



# Next-Gen Merchandising Center Enables to Scale up Into New Markets

## For Gogo

Gogo is a leading global aero-communications service provider that offers in-flight Internet, entertainment, text messaging, voice and a host of other communication related services to the commercial and business aviation markets.



11 Major  
Commercial  
Partners



900 Employees



Serving 9200  
Aircrafts

## Behind the Scenes

Gogo was using a proprietary SaaS application to support its product catalog, which presents products to travelers while in flight. The system they were using was not able to accommodate their need to scale up into new markets and enhance their product catalog for personalized customer experience.

## Why Was Merchandising Center Modernization a Necessity for Gogo?

### 1 Strategy and Objectives

Gogo wanted to create personalized pricing offers for passengers dependent on their frequency of use, duration of the flight, speed of broadband, etc. The legacy system was extremely expensive, but they were not seeing a return on investment as the product was inhibiting business growth and goals for future opportunities

- Easily define product offerings based on flight variables and channel
- Dynamically publish price changes depending on flight position
- Improved speed, efficiency, and analytics reporting

## 2 Value Chain

Legacy infrastructure and contracts with multiple vendors stood in the way of innovation. Integrating disparate environments and coordinating with 3 different teams was another hurdle. Transforming the basic building blocks of business was the only way to enable sustainable growth.

- Master data
- Personalized UI
- Intelligent reporting

## 3 Enablers

Gogo was advised to use Pimcore 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 merchandising center solution is also seamlessly integrated with e-commerce, web experience management tools, and BI tools. The solution is highly scalable and allows Gogo to easily expand and update their product catalog as the market's growth requires them to do so

- Pimcore— For flexible master data management and running intelligent analytics reports
- AWS – For High Availability, scalability, and extensibility
- Talend – For data migration

## 4 Digital Capital Delivered

The new Merchandising Center provides each passenger a personalized experience during their flight, improving customer satisfaction and this increasing sales and revenue. It also eliminated Gogo's dependency on the legacy SaaS provider, allowing them to increase control and flexibility in their unique offerings as well as expand into new markets.



**1 More streamlined internal processes and easier to manage product catalog**



**Improvement in intelligent reporting for informed business decisions**



**Faster expansion into new markets at lower TCO**

### ABOUT US

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, **Internet of Things**, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.