

# Informa Uses GoodData's Professional Services to Create Industry-Leading Data Bundles for Aviation Week Brand

Aviation Week, one of Informa's most recognized brands, leverages GoodData's professional services team to build bespoke solutions for customers



## Overview:

Informa is the leading international intelligence and research group that connects companies and business professionals with the data and insights they need to grow their businesses. The company's "Informa Markets" business division connects buyers to sellers with aims to help them innovate and grow. This sector is also home to the popular aviation trade publication, Aviation Week.

## Challenge:

Informa's relationship with GoodData began during its acquisition of Penton Media in 2016. As Penton's analytics provider, Informa decided to continue leveraging GoodData's platform for the Aviation Week brand. The GoodData professional services team was tasked with getting Aviation Week comfortable with the platform and creating a flexible, customer-specific experience that satisfies each aviation community without exposing sensitive data from one company to another.

## Solution:

GoodData and Informa's Aviation Week data team met on a biweekly basis to workshop features, tweak processes, and build a proof of concept for new products. These meetings helped Aviation Week create its AWIN Intelligence bundles to help each of its customer communities identify new business and increase revenue.

## Results With GoodData:

- Simplified architecture and streamlined operations
- Created new revenue streams that became a selling point in customer acquisition
- Decreased development timeline by 35%
- Creation of four data products: Aviation Week Intelligence Bundles

**"Data has always been an integral part of our business and will remain so. When we got started with GoodData, we were excited with the platform's possibilities and were thrilled to push the limits of what was possible."**

**Shambo Pfaff**  
Senior Product Manager at Aviation Week



## Data-Driven From Day One

Informa is the leading international intelligence and research group that connects businesses and professionals with the data and insights they need to grow their businesses. The company's "Informa Markets" business division connects buyers and sellers to help them innovate and grow, and is also home to the popular aviation trade publication, Aviation Week. Informa's relationship with GoodData began during its acquisition of Penton Media in 2016 as GoodData was Penton's trusted analytics provider. After the acquisition, Informa decided to continue leveraging GoodData's analytics platform for the Aviation Week brand.

Known for having the most accurate and reliable data in the industry, Aviation Week provides industry professionals with business-critical predictive intelligence, deep data, and analytic insights through its Aviation Week Intelligence Network (AWIN). AWIN data products provide decision-makers with the robust industry data needed to make daily business decisions in the commercial, business, and military sectors. Led by Director of Data Engineering Tim Jumps and Senior Product Manager Shambo Pfaff, the team at Aviation Week wanted to leverage the GoodData analytics platform to create customer-facing data products that would allow customers to utilize Aviation Week's industry-leading datasets and create use-case and sector-specific reports.

## GoodData's Professional Services Team Quickly Learned Aviation Industry Needs

During the acquisition, the GoodData professional services team worked closely with Aviation Week to quickly understand the company, its customers, and the decision-makers' needs for their aviation industry data. The team learned that the makeup of Aviation Week's customer base consisted of commercial, military, and manufacturing customers that were interconnected but also disparate with their own unique data needs. Each customer could require access to one or more of Aviation Week's vast datasets — which include fleet, flight, defense, and maintenance data. Each of these datasets contains information on in-service, on-order, or stored aircraft at major, regional, and cargo airlines; proprietary reports and analyses; as well as the latest intelligence on legislation and actions occurring within the industry.

However, while working with Aviation Week's data team, the GoodData professional services team discovered that the real challenge was to create a flexible, customer-specific experience that satisfies each of these aviation communities without exposing sensitive data from one company to another. With details on more than 1,700 global operators in just the commercial and business sectors, it was critical for the team to create accurate and secure data experiences that aligned with Aviation Week's best-in-class reputation.

**"GoodData is the perfect distribution channel for us," said Jumps. "It's got authentication measures and allows us to silo data in different ways so that competing customers cannot access sensitive information. Plus, beyond presenting the data in flexible dashboards, there's the ability for users to create their own specific reports, as well."**

## Driving New Solutions Through Constant Collaboration

GoodData's professional services team was there every step of the way as Aviation Week began leveraging the platform. The professional services team immediately started biweekly training sessions to get Aviation Week up to speed on how to use the GoodData platform effectively and to share tips and best practices. Once a solid foundation was established, the GoodData and Aviation Week teams continued to meet on a biweekly basis to workshop features, tweak processes, and build a proof of concept for new products. As a result of the biweekly service meetings and close relationship between Aviation Week and GoodData's professional service team, the company created AWIN Intelligence bundles for each of its customer communities to identify new business and increase revenue.

**"We enjoy working with the professional services team; they've really provided us with great service, expertise, and support," said Jumps. "Over the last five years, we've built a great working relationship on how to build these products, and you can see that by how fast our products and our customer base have been growing."**

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- **AWIN Commercial Aviation** is the most efficient way to monitor the global industry and contains a database of over 70,000 active aircraft.
- **AWIN Business Aviation** contains databases providing details on over 23,000 businesses and general aviation operators and more than 30,000 aircraft in service.
- **AWIN Aerospace & Defense** contains more than 400 airframe and engine programs, and 65,000-plus manned aircraft of all types in service at more than 250 operators from over 150 countries.
- **AWIN Premium** is the only online resource that spans the commercial, military, business aviation, and maintenance market sectors.

**"GoodData's professional services team has been a key piece to our relationship," said Jumps. "What we do is complex, and the professional services team has been excellent in providing that needed support. They have also demonstrated an understanding of our specific needs and the needs of our customers. The aviation industry is very complicated, but the GoodData professional services team has shown a commitment to understanding our industry in order to help provide us [with] better solutions."**

The creation of these intelligence bundles has granted Aviation Week the flexibility to provide several different solutions to meet customer data needs, while also meeting their budget constraints more frequently. The company can sell fleet, flight, and maintenance datasets either separately or together, and also can create bespoke bundles based on specific customer needs. This flexibility has provided Aviation Week with another competitive advantage as competitors increasingly seek to provide rival data and benchmarking products. The positive impact can also be seen in product growth and customer renewal rates as Aviation Week has grown its GoodData distribution from 40 to over 180 workspaces in just three years.

**"Even during the pandemic, our customer base continued growing, not only because there was a huge desire for data, but also since the GoodData product allows us to deliver data to customers very quickly," said Pfaff. "Even if we take a step back and look at the past five years, we've seen consistent user and revenue growth from our GoodData products, and the flexibility and accessibility of the platform has enabled that."**

## **Accelerating Informa's Growth With Tailor-Made BI Solutions**

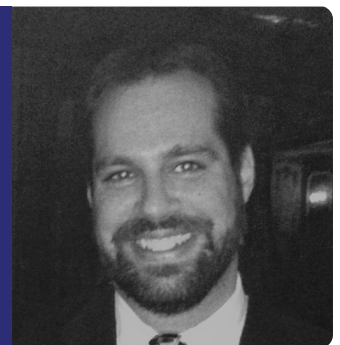
Even though Aviation Week has a reputation for having the most accurate data in the industry, the company is facing increased competition as the aviation industry is becoming more data-driven and competitors prioritize providing customers with stronger data analytics. In a business environment where data is a true competitive asset, the ability to deliver high-quality data insights at a fast rate is even more critical. GoodData's plug-and-play characteristics decrease the design cycle for Aviation Week to test and implement new products so that they can consistently meet industry needs before the competition.

**"That's one of the things I love about the GoodData platform," said Jumps. "It's the ability to get in and alter designs, change the ETL process, and build and manage different features soup to nuts."**

Looking forward, GoodData's professional services team continues to act as a trusted partner and extension of the Aviation Week data team. The professional services team is actively working to create a solution that allows Aviation Week's customers to pick and choose multiple datasets and quickly combine them into a single user experience with flight leg data for over 250,000 aircraft per day. The professional services team strives to add additional value here, having historically decreased Aviation Week's development time for similar products from 14 months to only nine months.

**"GoodData has been a great partner for us. We're looking forward to continuing our work with them to build best-in-class data products while delivering insights to our customers at the speed of their businesses."**

**Tim Jumps**  
Director of Data Engineering at Informa



# Want to learn more about how GoodData can enable your business growth via analytics?

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## About GoodData

### What is it that we do?

GoodData is on a mission to break data silos. Real-time, open, secure, and scalable, GoodData's leading composable data and analytics platform provides a single source of truth across organizations and to their customers. To this day, GoodData has helped more than 140,000 of the world's top businesses deliver on their hosted or cloud-native analytics goals and scale their use cases — from self-service and embeddable analytics, to machine learning and IoT — all the while maintaining the performance, cost-efficiency, and easy change management of such a central and integrated solution.

GoodData has teams and data centers in the USA, Europe, and Asia, with customers including leading software companies (SaaS), global financial and payment institutions, and multi-brand e-commerce platforms.