



INFLIGHT CONNECTIVITY GUIDE

for Corporate Flight Departments

Passenger Expectations for a Productive Flight

Consistent Connectivity

Corporate passengers expect a top-tier experience, and reliable connectivity is at the core of that experience.

For executives and other high-profile passengers, staying connected during flight isn't a luxury; it's a necessity. Whether it's finalizing a report, attending virtual meetings, or managing emails, the expectation is that the internet connection on board is no different from what they experience in the office.

Key passenger concerns include:

SPEED AND CAPACITY

Slow or unreliable connections can negatively impact productivity and frustrate passengers, particularly those needing high-speed access for video calls, file uploads, or large downloads.

RELIABILITY

Inflight connectivity (IFC) should be uninterrupted, whether the aircraft is cruising at high altitude or approaching landing. Fluctuating or lost signals during critical moments are a major pain point.

SECURITY

The integrity and confidentiality of corporate passengers' communications are paramount. Sensitive company data is often exchanged, and any security breach could have serious implications.

EASE OF USE

The technology should be simple to access and use. Just as passengers expect intuitive interfaces with smartphones and laptops, inflight Wi-Fi should provide a similar user-friendly experience.





Data Security and Privacy

In today's business environment, corporations face increasing pressure to protect sensitive data, especially as their teams operate beyond the traditional office environment. With teams working from the road or in the skies, every connection point becomes a potential vulnerability, making data protection a top concern for IT and security leaders.

That's where a flight department provides a distinct advantage. Your flight department can take control of your cyber posture in the air. From enabling VPN access to deploying real-time threat monitoring and cyber alerts, a well-equipped business jet becomes an extension of the corporate network.



Entertainment and Personal Connectivity

Beyond work, passengers often wish to remain entertained or engaged with their personal networks. Whether it's watching a movie and browsing social media, providing reliable internet access for entertainment purposes enhances the overall flight experience.

However, entertainment uses bow to the undeniable need we all have to connect to our loved ones when it matters most. IFC is how a parent can still be there to watch a dance recital in real-time or help the newest driver in the family with remote road assistance.

Business Value and ROI of IFC for Corporate Flight Departments

Improved Productivity and Satisfaction

The primary business value of IFC lies in its ability to improve productivity and keep passengers satisfied.

By offering seamless communication tools, executives can continue to work efficiently, leading to greater satisfaction. More than just a perk, connectivity allows companies to maintain their operations smoothly without interruptions while traveling.



I was on a critical business trip with a client who needed to finalize documents while we were in the air. The Wi-Fi was slow, and by the time we landed, the deal was almost lost. On another trip, the client's team could send final proposals during the flight, and we closed the deal before landing.

Connectivity can be the difference between a successful trip or a missed opportunity.”

- Financial Executive from a Fortune 100 company



Enhancing Fleet Efficiency and Operational Planning

Connectivity is not only valuable for passengers but also for the operations team.

With real-time data from the aircraft's systems, flight departments can monitor key metrics like fuel usage, aircraft diagnostics, and maintenance needs. This data helps optimize flight planning, leading to potential cost savings and more efficient use of the aircraft fleet.

“

Flying out of Kalamazoo, Michigan, Gogo inflight connectivity helped us. The pilots notified us via Wi-Fi of a bird strike. We put the wheels in motion to get another plane and maintenance en route.”

- Brad Ongna, Director of Maintenance and Operations Stryker Corporation



Challenges and Solutions in Implementing IFC

Installation Costs and Budget Concerns

The initial investment in installing IFC can be substantial.

Costs associated with hardware, such as antennas, onboard routers, and system integrations, may deter some corporate flight departments from considering the upgrade. However, the increasing need for connectivity and the potential for increased passenger satisfaction make it an essential service.

Solution

Flight departments should **evaluate the needs of their fleet** based on usage, flight routes, and passenger expectations. Satellite-based systems may offer global coverage but come at a higher upfront cost. Conversely, air-to-ground systems could be more affordable but are geographically limited. Flight departments should weigh the cost-benefit of each option and consider financing options that ease the upfront burden while positioning connectivity as a long-term **investment in passenger experience**.

MAKING INFLIGHT
CONNECTIVITY
AFFORDABLE

Gogo offers a variety of promotions to enable all aircraft to fly with connectivity.

EXPLORE OUR CURRENT OFFERS

Downtime During Installation

Another hurdle is the downtime that aircraft experience during the installation process.

For flight departments that operate on tight schedules and need their aircraft to be in the air as much as possible, lengthy installation periods can disrupt operations.

Solution

Choosing a service provider that offers **modular, quick-to-install** systems can minimize downtime. Scheduling installations around routine maintenance checks or low-demand periods can also reduce disruption. It's also worth considering the phased installation of connectivity across the fleet, prioritizing the most heavily used aircraft first.



Ongoing Maintenance and Technical Support

Like any sophisticated technology, IFC systems require ongoing maintenance and troubleshooting.

The complexity of aircraft systems and the need for continuous monitoring of the network infrastructure can be a significant burden on flight departments without technical expertise.

Solution

Partnering with a provider who offers **24/7/365 support**, system diagnostics, and over-the-air software updates can streamline maintenance efforts. Systems that are easy to monitor and manage remotely reduce the need for on-site intervention, ensuring that the aircraft stays operational with **minimal downtime**.

For flight departments that want to become experts in IFC, Gogo offers an **aeroIT course**.

FIND OUT MORE AND REGISTER YOUR TEAM

Positioning Aviation as a Business Asset

Many corporations don't want the public to know that they have a flight department.

For years, many companies have downplayed their aviation assets, concerned that they might be seen as symbols of luxury or excess. Many worry about the cost of private aviation tarnishing their brand perception.

Solution

When positioned strategically, a flight department can become a visible extension of your brand's commitment to agility, responsiveness, and innovation. By showcasing the real-time value your team delivers from the sky—like finalizing contracts that keep product costs competitive or responding instantly to last minute product updates—you shift perception of luxury to necessary business tool.

Today's business moves too fast to wait until wheels-down. When your executives and teams stay connected in flight, they're not just traveling—they're making decisions, strengthening partnerships, and driving momentum.



Conclusion

IFC is no longer just a luxury; it is a fundamental expectation for corporate flight departments aiming to meet the demands of executives.

While challenges related to cost, installation, and ongoing maintenance remain, the benefits far outweigh the initial investment. By offering fast, secure, and reliable internet, flight departments can improve passenger satisfaction, enhance operational efficiency, and ensure that their fleet stays competitive in the evolving corporate travel landscape.

Investing in IFC is an investment in the long-term success of the flight department, contributing to greater productivity, passenger loyalty, and an enhanced company reputation.





Ready to connect your fleet?

Get in touch with a Gogo connectivity expert today.

CONNECT

