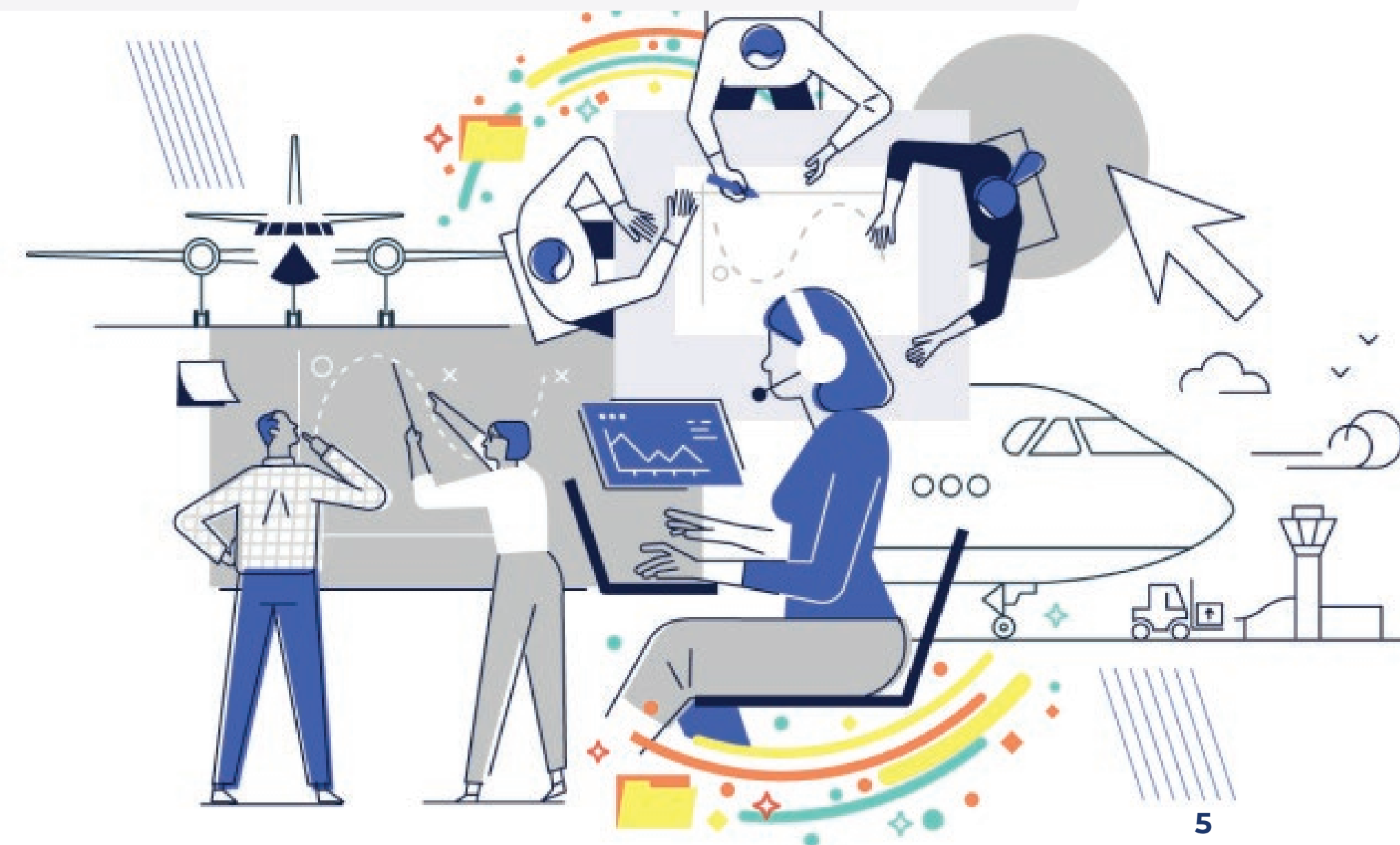
For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single-entry point for swift, efficient user access to all OEM digital content.

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.

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 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 license 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.

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)



yocova

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

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

Link to Individual Members

Link to Distributor Members (OEM Partners)

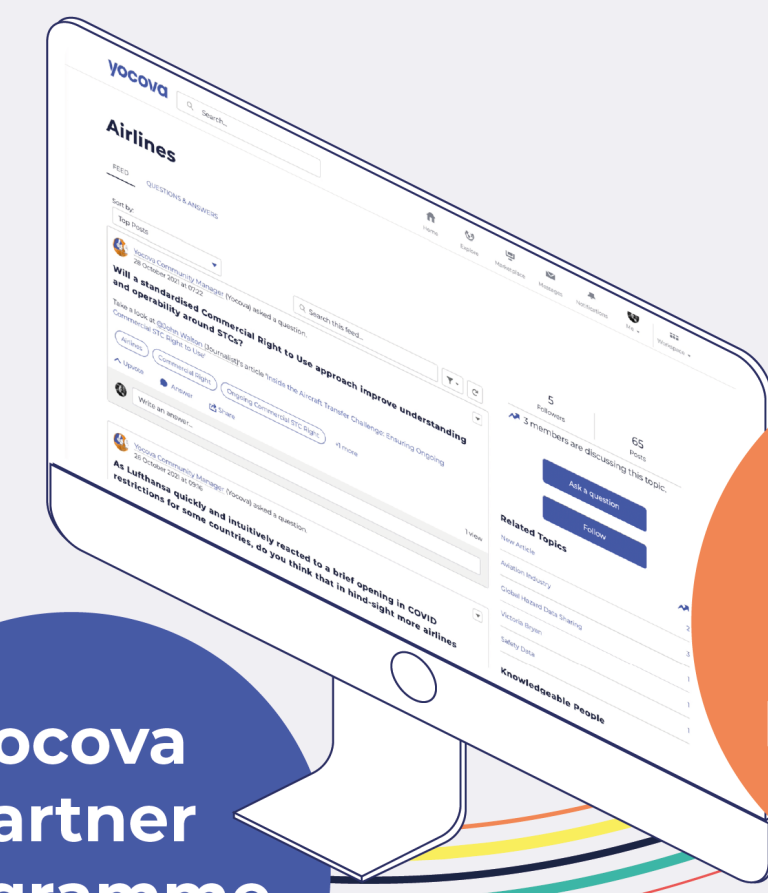
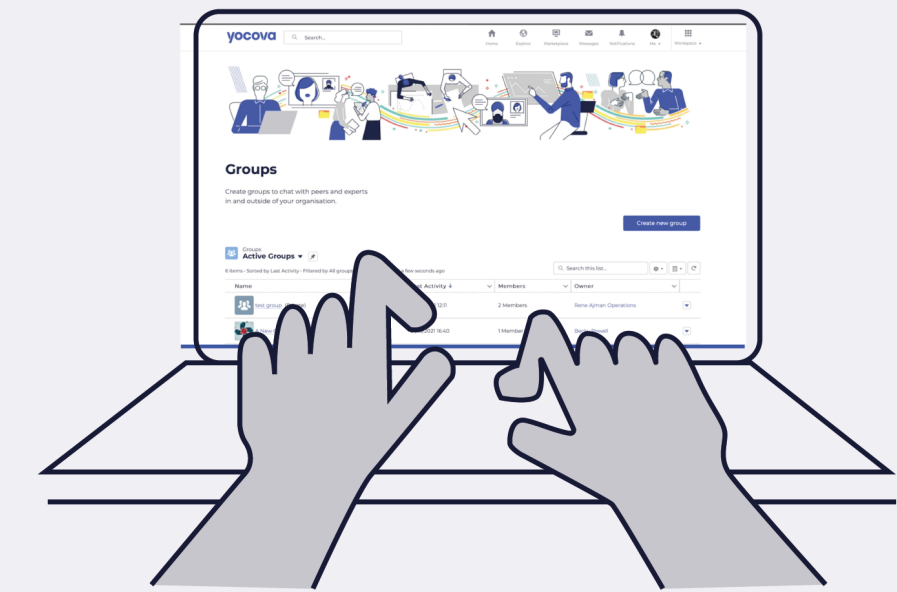
- B1** Set Up Your Enterprise Profile
- B2** Set Up & Manage Enterprise Account Administrators
- B3** 360 Navigating Your Enterprise Account

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)

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

Upgrade to Premium Enterprise Membership



TIME (as a member)

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Use Cases

Yocova capabilities enable a great number of use cases for OEMs



OEM: Use Case One

Yocova Community

OEM accelerating and enhancing their services innovation programme

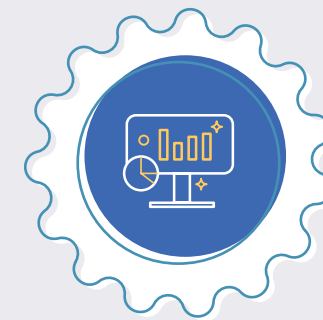
Yocova capabilities



Community



Marketplace



Data Rooms



Enterprise Management

you

The OEM's intimate relationship with the prime airline and other premium carriers with PBH 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 often leads to costly losses.

connect

Private and secure Yocova Collaboration groups enable idea sharing and solutioning in a safe space, involving only those the OEM/ Airline 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.

The OEM's intimate relationship with the prime airline and other premium carriers with PBH contracts means that there is an expectation that OEM will do everything for free and monetise with late adopters.

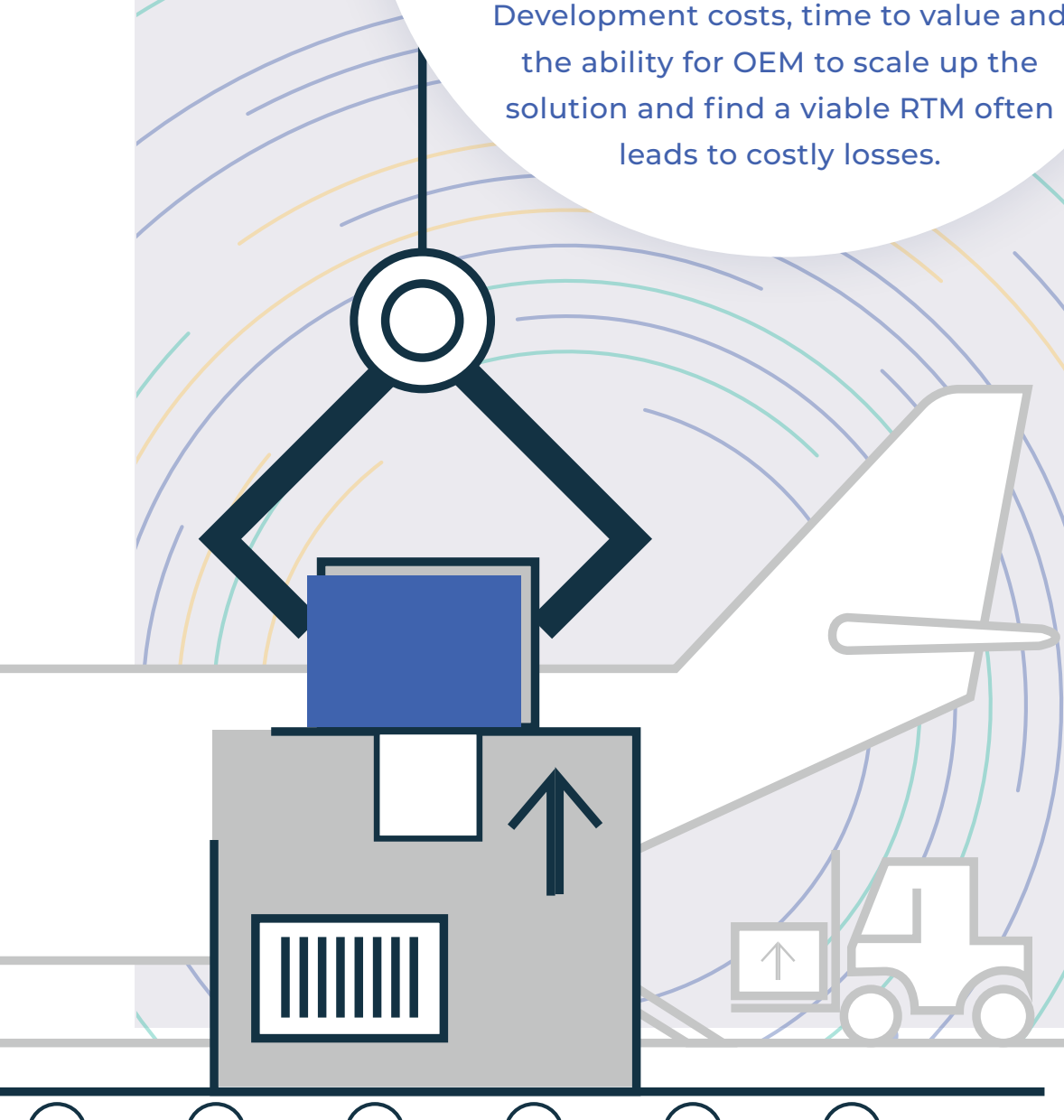
Development costs, time to value and the ability for OEM to scale up the solution and find a viable RTM often leads to costly losses.

Interactions between OEM and Airlines 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 to bring in various capabilities to accelerate the maturity and deliver a market ready listing.

Kudos goes to the Airlines and OEMs (commercialisation and use of the solution via Yocova) whilst the vendors and partners in the Yocova marketplace are able to 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

The process from idea to listing is accelerated, trust is increased, standards are created and reinforced, and monetisation and IP sharing are improved.



OEM: Use Case Two

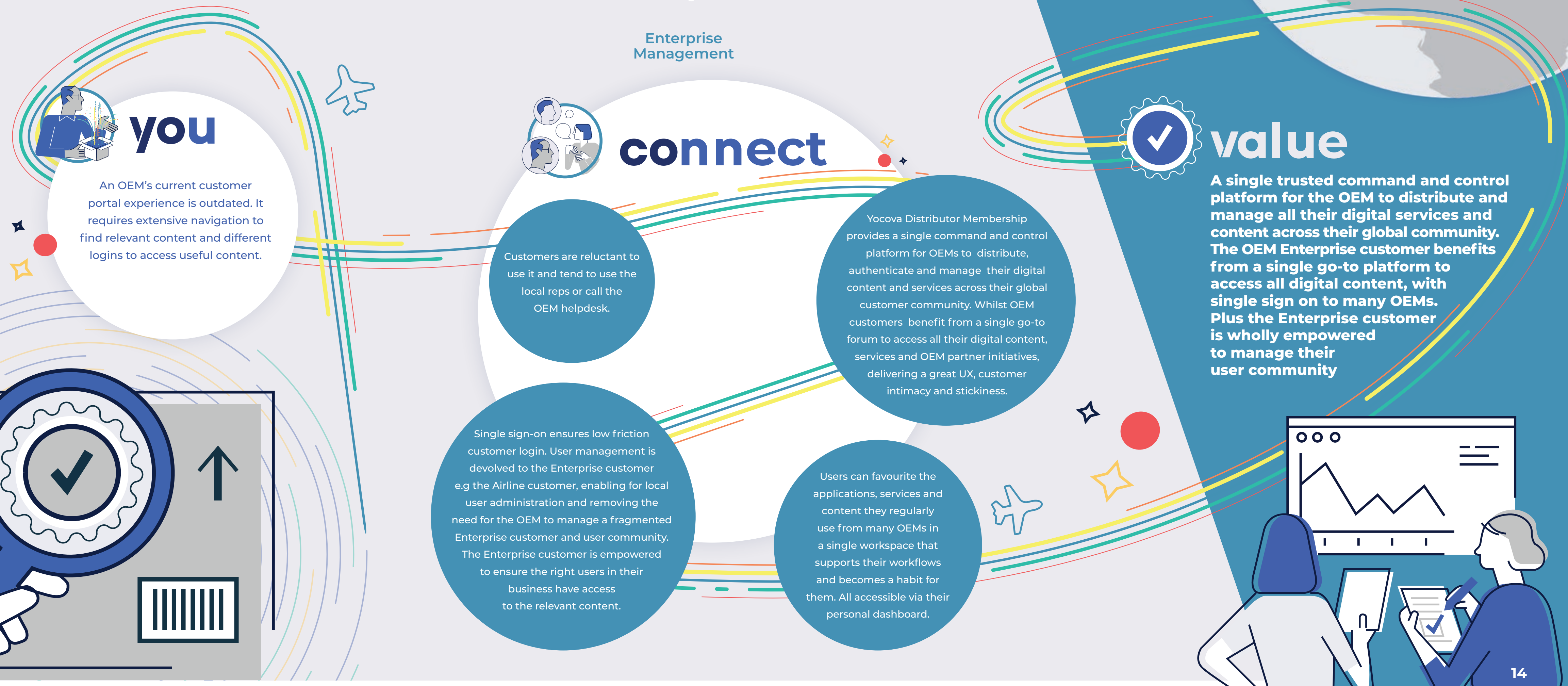
Yocova Community

Single Command & Control for all OEM digital content, services and your global customer community

Yocova capabilities



Enterprise Management



you

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



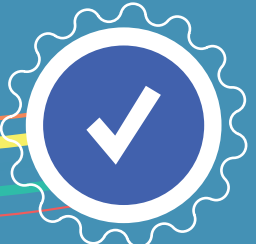
connect

Customers are reluctant to use it and tend to use the local reps or call the OEM helpdesk.

Single sign-on ensures low friction customer login. User management is devolved to the Enterprise customer e.g the Airline customer, enabling for 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 becomes a habit for them. All accessible via their personal dashboard.



value

A single trusted command and control platform for the OEM to distribute and manage all 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 single sign on to many OEMs. Plus the Enterprise customer is wholly empowered to manage their user community



OEM: Use Case Three

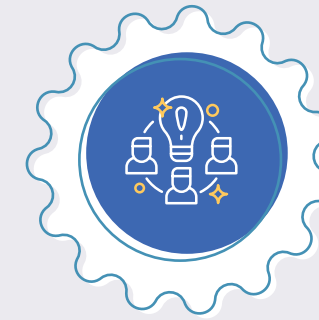
Yocova Community

Pro-actively engaging customer groups

Yocova capabilities



Community



Enterprise Management



you

OEMs need to understand how to differentiate themselves from their competitors/rebalance any ground they have lost to them.



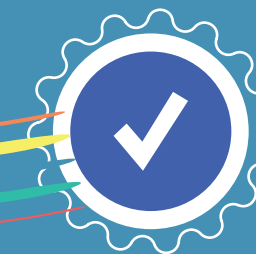
connect

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

They need to identify the most active groups and individuals to help solve those specific challenges.

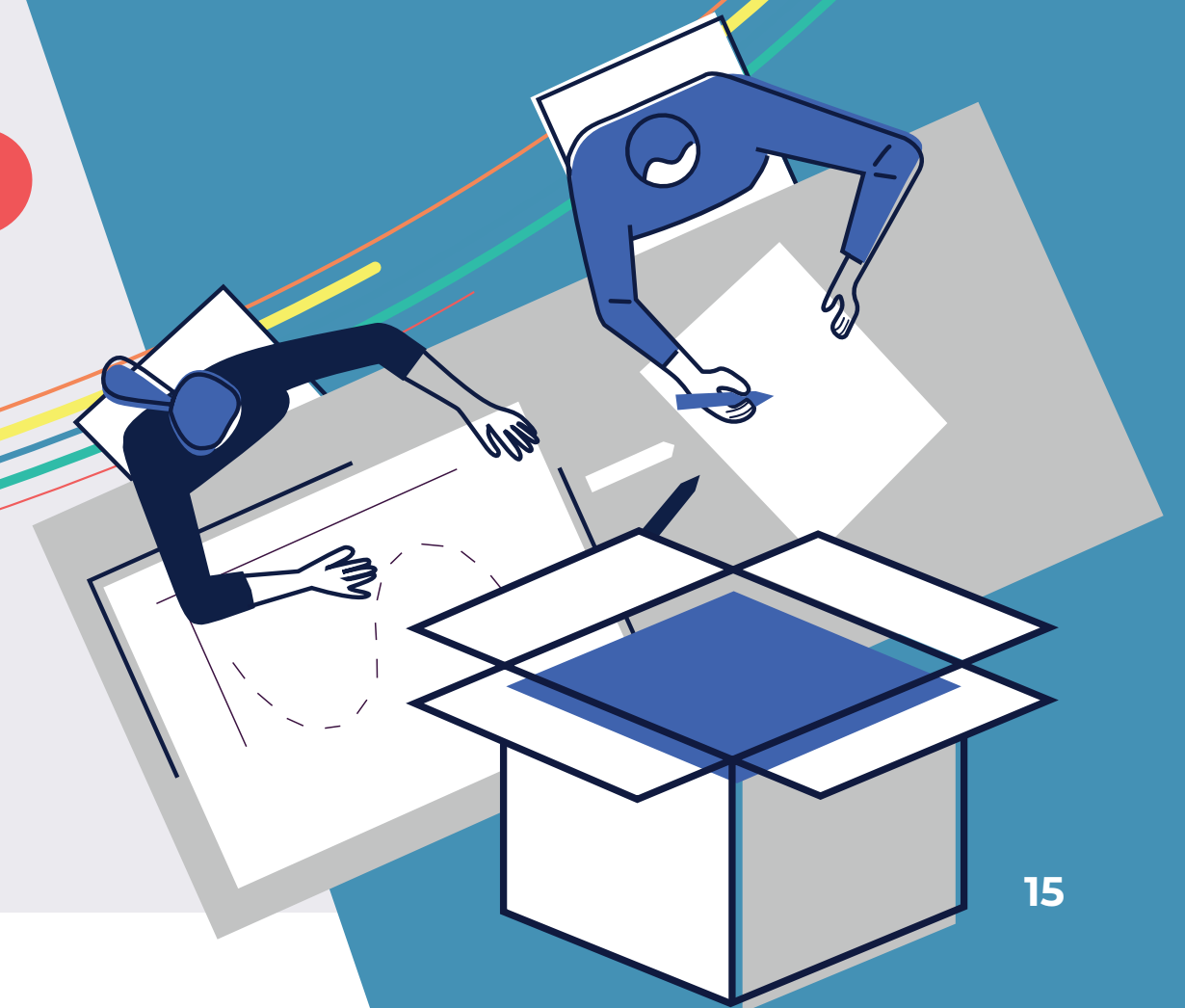
By leading such initiatives, OEMs will be able to position themselves as industry leaders on the platform and secure greater adoption/willingness to test or to get involved with their solutions when launched.

Ability to pro-actively listen to the members, identify challenges and work collaboratively to solve a specific issue for the OEM and its end customers.



value

Yocova offers 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 collaboration and dynamic progress.



OEM: Use Case Four

Yocova Community

Unlocking the power of collaboration

Yocova capabilities



Community



Data Rooms



OEM: Use Case One

Yocova Data Rooms

Accessing airline performance data



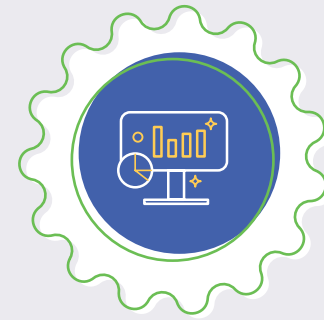
you

OEMs can be low in the priority order for receiving performance data from airlines in order to maintain/improve reliability. Airframers tend to hold on to that data and drive improvement through their supply chain. Disintermediation OEMs means they only hear when their ATA chapter is a concern, and offers no opportunity to pro-actively monitor fleet data begin to correct and performance deviations.

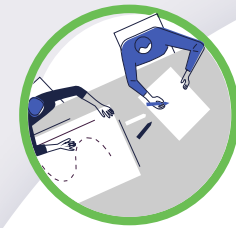
Yocova capabilities



Community



Data Rooms



connect

Airlines 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 involves accessing multiple OEM portals.

Sharing pre-configured APIs with OEMs directly in Yocova Data Rooms allows all validated users to find their own value in that data.

Airlines publish data into Yocova once for many OEMs to access, and only need a small team or limited integrations with their data sets. Only one Yocova login is needed for OEMs to access data sets from airlines 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 Marketplace vendors, who can use it to benchmark airline performance and create data-driven decision-making solutions.



value

Listing a range of closed, open and paid sources controlled by the data owner will enable wider ecosystem players to create value where OEMs and others haven't looked. Lower tiered OEMs will have access to new product insights, and means to monetise new services and improved product performance.

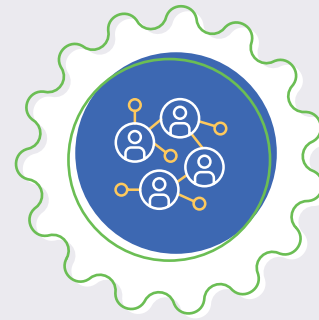


OEM: Use Case Two

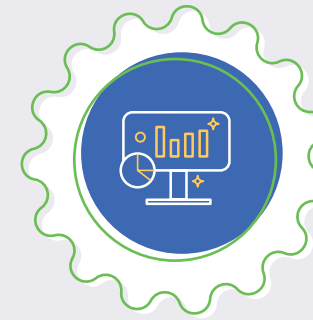
Yocova Data Rooms

Optimising owned and shared data assets

Yocova capabilities



Marketplace



Data Rooms

you

OEMs usually only have a small piece of the information they need (unless they are an airframer) so must rely on collating 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.

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

The ability to pro-actively fulfil airline operator demands allows smart OEMs to optimise their assets and introduce new product lines if demand for legacy products is in decline.

Yocova offers a 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

Yocova brings together experts in data acquisition and migration, allowing OEMs and others to rapidly visualise their data and the questions that need answering. This enables a robust engagement hypothesis and business case to be built.

OEM: Use Case Three

Yocova Data Rooms

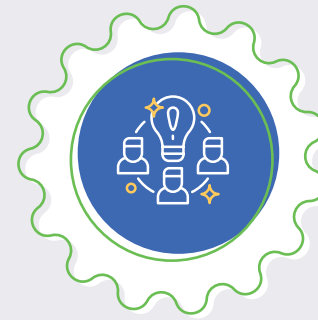
Powerful content listing



you

OEMs want to create new services, better manage warranty applications and provide technical services to extend on-wing life.

Yocova capabilities



Enterprise Management



Marketplace

connect

The current process is accessible from a form on the OEM's portal. The customer has to find part information from their systems and validate the warranty status.

By hosting closed APIs that can only be accessed by the airline, the OEM can pre-populate the data and validate the warranty status, 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

Capabilities currently hidden within protected portals are revealed and simplified with Yocova's content listing wizard. These can then be requested or directly distributed via user management capabilities.



ISV: Use Case One

Yocova Marketplace

Listing new solutions and trial plans

Yocova capabilities



Marketplace



Enterprise Management

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 pro-actively manage reliability with OEMs 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 Airlines operating their products, access real time data sources (shared via Data Rooms) and vendors with innovative capabilities to build and list an analytics workbench.

By creating the workbench and bringing in data from their airline customer base, the OEM will be able to benchmark the performance of their equipment, identify if the problem is airline, region or use type and create bespoke intervention plans to bring up performance. Such as new maintenance or inspection regimes, or an assessment of operation - potentially reducing the time on wing.

value

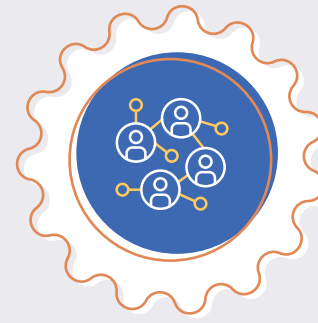
Yocova provides access to its OEM services infrastructure and tools to get valuable insights and engage with larger OEMs.

ISV: Use Case Two

Yocova Marketplace

Distribute access to solutions

Yocova capabilities



Marketplace



Enterprise Management

you

Engine OEM and Airframer agree a set of availability services for component provision. A number of specific solutions are developed by Eng OEM to administer the service; these are directly distributed to the airline customers via Yocova.

connect

Eng OEM who is already an Enterprise member and internal distributor becomes a Yocova Marketplace partner.

Eng OEM is able to distribute access to solutions directly to its subscribed customers via its enterprise site. The solutions will also be listed in the marketplace for other airlines customers to subscribe to and access directly.

value

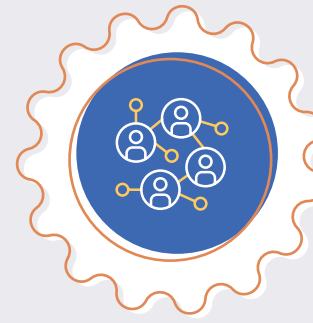
Solutions are distributed to end customers, services team and other users to trial and further mature such services.

ISV: Use Case Three

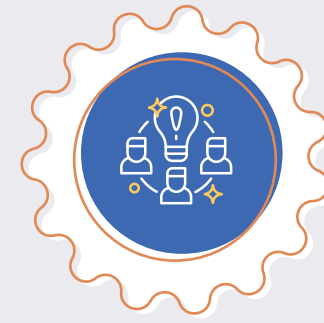
Yocova Marketplace

Securely distributing digital solutions

Yocova capabilities



Marketplace



Enterprise Management

you

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

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 in the Marketplace and creates a collaboration group to spin up interest in the subject.

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

value

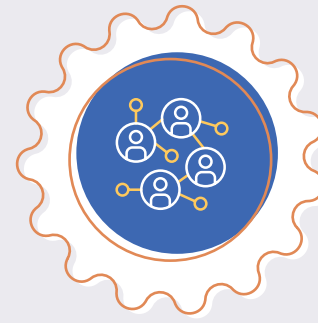
Solutions are distributed to end customers, services team and other users to trial and further mature such services.

ISV: Use Case Four

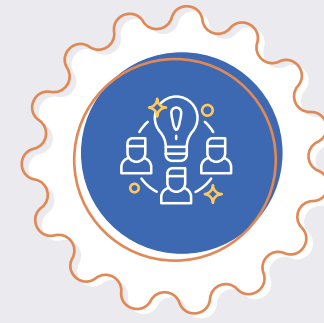
Yocova Marketplace

Distributing digital solutions to your customer bases efficiently and safely

Yocova capabilities



Marketplace



Enterprise Management

you

An OEM has developed a range of applications, portal products and data feeds that they want to make available to their internal field service supports 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 activates 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.

value

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



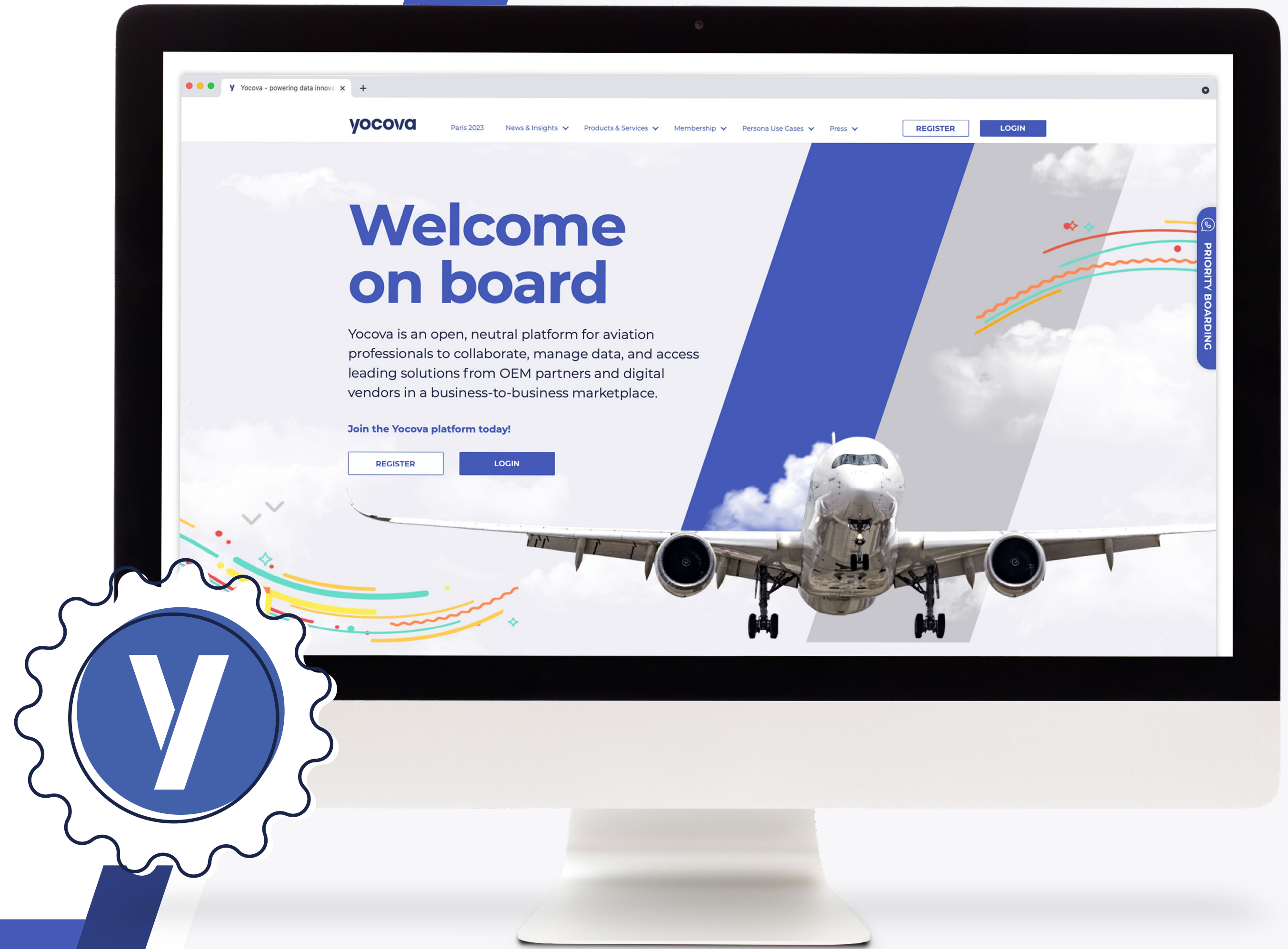
Yocova in Action

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.

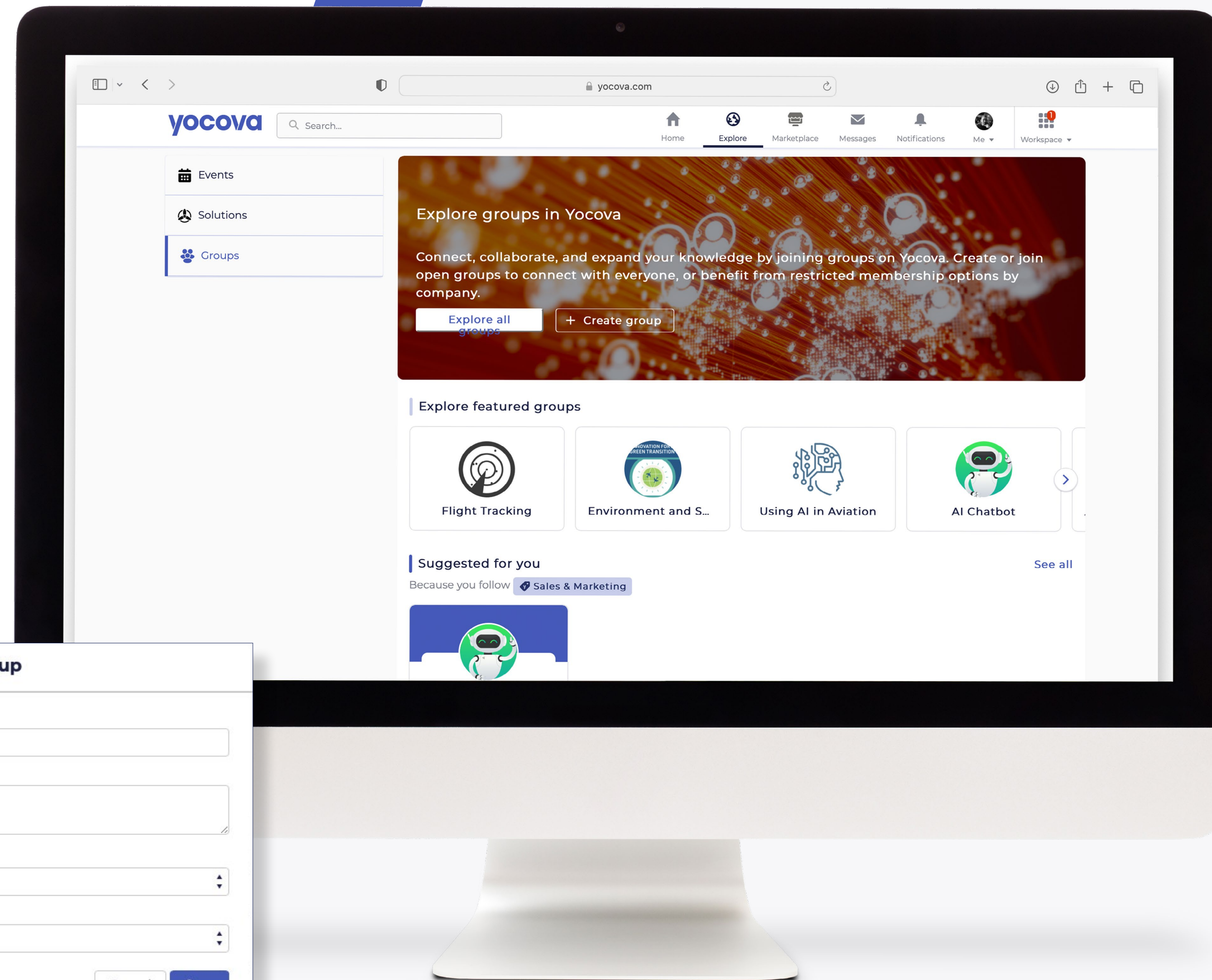
New Group

*Name

*Description

Choose a topic

*Visibility

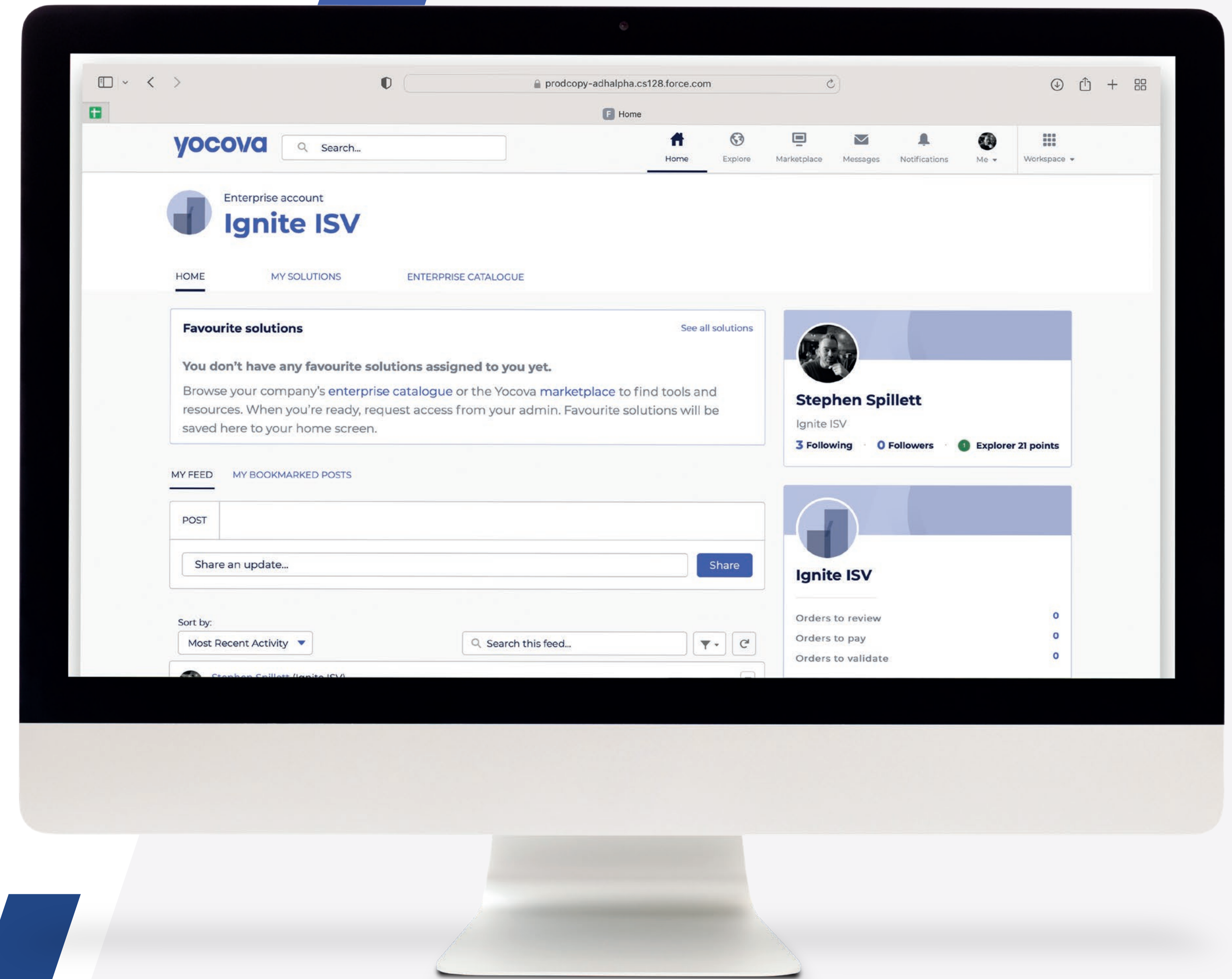


Yocova in Action

Yocova.com

Personal profile

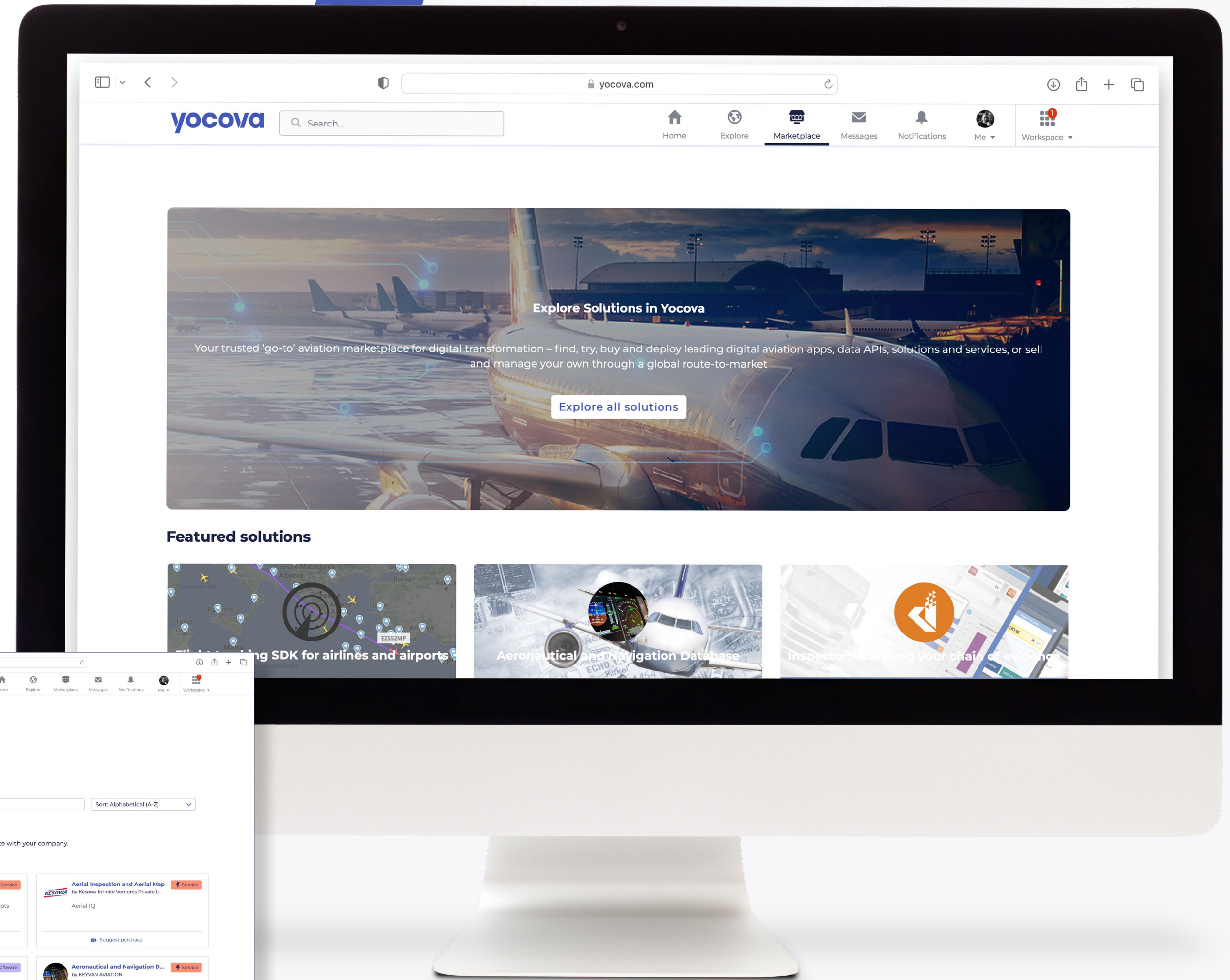
Each member creates their own personal profile to promote their experience and expertise, and to make connections.



Yocova.com

Marketplace

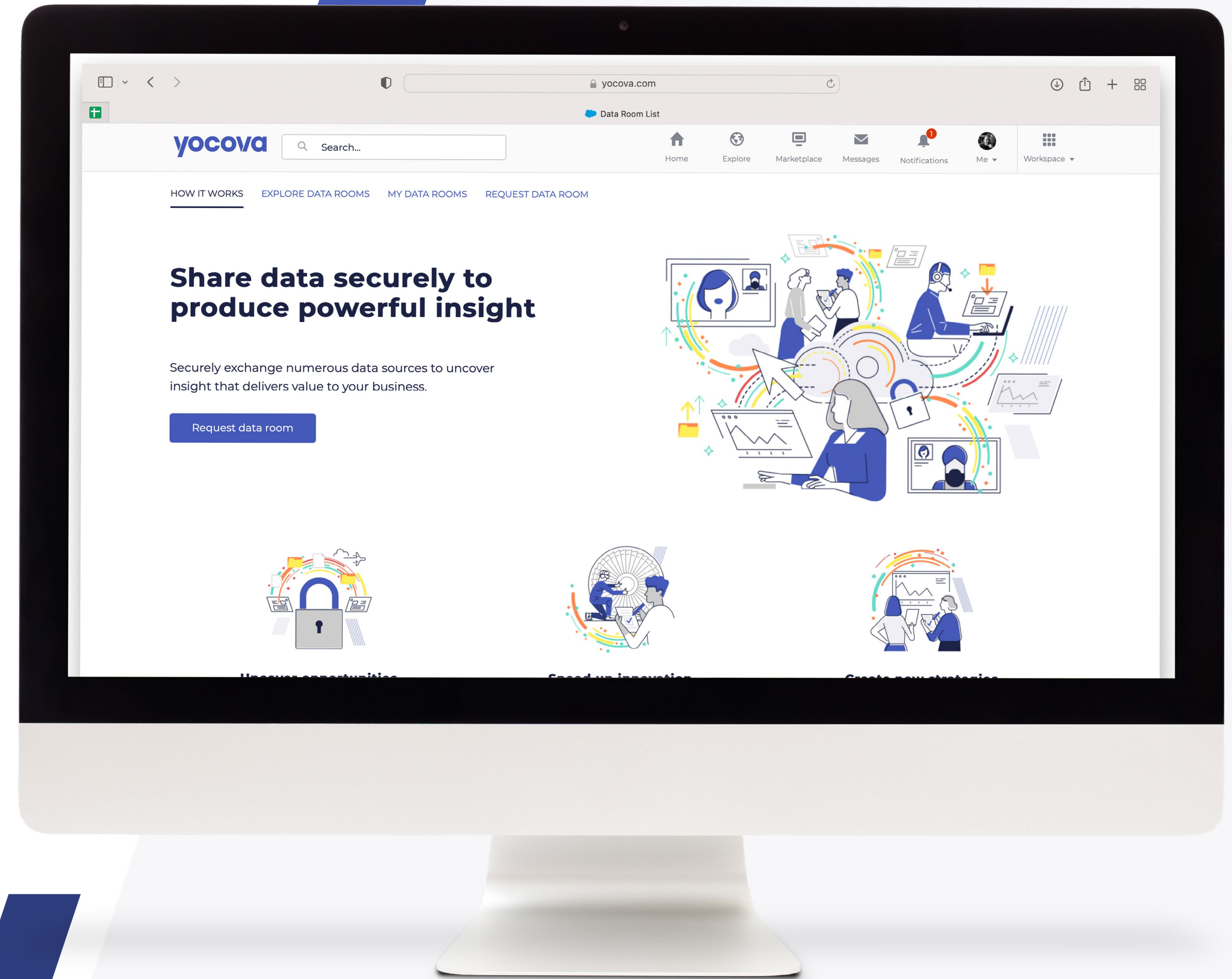
Your trusted 'go-to' aviation marketplace for digital transformation – find, try, buy and deploy leading digital aviation apps, data APIs, solutions and services, or sell and manage your own through a global route to market.



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.

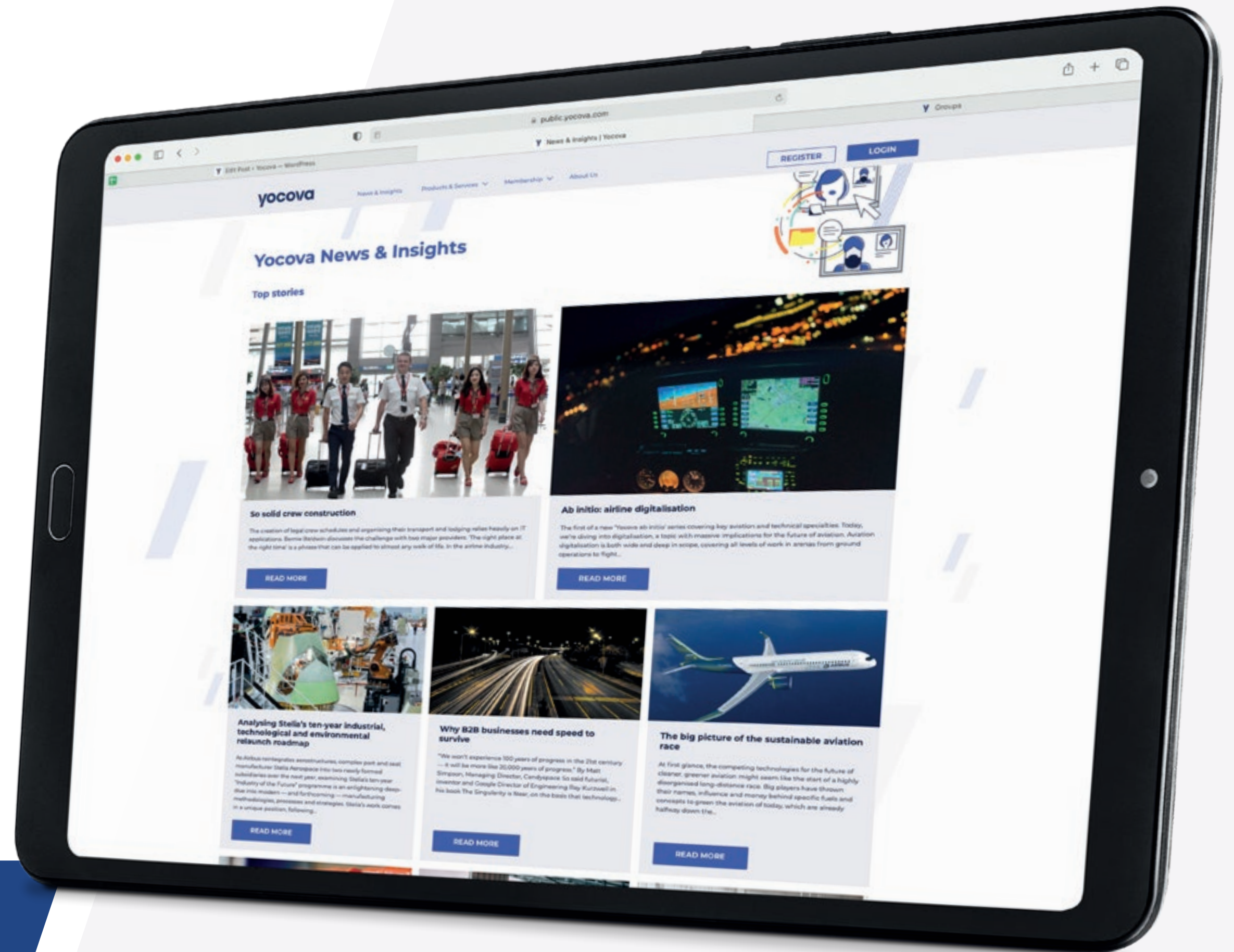


Yocova in action

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**