

# GOGO

Next generation Merchandising Center for inflight services.

## BUSINESS CHALLENGES

Gogo was using a proprietary SaaS application to support its product catalog, which presents products to traveler while in flight. Their legacy system was limiting their abilities to provide unique offers, scale up into new markets, and produce effective analytic reports. For example, they wanted to create personalized pricing offers for passengers dependent on their frequency of use, duration of the fight, speed of broadband, etc.

This legacy system was expensive and inhibiting Gogo's ability to meet business growth objectives.

Gogo needed a partner to help:

- ▣ Modernized their Merchandising Center
- ▣ Create a solution to help them expand their offerings
- ▣ Migrate to Pimcore for omnichannel communication
- ▣ Provided a dedicated team of IT professionals

## FINAL SOLUTION

The OSSCube team advised Gogo to use Pimcore, an open source product information management (PIM) solution, as an alternative to building a custom application from scratch. This alternative allowed Gogo to significantly reduce their time to market and lower overall implementation and support costs.

The new solution now provides a platform to support all existing functionality, has the capabilities to maintain business continuity, and replaces the legacy system. The new Merchandising Center solution is also seamlessly integrated with other applications within their ecosystem. It also provides scalability and extensibility to add additional features required to meet business growth objectives.



Gogo is a leading global aero-communications service provider that offers inflight Internet, entertainment, text messaging, voice and other communication related services to the commercial and business aviation markets. Gogo has partnerships with 11 major commercial airlines and is now installed on nearly 2,400 commercial aircraft. More than 6,800 business aircraft are also flying with its solutions, including the world's largest fractional ownership fleets. Gogo also is a factory option at every major business aircraft manufacturer.

Gogo has more than 900 employees and is headquartered in Chicago, IL, with additional facilities in Broomfield, CO, and various locations overseas.

### PROJECT:

Gogo Merchandising Center

### INDUSTRY:

Communications

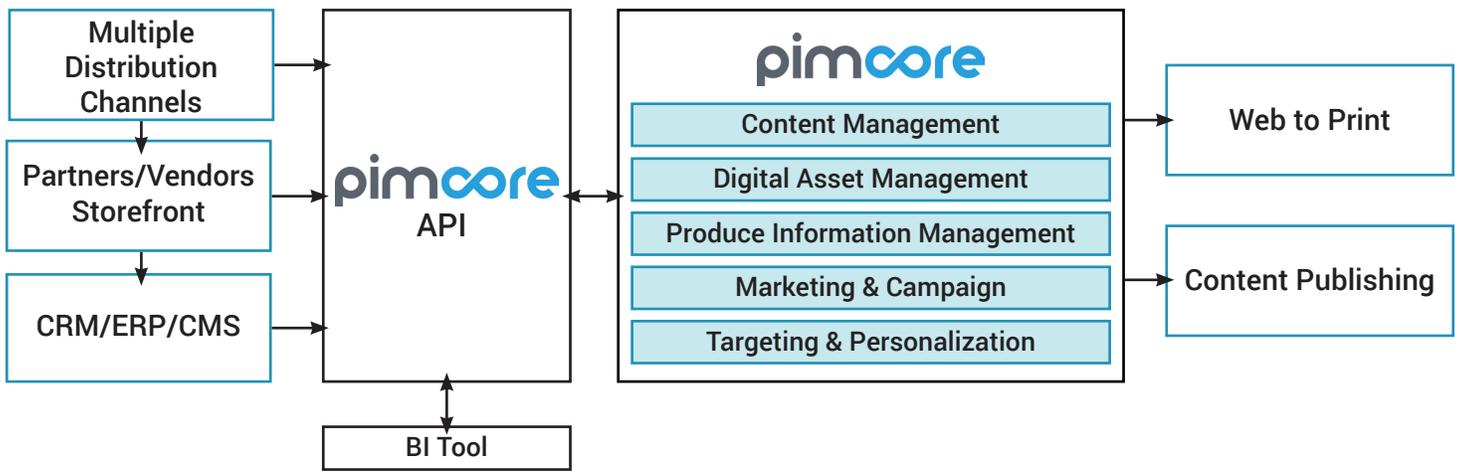
### MARKET:

Global

### WEBSITE:

[www.GogoAir.com](http://www.GogoAir.com)

[www.Business.GogoAir.com](http://www.Business.GogoAir.com)



The benefits of the new product information management system includes:

- ▣ A flexible master data management (MDM) for creating structured and unstructured product specific attributes
- ▣ Business-defined classes and objects – no need to write code
- ▣ A tight integration with e-commerce, web to print, and web experience management tools
- ▣ API integration with existing IT environments

### THE RESULT

The new Merchandising Center provides each passenger a personalized experience during their flight, improving customer satisfaction and loyalty. It also eliminated Gogo’s dependency on the legacy SaaS provider, allowing them the increase control and flexibility on their unique offers and scale up into new markets.

This new solution streamlines their internal processes and makes it easier to manage their product catalog. New intelligent reporting allows Gogo to fully understand how their service is used, leading to smarter business decisions and lower TCO. The high scalability and extensibility of the new solution supports Gogo’s business objectives to expand their global presence and services.

### About OSSCube

OSSCube is a global solutions provider based in Austin, Texas, with offices in the United Kingdom and India. OSSCube delivers integrated mission-critical business solutions using open source technologies and offers a broad range of services including: consulting, elastic virtual development resources, mobile, web and custom application development, product support, and open source training.

OSSCube is proud to be appraised at CMMI Level 3 (2014), a two-time honoree on the Inc. 5000 Fastest Growing Companies in the U.S. list (2014 & 2015), a two-time honoree on the Great Place to Work® list (2014 & 2015), and a NASSCOM Top 5 place to work (2015).

### VALUE PROPOSITION

- ▣ Personalized offerings for each passenger dependent on flight status, frequency of use, duration of flight, etc.
- ▣ Availability to expand into new markets, countries, and airlines
- ▣ New options to expand offerings, including online retail, entertainment packages and merchandise
- ▣ Increased customer loyalty
- ▣ Customized reporting for detailed insight of customer activities
- ▣ Reduced cost of ownership with open source technologies and no licensing fees