A corporate flight department's guide to inflight Wi-Fi

3 new truths of connectivity in the air

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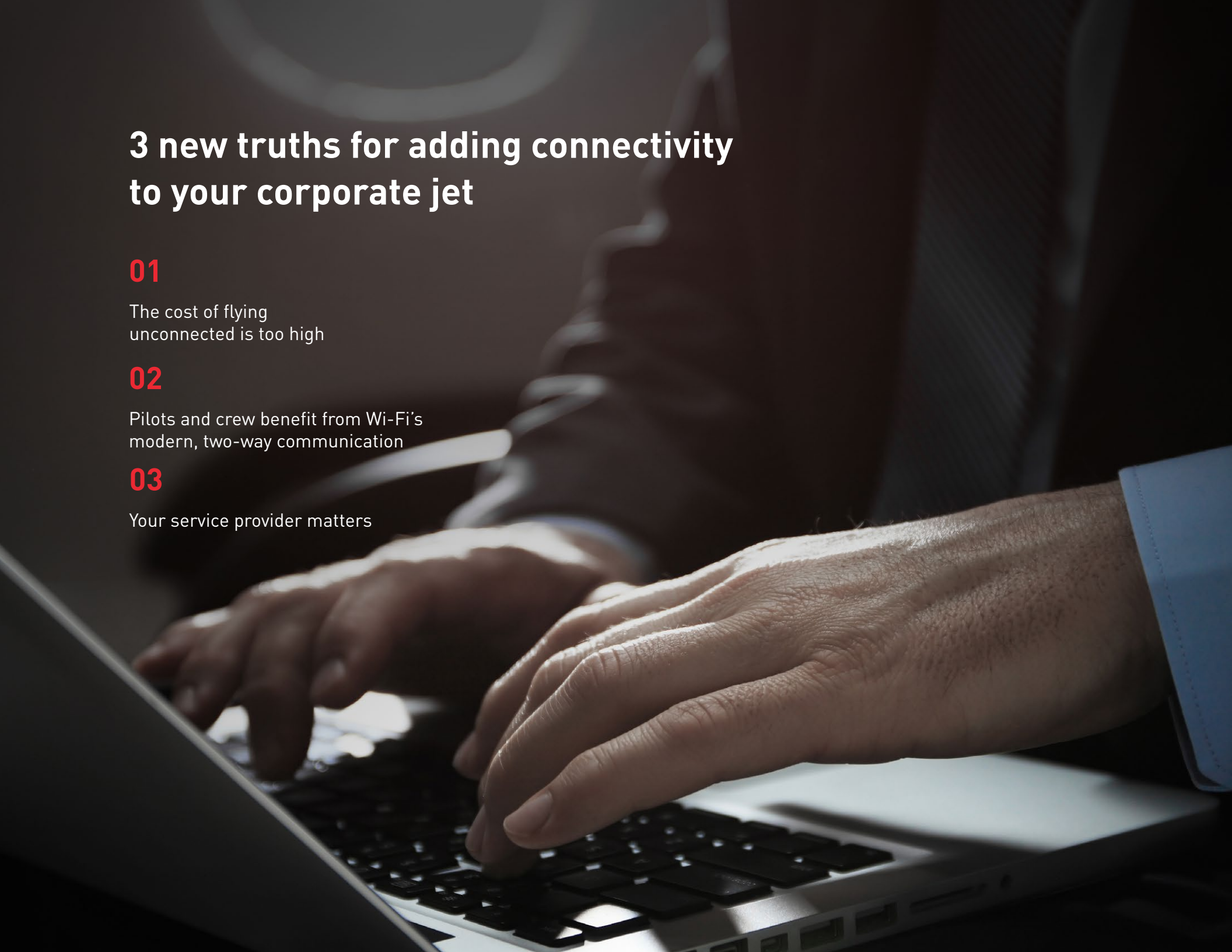
connect

To Wi-Fi or not to Wi-Fi: Why it matters to flight departments

Over the last decade, internet service for aircraft has gone from a nice-to-have to a need-to-have. This applies across sectors, from commercial flights and charters to corporate jets. We've all seen how inflight connectivity makes travel easier, more efficient, and more enjoyable—and now we want more.

What does this shift mean for corporate flight departments?
In today's business world, every second counts. Deals can make or break at lightning speed, which is why inflight connectivity is so important for executives who can't let flight time interrupt them. The days of being unavailable—and unproductive—for hours at a time while traveling are long gone.

In this guide, we'll walk you through three new truths to consider in evaluating inflight connectivity for your corporate jet. You'll also learn about how flight departments across North America are benefiting from inflight Wi-Fi to help their corporate passengers stay on top of it all, to elevate the passenger experience, and to improve day-to-day flight operations.



3 new truths for adding connectivity to your corporate jet

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The cost of flying unconnected is too high

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Pilots and crew benefit from Wi-Fi's modern, two-way communication

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Your service provider matters

01

The cost of flying unconnected is too high

Thousands of business jets are connected because the opportunity cost of flying unconnected far outweighs the investment cost.

For example, consider the average compensation for a Fortune 500 CEO is $10.5 million per year. That means that an hour of their time is worth about $5,000. And, that's just the CEO. Think about the time of the other passengers on board, and you start to realize the business impact of flying unconnected.

Also, consider the value of keeping corporate teams in touch with the senior leadership even when they're on a cross-country flight. Inflight Wi-Fi on your aircraft ensures business travel doesn't stop business in its tracks.

> *"When you're evaluating Wi-Fi, it may seem hard to justify the cost. But when you actually have it on board, it's a game-changer. Don't underestimate the power of Wi-Fi for improving the flight experience, passenger experience, and crew experience."*
>
> *- James Elian, president & chief operating officer, AirSprint*

Key takeaway: An investment in inflight connectivity is one that pays off when you consider how it keeps corporate teams productive and the business as a whole competitive.

75% of companies flying private jets agree that inflight connectivity is a significant priority

Cascade Insights Turboprop and Light Jet Internet Research, 2016

02

Pilots and crew benefit from Wi-Fi's modern, two-way communication

Inflight Wi-Fi represents a serious upgrade for pilots, crew, and maintenance staff used to outdated technology like satellite phones with spotty service or computer systems that only work at the hangar. Everyone on the aircraft simply assumed that once they were up, communication was down.

But, inflight connectivity gives pilots, crew, maintenance, and the rest of the flight department faster, more up-to-date access to relevant information and two-way communication, including the ability to:

- Access the most current weather information
- Use flight and travel planning apps in real time
- Communicate with dispatch, FBO, passengers, and more

While the improved communication afforded by onboard internet increases capabilities and convenience, it also can be critical depending on the situation. Almost every pilot that we spoke with shared a time when they were able to adjust plans mid-flight due to a family emergency, work crisis, or change of schedule due to weather – solely because of reliable inflight connectivity.

> *"Before inflight Wi-Fi, changing the itinerary due to weather added hours to the day for our passengers. We couldn't make any arrangements until we were on the ground. With Wi-Fi, we're in constant communication with dispatch. We're calling them using our own smartphones, they're texting us, passengers are emailing dispatch—it's seamless."*
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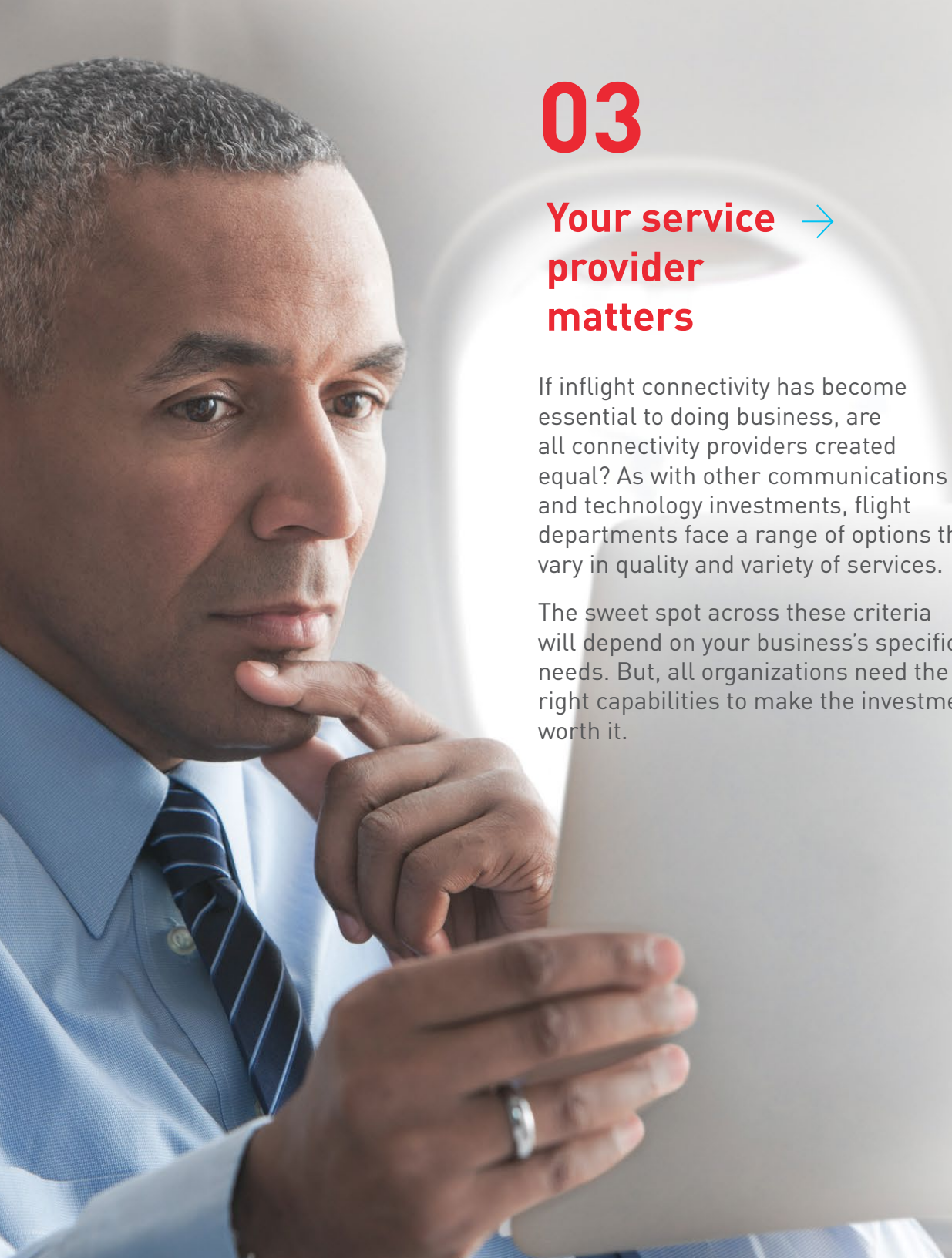
> *- Jon Becker, Don Davis Aviation*

Key takeaway: Inflight Wi-Fi enhances pilots' weather tracking, flight planning, and communication capabilities, and enables flight and ground crew to stay in touch with each other and the passengers.



03

Your service provider matters

If inflight connectivity has become essential to doing business, are all connectivity providers created equal? As with other communications and technology investments, flight departments face a range of options that vary in quality and variety of services.

The sweet spot across these criteria will depend on your business's specific needs. But, all organizations need the right capabilities to make the investment worth it.

- Reliability. The service has to work. With so much riding on the ability to do business securely and efficiently while traveling, flight departments need the solution to deliver as advertised.
- Flexibility. The speed and level of service that you need today won't necessarily be the same tomorrow. Look for a service provider with a variety of plans so that you can scale up and down as needed.
- Customer support. As with all technology, something will eventually go wrong. When it does, it's crucial to have a strong support team in place to get it fixed fast.
- Experience. Providing internet in the air isn't a simple proposition. Trust providers who have the experience to know what works, what doesn't, and can help your organization find the best fit for your business needs.

Key takeaway: Look for a service provider that offers the speed you need with the reliability to match.

With **~100% uptime**, increased speed, and diminished latency, inflight connectivity is transforming aircraft into some of the most important business enablers

“Even for shorter durations, Gogo connectivity lets our executives participate in office activities like they are in a conference room on the ground—even while they are headed to a location in the Northeast.”

– Bradley Hennis

Case study: Fortune 1000 executives stay productive when they fly

We talked to Bradley Hennis, Aviation Maintenance Manager at a Fortune 1000 company operating in the beverages industry, to understand how inflight Wi-Fi has enhanced corporate flight departments.

How has inflight connectivity upped the stakes for flight departments?

When I first came on as the aviation maintenance manager for the corporate flight department, I was tasked to provide a high-speed internet solution for a new corporate aircraft. I needed to deliver two things: an office-like experience to support our executives when they travel, and a higher-speed domestic internet solution that could be integrated with the existing satellite system for worldwide connectivity.

But, to be sure I had a realistic understanding of what the executives wanted in their “office in the sky,” I asked for some examples. They wanted to be accessible and connected by email, text, or phone; upload and display PowerPoint presentations or other files on bulkhead monitors; and have seamless access to the internet no matter where they traveled.

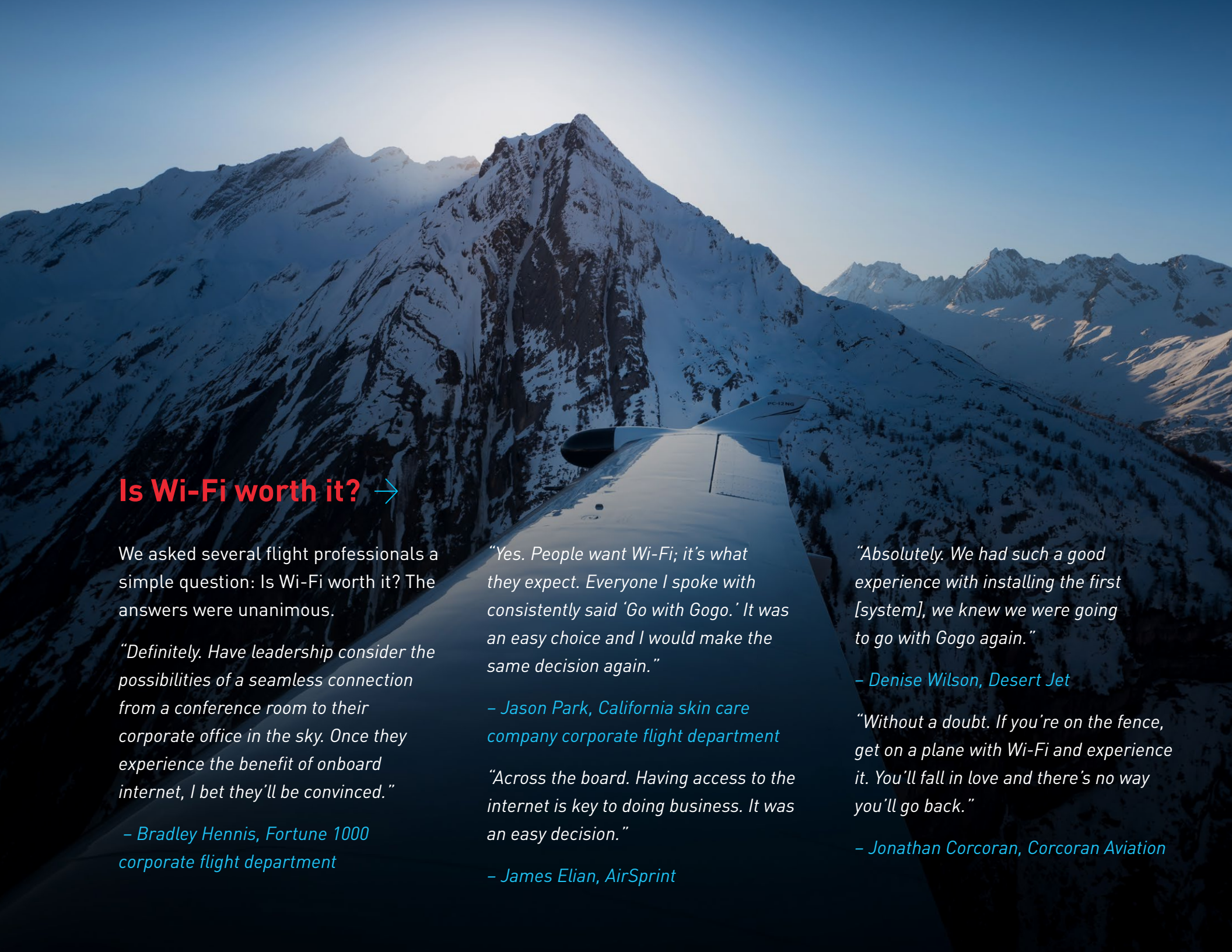
I had a lot of experience with Gogo inflight connectivity systems, so when it came to choosing a solution, I knew where to start.

What are your favorite capabilities of onboard internet?

The Gogo inflight connectivity system offers the experience that the executives needed and it integrates with our SwiftBroadband system for global support. Gogo Text & Talk also comes in handy when planning for conference calls during flight. Through the app, I can confirm the status of our network connection to make sure we are ready to go. And when it’s time for the conference call, I can use the mobile device like a speaker phone and set it on a table. It works great.

Does inflight Wi-Fi change the game for traveling executives?

Gogo’s inflight Wi-Fi has been well received by all our teams. Because we’ve extended the office to the aircraft, we help our executives stay productive when they fly. They land better prepared than they would have been if they’d flown without connectivity.



Is Wi-Fi worth it?

We asked several flight professionals a simple question: Is Wi-Fi worth it? The answers were unanimous.

"Definitely. Have leadership consider the possibilities of a seamless connection from a conference room to their corporate office in the sky. Once they experience the benefit of onboard internet, I bet they'll be convinced."

– Bradley Hennis, Fortune 1000 corporate flight department

"Yes. People want Wi-Fi; it's what they expect. Everyone I spoke with consistently said 'Go with Gogo.' It was an easy choice and I would make the same decision again."

– Jason Park, California skin care company corporate flight department

"Across the board. Having access to the internet is key to doing business. It was an easy decision."

– James Elian, AirSprint

"Absolutely. We had such a good experience with installing the first [system], we knew we were going to go with Gogo again."

– Denise Wilson, Desert Jet

"Without a doubt. If you're on the fence, get on a plane with Wi-Fi and experience it. You'll fall in love and there's no way you'll go back."

– Jonathan Corcoran, Corcoran Aviation

How Gogo can help

Nowadays, a big part of the corporate flight department's job is to ensure a productive and efficient business environment on board the business aircraft.

Corporate passengers need to be able to do everything in the air that they do on the ground. And that means fast internet speeds, reliable coverage, and excellent service so business can continue without a hitch.

At Gogo, we work with corporate flight departments every day to ensure that your organization gets the best service at the best cost. Whether you're researching your options to make a recommendation, want to better understand how inflight connectivity impacts pilots, crew, and passengers, or are ready to talk technical details, we're here to help.

Talk to a Gogo inflight connectivity consultant about how Wi-Fi will change the way you fly.

Schedule a custom consult to get started.

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ABOUT GOGO BUSINESS AVIATION

Gogo Business Aviation is today's leading provider of in-flight connectivity solutions that increase the productivity, safety, and enjoyment of the business aviation travel experience. A trusted brand in airborne communications, Gogo Business Aviation is a factory option at every major business aircraft manufacturer and installed on the world's largest fractional ownership fleets.

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