

Realizing significant benefits with Gogo inflight connectivity upgrade

CHALLENGE

Tracy Forrest, an experienced pilot of a Citation Jet 3+ and a current board member of Citation Jet Pilots (CJP) Association, was an early adopter of inflight connectivity on his aircraft. His initial installation was an EMS Aspire system using Iridium satellite service. It only allowed for voice and text. So, he installed the Honeywell BendixKing AeroWave system using Inmarsat's satellite service which provided internet access and basic email, but it was limited at best. He mentioned that he'd always coveted the Gogo ATG systems because they offered broadband connectivity that was much improved compared to the satellite systems he'd been using, but cost held him back.

As the owner/operator of a light jet – who was not hauling revenue-generating passengers like a charter operator or fractional operator does, and who didn't bring employees on most flights – he was having a hard time seeing the ROI attached to Gogo ATG equipment and service.

SOLUTION

Forrest eventually realized that the level of productivity he could achieve with a Gogo ATG system outweighed the initial costs. Plus, the price to install the system wasn't as costly as he thought. Forrest worked with Executive Aircraft Maintenance (EAM), an independent aftermarket facility, to install a Gogo ATG 2000 system. He had worked with EAM for years, using the shop to maintain and install his Inmarsat system on previous aircrafts and his CJ3+.



“When people buy an aircraft they look for higher, farther and faster. The Gogo ATG system goes higher, farther and faster than any other inflight Wi-Fi provider that I’ve used before. It’s an incredible system.”

– Tracy Forrest, CJ3+ Pilot/Owner,
Citation Jet Pilots (CJP) Association
Board Member

“When it came down to having the ATG 2000 installed, I knew whom to talk to. EAM was a shop that I could trust, and they had experience installing these systems at a competitive price point,” Forrest said.

CONCLUSION

Forrest typically uses the ATG 2000 system on his longer flights that are greater than an hour. With the ATG 2000 broadband connectivity, Forrest now leverages the full benefits of access to cockpit apps that he didn't have access to before. Forrest stated he'll use everything from FltPlan.com to JetFuelX.com to weather. “Depending on my needs, I use online services to adjust or change flight plans or coordinate and change hotels or rental cars when I travel.” Forrest added: “The benefit to passengers is that they can use the Gogo ATG service to pretend that they're at their desk and getting as much work done as possible while in route somewhere.”

When asked what advice he would have for other light jet owner/operators on making the decision to get inflight Wi-Fi, Forrest said: “I would recommend that they look at the cost to fly disconnected versus connected. Consider the cost of your time versus the cost of the service. Once you do this, you may realize the value of staying connected to your teams, your family, your business. You can stay accountable and responsible, even when you fly.”

Forrest also adds: “I'd also recommend that these owner/operators don't let the perception of cost [of the Gogo ATG systems] limit them. Talk to a Gogo Business Aviation sales rep, OEM or aftermarket facility to get the full picture. I know from experience that there are other ways to skin a cat to make installing and using the inflight Wi-Fi system more affordable and palatable to light jet owners.”

TO LEARN MORE

To learn more about the solutions that we offer the light jet and turboprop market, visit: business.gogoair.com/solutions/light-jet-turbo-prop
To learn more about our global network of authorized dealers, visit: business.gogoair.com/contact/dealers/.



KEY BENEFITS

- After considering the cost in time of flying disconnected versus connected, the value of staying connected in flight outweighed the cost of the service and inflight Wi-Fi system.
- Gogo ATG broadband connectivity offered greater access to additional cockpit apps and the ability to perform higher-bandwidth activities than with slower satellite systems.
- Leveraging Gogo's global network of authorized dealers saved time and money.