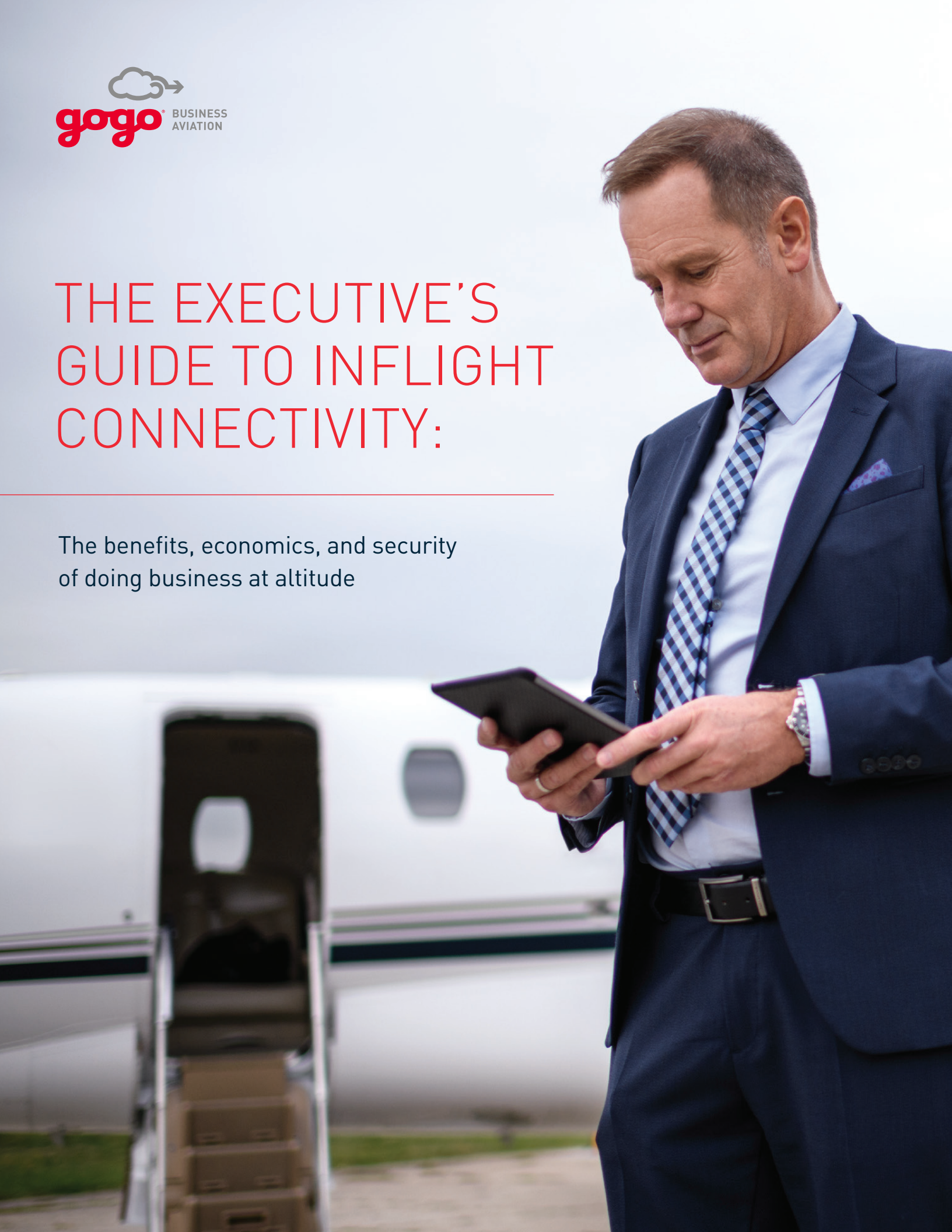
gogo BUSINESS AVIATION

THE EXECUTIVE'S GUIDE TO INFLIGHT CONNECTIVITY:

The benefits, economics, and security of doing business at altitude



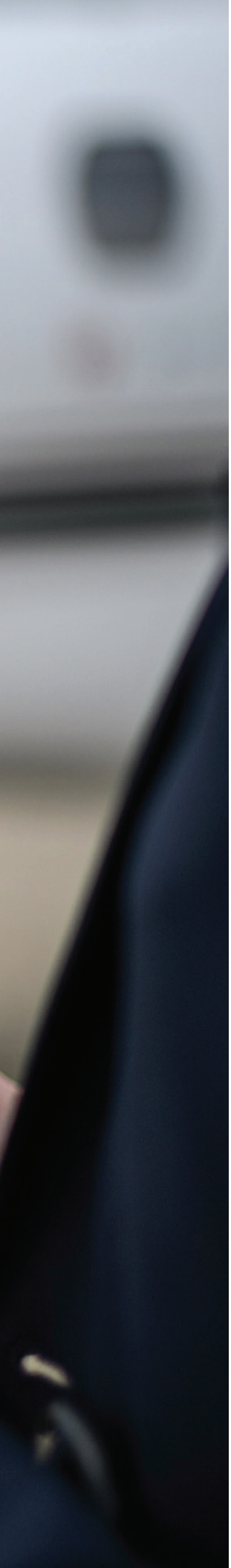


Table of contents

01

Why we connect

The connected business

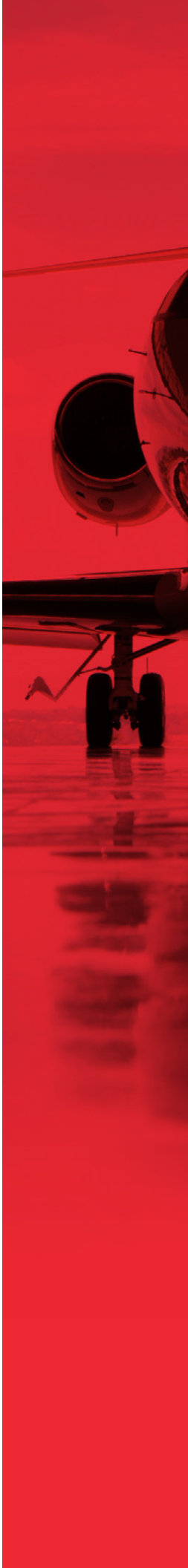
Today's executives are always on, always making decisions, always in demand. And for many of them, maybe including you, the aircraft is the last remaining place where they can't stay instantly connected.

Not anymore.

Recent advances in inflight connectivity (IFC) technology have made it mandatory equipment for countless businesses and their leaders. The technology has advanced so far that almost 100% uptime is the norm, connection speed has improved by leaps and bounds, and simple scalability is built into just about any service plan.

This eBook breaks down many of the fundamentals of IFC so you — whether you've already adopted it or not — will be able to address these topics with confidence and bring this know-how to bear on your next flight. If you're in the market for connectivity, this publication will put you closer to a well-informed, strategic decision. If you've already adopted, it will help you evaluate your own needs and whether your current solution is the right one.

Happy connecting.



IFC technology has advanced so far that almost 100% uptime is the norm, connection speed has improved by leaps and bounds, and simple scalability is built into just about any service plan.

The value prop of connectivity

You know it already: You and other business travelers connect in the air in order to do your jobs more effectively. Business transactions can't always wait until you land, and your teams depend on you no matter your altitude.

For business, IFC technology must meet a few basic requirements. It must:

- Provide good download speeds.
- Accommodate the best and most current apps and tools.
- Be durable and dependable wherever your flight path takes you.
- Help you improve your key business or performance indicators.

For the last 25 years, advancements in technology and network management have met these needs with increasing effectiveness.

A year in Gogo Business connectivity

845,951 unique devices connected

9.7 device connections per flight

653M miles flown while connected

2/3 of passengers said they were more productive in flight than at the office

"A lot has changed since I started flying in the 1980s. Today, people expect to be connected even at 35,000 feet going 500 mph. Anymore, connectivity is almost as important as a pilot and propulsion. It's must-have technology."

TODD DUNCAN, CHAIRMAN, DUNCAN AVIATION

Connectivity: A technological history

Inflight connectivity first took root in commercial air travel and evolved to fit the needs of business travelers. In the 1980s, passengers were thrilled to listen to real-time cockpit radio transmissions, garbled as they were; early moving maps on television screens gave people a sense of place in the vastness of the sky.

These inflight communications technically were the result of connectivity — they relied on data pushed from the ground to the aircraft — but they weren't interactive, and they didn't give passengers any real-time functionality.

By the time Gogo was created in 1991 (originally called Aircell) the future of connectivity was becoming visible. The far-fetched goal of equalizing productivity and information flow in the air with what travelers experienced on the ground didn't seem so far-fetched after all.

Waypoints through history

1973
Twelve military officers at the Pentagon discuss the Defense Navigation Satellite System (DNSS), the synthesis from which GPS is born.

1989
Apple, Zenith Data Systems, Compaq, and IBM release their versions of the laptop.

1997
FCC authorizes Aircell's first generation analog cellular network for aviation in North America.

2001
Apple releases the iPod, a portable media player for music, eventually supporting photos, video, and more.

2002
Aircell offers Iridium satellite service, to become a multi-network global solution.

2005
Aircell Axxess, aviation's first all-digital multichannel communications system, is introduced.

2006
Aircell is granted exclusive air-to-ground broadband frequency license in a historic FCC auction.

We've come a long way

Today, connectivity is meeting our evolving business needs:

Move at the speed of business.
The markets won't wait for your flight to land. Neither will your competitors.

Keep up with your team (and keep them up to date).
At the executive level, you have teams beneath you that rely on you to remain productive and address issues as they arise.

Tap into the latest intelligence.
If you own and pilot your own aircraft, a connected cockpit increases efficiency and situational awareness.

Increase the value of your assets.
Connectivity technology increases the resale value of aircraft.

Connect with family and unwind.
We all know that connectivity isn't just for business. Sometimes you need to hear from your kiddos or your partner — or keep up with your friends via social media.

2007
The iPhone revolutionizes smartphone capabilities and is named the invention of the year.

2008
Aircell becomes Gogo and launches the first air-to-ground connectivity network in North America. And, offers Inmarsat SwiftBroadband service for global travelers.

2010
Apple announces a 2010 release date for the iPad.

2013
Gogo Text & Talk service enables the use of personal smartphones in flight.

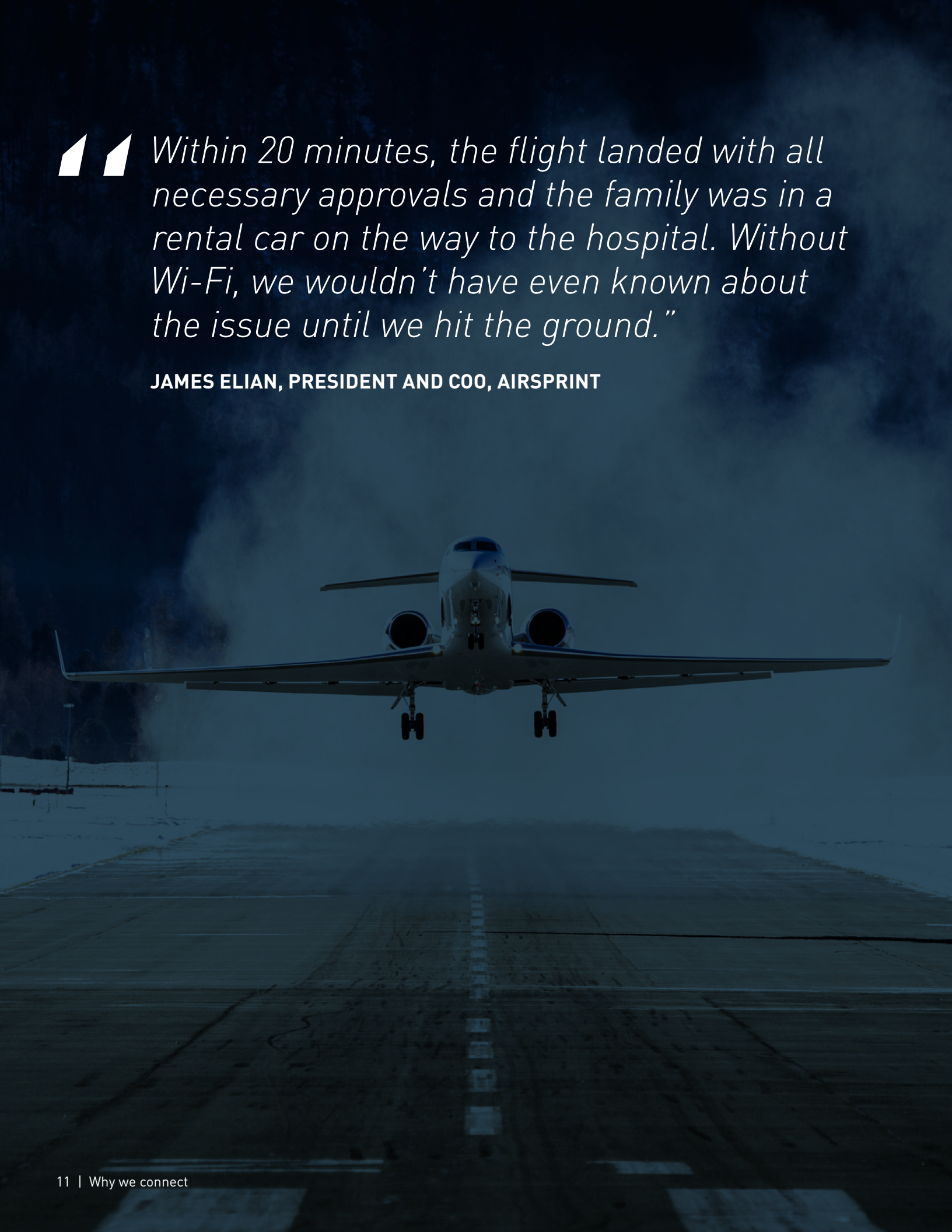
2015
Gogo Vision introduces a new era of inflight entertainment.

2016
Gogo and Weather Services International join forces to crowdsource turbulence data for better awareness and smoother flights.

2017 and beyond
Gogo announces high-performance services and releases the Gogo AVANCE product platform.

"Within 20 minutes, the flight landed with all necessary approvals and the family was in a rental car on the way to the hospital. Without Wi-Fi, we wouldn't have even known about the issue until we hit the ground."

JAMES ELIAN, PRESIDENT AND COO, AIRSPRINT



A real-world scenario

James Elian, president and chief operating officer of AirSprint, Canada's largest provider of aircraft fractional ownership, shared the following story with the Gogo as proof of the value of connectivity — even for your aircrew.

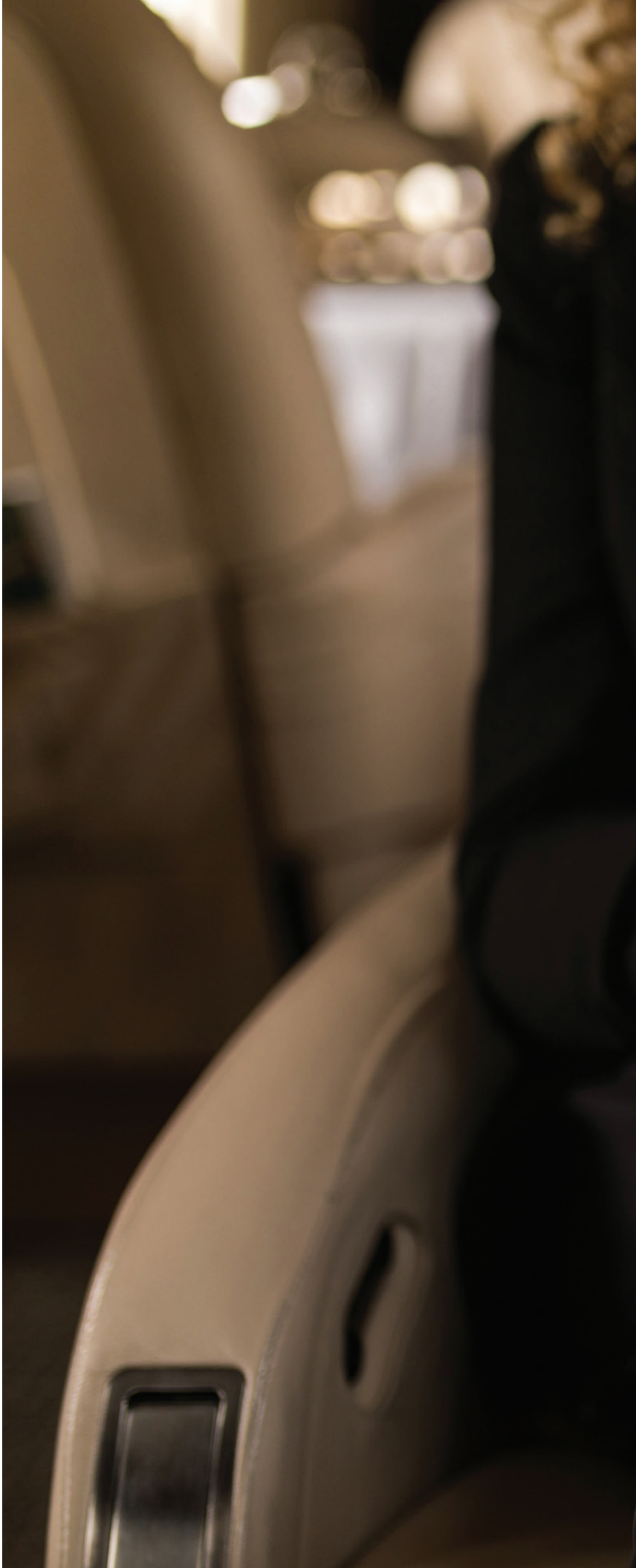
"On a recent flight, the passengers were notified via the internet that there was a medical situation with a family member. They told the crew and asked to reroute.

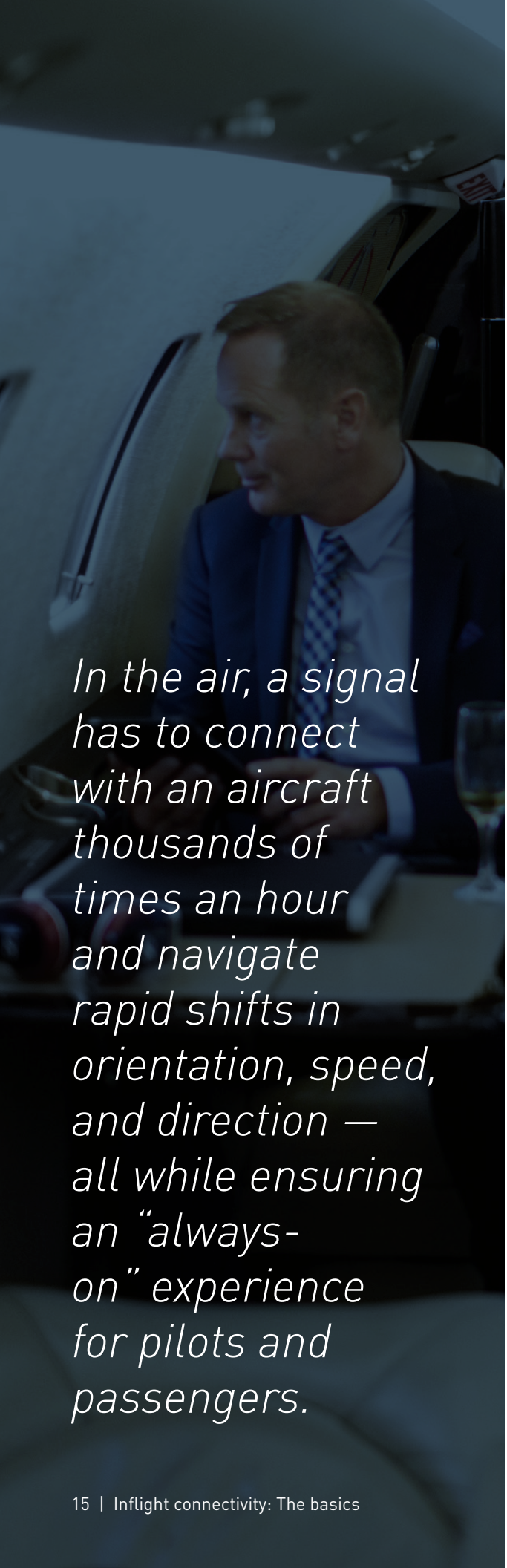
"The team used Wi-Fi to communicate with dispatch, have the office clear customs, gain approval from the flight operations team to land at the new airport, make arrangements for rental cars and hotels, and organize all the logistics for the crew at the new destination — all from the air.

"Within 20 minutes, the flight landed with all necessary approvals and the family was in a rental car on the way to the hospital. Without Wi-Fi, we wouldn't have even known about the issue until we hit the ground. It made the difference of hours or even days in getting our passengers to their loved one's side."

02

Inflight connectivity: The basics





In the air, a signal has to connect with an aircraft thousands of times an hour and navigate rapid shifts in orientation, speed, and direction — all while ensuring an "always-on" experience for pilots and passengers.

A feat of engineering

If you're like most executives, you probably carry around two or three connected devices at any given time, and you use them reflexively, for all sorts of tasks. Colleagues and business partners expect you to be accessible no matter where work takes you — often instantly. And because the infrastructures and regulatory environments businesses operate in are moving targets, on-demand intelligence is critical.

The fact that technology has met these needs is remarkable. Behind the scenes, inflight connectivity requires impressive feats of engineering and planning — things that go unnoticed by most business travelers simply because they work so well.

Moving targets

When aircraft dart through airspace at hundreds of miles per hour, they require any data link to adjust quickly in real time. At home, your coax cable doesn't have to go anywhere; in the air, a signal has to connect with an aircraft thousands of times an hour and navigate rapid shifts in orientation, speed, and direction — all while ensuring an "always-on" experience for pilots and passengers.

Distance and latency are two of the factors that impact these connections the most. The vast distances involved in air travel can weaken connections and demand switching between many ground stations; latency, often caused by making such a switch, can cause service gaps.

Fortunately, today's inflight systems are extraordinarily efficient and make all of this nearly invisible to end users.

Air-to-ground and satellite technologies

How have Gogo and other companies succeeded at connecting business travelers in the air? They've used available resources exceptionally well.

Two of the most important of these resources are air-to-ground (ATG) and satellite technologies.

In principle, ATG isn't much different than your cellular connection.

An aircraft communicates with a ground station, ideally within a target range and line-of-sight bearing. With ATG, the ground station antennas serve aircraft that pass through their airspace, similar to the way your cell phone connects while you're in a moving car.

Satellites are different, and there are additional steps involved in getting, say, an email to outer space and back.

Your airborne transmitter translates your conventional binary data into radio waves for transmission to the satellite, and the satellite routes the transmission back to ground stations, which de-translates the data and feeds it to its intended destination. Not quite Buck Rogers, but it does require some amazing processes.

With either technology, key factors that are important to you are the available network capacity (today and in the future), the number of available towers and/or satellites covering flight routes, and redundancy.

A note on efficiency and optimization

One of the easiest ways to compromise your connection is to leave a bunch of devices on while you're working on something else. Even though those devices might not appear active, they're still sending and receiving information without your input.

More information about efficiency and optimizing your system appears in chapter 4.

Speed vs. capacity: A metaphor

Speed is an intuitive measure of a connection's quality, but it's not the whole story. The better measure is capacity. Consider this in plumbing terms: A small pipe and a big one can have the same throughput speed, but the larger pipe is going to transmit more material (or data). "Bandwidth" describes capacity, and a larger bandwidth means you can send more information at a given transfer speed.

Except there are two pipes

In ATG connections, there are actually two "pipes" at work on your aircraft — one for the incoming data stream and one for the exiting stream. Inflight connectivity systems keep these data streams separate to ensure that both can function regardless of the other's load. Outbound streams are usually smaller, since people are impacted more by how fast they receive data than how fast it gets sent away.

The hardware

Fortunately, the hardware involved in inflight connectivity is minimal. Aside from the obligatory box (which resembles the modem/router boxes you have at home), most connectivity solutions will include aerodynamic antennas or radomes that attach to the fuselage.

Here's a sample setup — this is the Gogo AVANCE L5, an air-to-ground system that accommodates multi-network management, video and audio streaming, email, text and talk, and high-speed Internet.

Gogo AVANCE represents a shift in how new functionality is delivered. It's a core platform that allows for easy upgrades to service plans, features, and capabilities as time goes on.

Gogo AVANCE L5

Type: Air-to-ground for domestic networks

Dimensions: 6.34" W x 7.64" H x 13.24" D

LRU weight: 18 lbs.

Antennas: 2

03

Your office in the sky: Connectivity in practice

When the stakes are sky-high

As consumers of inflight connectivity, business travelers are primarily concerned with one thing: productivity. Million-dollar contracts are routinely sent, received, and signed at 35,000 feet — often, business simply won't adjust to your flight plan.

As a result, the connection you have on your aircraft had better perform regardless of where you fly. No executive wants to experience four hours of dead air only to find that a competitor made a move while they were airborne.

Here's how to optimize your system and control your life in the air.

How to maximize bandwidth

Limit the number of devices that are active at any given time. Remember that even "inactive" devices consume small amounts of bandwidth. Power them down when you can, and disable automatic updates while you're in the air.

Becoming a good user

A few key ideas can help users get the most from their connection. For example, as we discussed in an earlier section, understanding bandwidth is a little trickier — and more consequential — than it might seem.

Not all streaming is created equal, either — the files you transfer vary widely in size. One way to express this is by the minimum connection speed required to stream each type. For example, the connection speed needed for a phone call over VoIP is less than 0.5 Mbps; an HD video requires 5.0 Mbps. Users can unknowingly exceed their data limits by treating each file type as if it uses the same system resources.

By remembering what kind of data you're asking your system to handle — and the scale of its consumption — you can avoid such surprises.

Suspend cloud services (iCloud, Google Drive, etc.). Sync them once you've landed.

Be aware of your file types and sizes. That sprawling PowerPoint presentation from the sales department will consume a much larger volume of bandwidth than downloading an email. And content within apps — like that autoplaying Facebook video — can stealthily rob you of bandwidth.

Corporate case studies

Stryker Corporation upgrades for improved Wi-Fi performance

Stryker, an existing Gogo customer, wanted a system that could continue to support its executives' needs while providing more capacity to accommodate larger passenger loads and more devices.

Challenge

Greg Hamelink, senior manager of flight operations and maintenance at Stryker Corporation, a Fortune 500 medical technologies firm, has been managing IFC systems on corporate aircraft since 2010. For Stryker executives, IFC is a must-have business tool.

Hamelink jokes about it: "We could be minus a wing or an engine and passengers wouldn't care, but if the internet isn't working, we've got a problem."

Stryker, an existing Gogo customer, wanted a system that could continue to support its executives' needs while providing more capacity to accommodate larger passenger loads and more devices.

"Over time, the passenger demands on our onboard internet have increased," Hamelink says. "Evolving digital technology and how our customers are using their mobile devices consume more bandwidth in the background than ever before. Things like background data refreshes and account syncing on a smartphone or tablet have greater repercussions when connected in the aircraft cabin than they do on the ground. In the cabin, these activities degrade overall connectivity performance and cost a lot more money."

Solution

Hamelink chose the Gogo AVANCE™ L5 inflight internet and entertainment system to equip a new Dassault Falcon 2000. His main driver for the upgrade was less about the ability to do more online and more about improving in-cabin Wi-Fi performance for all his passengers.

For Hamelink, the advantages the AVANCE L5 offered are:

- The ability to accommodate an increasing amount of online activity with improved speeds and greater capacity
- Internet connectivity for passengers from "wheels up to wheels down" with the advanced router capabilities that switch from one bearer to another seamlessly
- Ability to upgrade service with a phone call, rather than a hardware replacement

Summary

While passengers are doing basically the same online tasks as they had before with Gogo's earlier ATG 5000, they've seen a stark performance jump with the Gogo AVANCE L5 system. Hamelink explains that he's seeing better connections, improved performance in the cabin, and greater reliability when it comes to providing a seamless connectivity experience on the ground and in the air.

For Hamelink, Wi-Fi on the aircraft is about keeping the executives productive, but also about improving their quality of life. Inflight connectivity allows them to do work on the aircraft, so when they land they can go home with peace of mind.

"I'm not an IT guy — I'm trained in aviation. The less I need to touch the box, the better. At the end of the day, my goal is that my passengers aren't talking about the inflight Wi-Fi. Why? Because it's always there."

In theory, with the Gogo AVANCE L5, I won't have to do any updates or upgrades to the system (minus software updates) for the next five or six years, I won't have to take the aircraft out of service to install a new system to gain more bandwidth. With AVANCE, I can easily 'get more data' with a phone call to Gogo."

GREG HAMELINK,
SENIOR MANAGER OF FLIGHT OPERATIONS AND MAINTENANCE, STRYKER CORPORATION

Corporate case studies

Fortune 1000 client enables executives to stay accessible and productive in the air

Bradley Hennis, aviation maintenance manager at a Fortune 1000 company operating in the beverages industry, spoke to us about the value of inflight connectivity to his executives. Here's what he had to say.

> *"I needed to deliver two things: 1) Provide as close to an "office-like experience" on the aircraft as possible to support our executives when they travel, and 2) deliver a higher-speed domestic internet solution."*
>
> **BRADLEY HENNIS,**
> **AVIATION MAINTENANCE MANAGER,**
> **FORTUNE 1000 COMPANY**

Challenge

When I first came on as the aviation maintenance manager for the corporate flight department, I was tasked to provide high-speed inflight Wi-Fi for a new corporate aircraft, a Dassault Falcon 2000. I needed to deliver two things: 1) Provide as close to an "office-like experience" on the aircraft as possible to support our executives when they travel, and 2) deliver a higher-speed domestic internet solution that could be integrated with the existing satellite system for worldwide connectivity.

I had a lot of experience with Gogo connectivity from my previous role at another company, so I knew where to start. But, to be sure I had a realistic understanding of what the executives wanted in their "office in the sky," I asked them for examples. The executives' answers: 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 worldwide.

Solution

I installed a Gogo system in part because it offers multinetwork management, which integrated with our SwiftBroadband system for global connectivity. We also subscribed to Gogo Text & Talk to provide audio support from our own smartphone devices. This service comes in handy when planning for conference calls during flight.

Through the app interface, 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.

Conclusion

Gogo inflight connectivity has been well received by all our teams. We help our executives stay productive when they fly, and they land better prepared than they would have been if they'd flown without connectivity.

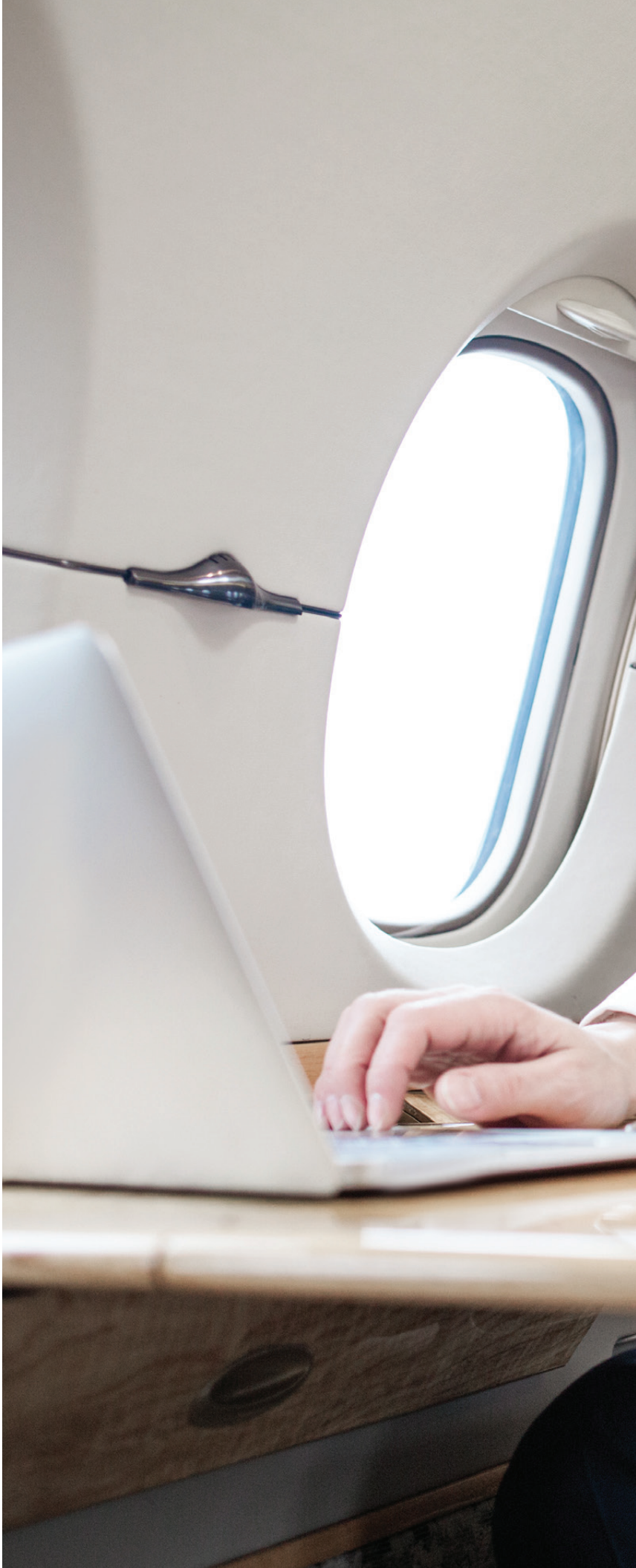
My advice to others who are on the fence about inflight connectivity: Have the leadership consider the possibilities of doing much of what they do at their corporate office in their aircraft cabin. Once they experience the benefit of onboard internet, I bet they'll be convinced.

"Even for shorter durations, Gogo connectivity lets our executives participate in office activities like they are in a conference room on the ground."

BRADLEY HENNIS,
AVIATION MAINTENANCE MANAGER,
FORTUNE 1000 COMPANY

04

Finding the right IFC solution

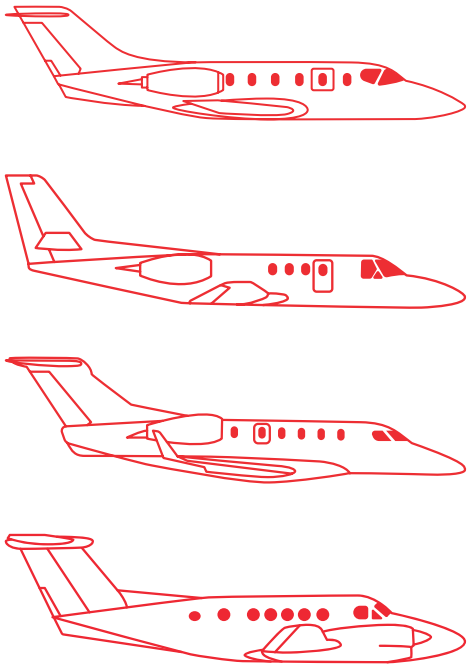


"The plane is an asset, but having Gogo makes it more valuable. Whether I'm in my office in Salt Lake, Chicago or Naples, I can get on my plane and work like it's another office. It's not complex — you just hook up to the Wi-Fi like you do at home or any other location. It's 100% satisfaction at this point."

RICK LINDSEY, PRESIDENT & CEO OF PRIME INSURANCE AND EXECUTIVE PASSENGER ON HIS PHENOM 300

Tailored to your make and model

Gogo can equip almost any business aircraft, but different models have different ideal setups. That's why we market diverse solutions and provide frank advice and background buyers need to help them make the best decisions.



The big four: Factors impacting functionality and cost-effectiveness

1. Physical/structural considerations

Flying is a complicated contest of physics, where adding equipment and antennas forces us to address aerodynamics and gravity. Your plane type and size can influence what kind of IFC setup is best.

2. Device count

Service plans commonly scale up in proportion to the number of allowed device connections. That's because, unsurprisingly, increasing the number of devices raises the cost of administering them. With this in mind, it makes little sense to buy a plan that allows for 24 simultaneous connections if your aircraft only has eight passenger seats.

Rightsizing your device count is also a way to self-throttle your data usage and avoid unforeseen costs.

3. Service options

More connections and functionality equate to higher costs. For example, provisioning multinetwork management, as the Gogo AVANCE L5 can do, is desirable to some customers but unnecessary for others. Internet that's equivalent to what you get at a coffee shop could be either obligatory or non-critical, depending on your situation.

4. Mission type

Do you fly outside North America, or are your routes almost always domestic? What's your typical range and time in the air? How much do these factors vary flight to flight? Your mission type tells you and your connectivity provider how a plane is used and what its typical needs are. Fortunately, this usually isn't difficult to assess.

What about aviation regulations?

Anyone in business aviation will know that it's a complicated regulatory environment, and manufacturing and installing connectivity equipment are not exceptions.

Matching your equipment to your plane type and service needs is the key to success. To do this, study up using resources like this one, and then enlist a partner you can trust. Not just someone who'll sell you a service, but someone with a proven track record who can ensure the service you choose won't cause compliance problems.

Get a dependable partner

Inflight connectivity solutions are only as complex as the use cases they serve. With the right partner — someone with industry know-how, the perspective to see changes coming, and a willingness to listen to your needs — connectivity can be demystified.

"Connectivity from the sky is not just about technology. You also need reliability, coast-to-coast coverage, and service and responsiveness from your provider. It's not just a question of functionality, but also dependability, support, and relationships."

TODD DUNCAN, CHAIRMAN, DUNCAN AVIATION

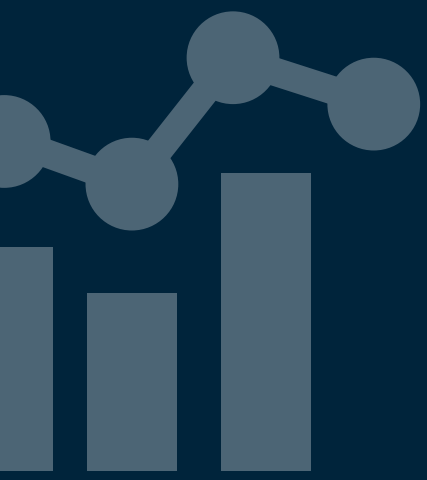
05

Understanding and controlling cost

Creating a sustainable plan

The primary considerations for inflight connectivity aren't just technical. Any procurement must also be financially sustainable and add value to the company and its operations. Fortunately, connectivity options are scalable depending on your needs.

The following practices and guidelines will help you navigate the inflight connectivity acquisition process, if you're in charge of it, and fly away with a solution that is both useful and financially sensible. The following pages might even shed light on whether your current solution is the best available to you.



The ROI question: Can you afford to be unconnected?

If time is money, then let's do some math.

How would you monetize an hour of your time? We know that the average Fortune 500 CEO's salary is $11 million per year[1], which means an hour of their time is worth about $5,000. You'll have your own figure.

If you could go from being essentially absent for three hours to being present and productive for three hours, how much value does that add to the company — even over a single flight? And don't forget the other executives, subject matter experts, and sales leaders onboard. The opportunity cost of their unconnected time is probably enormous.

We encourage you to consider typical scenarios and leaders from your company. IFC is a sizable investment, but a little back-of-the-napkin math can give you a lot of confidence in it.

1. Shen, Lucinda. 2017. "Here's How Much More American CEOs Make Than You Do." Fortune, June 21, 2017.

It's about balance

Inflight connectivity customers have a menu of choices based on plane type, mission, domestic/international flight profiles, and budget. Any purchase decision involves judgment calls — balancing affordability and functionality, thinking ahead to future business needs, and signing on to a sustainable monthly plan.

There are two main cost-generating categories with inflight connectivity:

1. Hardware and initial setup

Among the systems that are fit for a given plane's weight, space, and technical profile, the most affordable are also typically the most limited. Basic setups often entail fewer installation hours, cutting labor costs substantially. When evaluating your choices for inflight connectivity, it helps to consider installation costs and consult an experienced installation facility.

2. Ongoing monthly plans

Much like a cell phone service plan, service plans for inflight connectivity are flexible according to customers' usage and need for month-to-month predictability. Each has its advantages, but users eventually find that they're best suited to one or another.

Pay as you go

On the more affordable end of the spectrum are pay-as-you-go plans, which entail no fixed costs and appeal to customers who like to "pay for what they actually use."

Unlimited

These plans appeal to customers who either consume masses of data each month or have the financial resources to pay higher monthly fees to ensure that their passenger and crew requirements are met no matter what.

Intermediate plans

These plans are desirable to many customers because they can be tailored: A user can opt for a base data allowance that matches their typical needs — say 2,500 MB — and then pay overage charges beyond it.

Understand. Monitor. Adjust.

Connectivity companies will provide a dashboard or other reporting tools for you to manage and monitor your data use — and, just like your cell phone bill, they can provide alerts at certain usage thresholds. People usually have roughly the same device behavior in the air as they do on the ground, assuming they have connectivity equipment to support it.

But sometimes you need to adjust. At Gogo, we're happy to move you to a different plan if that's what's best. We're not going to hold you hostage until your existing plan term expires — that's just bad customer service and bad connectivity practice.

To repeat ourselves

If you've read our earlier discussions of bandwidth and speed, you'll know what's coming:

To keep the price right, it's important not just to pick the right system, but to also learn how to use it well. In other words, turn off idle devices, since they suck away bandwidth (and incur more usage costs, depending on your plan) even when you think they're inactive. And avoid downloading or streaming gobs of data in flight if you're equipped with something like Gogo Vision inflight entertainment. This service allows your passengers to download large TV/movie/news/weather files while you're in the hangar and stream them from the airborne server later, without incurring streaming charges.

Every connectivity plan will present opportunities for optimization and smart usage, so it's best to get trained on them.

"In the cockpit, we can use Gogo connectivity for services that we previously paid for separately. Now, instead of paying for a bunch of separate apps, we can go online and get current weather, file flight plans, email FBOs, and more. We were able to cancel the other services, which saves us hundreds or even thousands of dollars per month."

JASON PARK, CHIEF PILOT, CORPORATE FLIGHT DEPARTMENT

06

Security in the air

Tips for flying more securely

Users can take control of their own security by following these easy practices:

- Use your corporate VPN when connecting to your own network
- Install up-to-date anti-virus software
- Use two-factor authentication
- Use a password manager to securely store your passwords

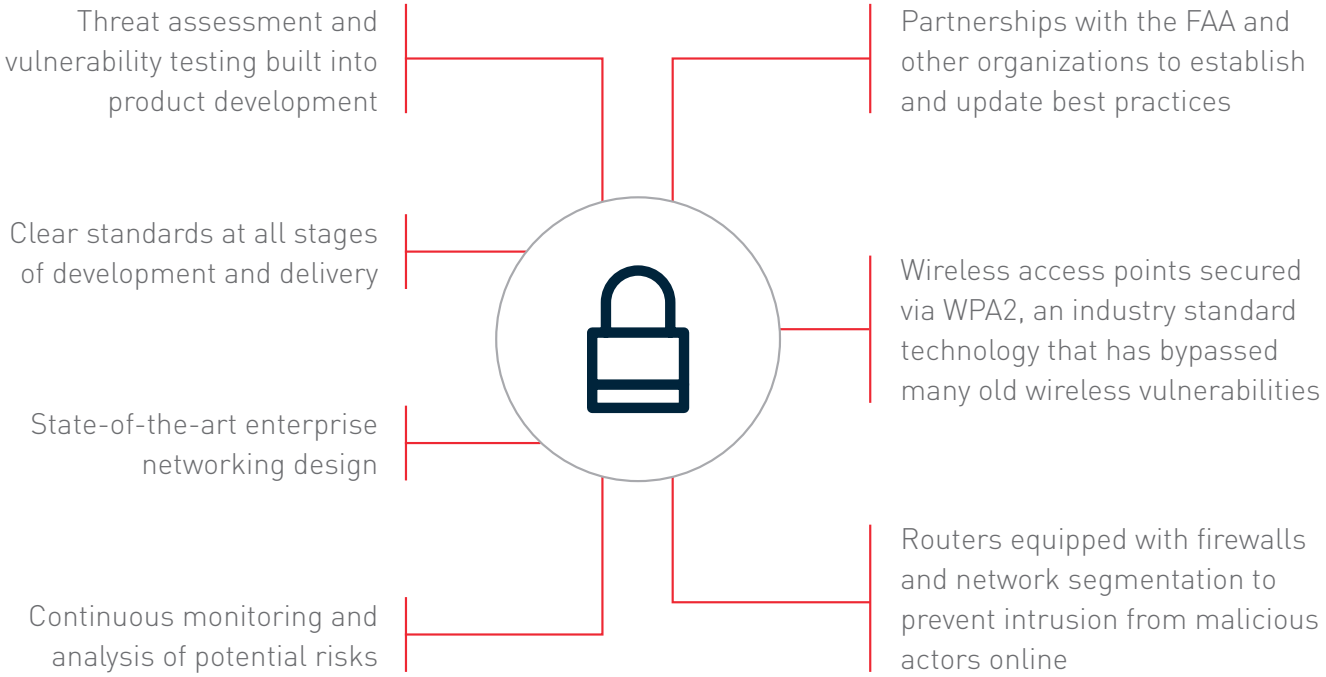
Everybody knows that cybersecurity threats can be risky business, and the data breaches we hear of on the news highlight how vulnerable companies and individuals can be. But relying on news headlines and messages of fear can distract you from reality. Despite the differences in scale and distance required for IFC, the principles of security are similar to any ground network or office environment.

Gogo has always built security measures into our technology from the design and engineering stages, rather than bolting them on reactively at the end. This gives our clients comprehensive security they can be confident in, not just doomsday claims coupled with inadequate solutions.

Our security advice to you? Buy solutions, not fear.

How Gogo handles security

Here are a few of the ways we've built Gogo's infrastructure to be secure:



The cockpit is secure

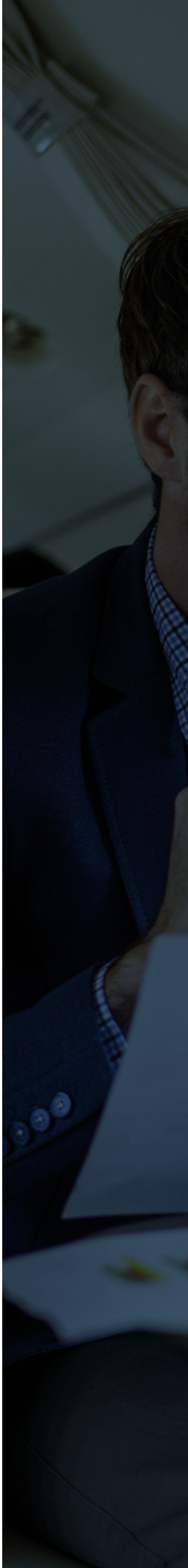
One common question about IFC is whether, by connecting your plane to Wi-Fi, you're also providing a path for hackers to manipulate crucial cockpit and navigation systems. Can someone really disable your weather radar through your Wi-Fi?

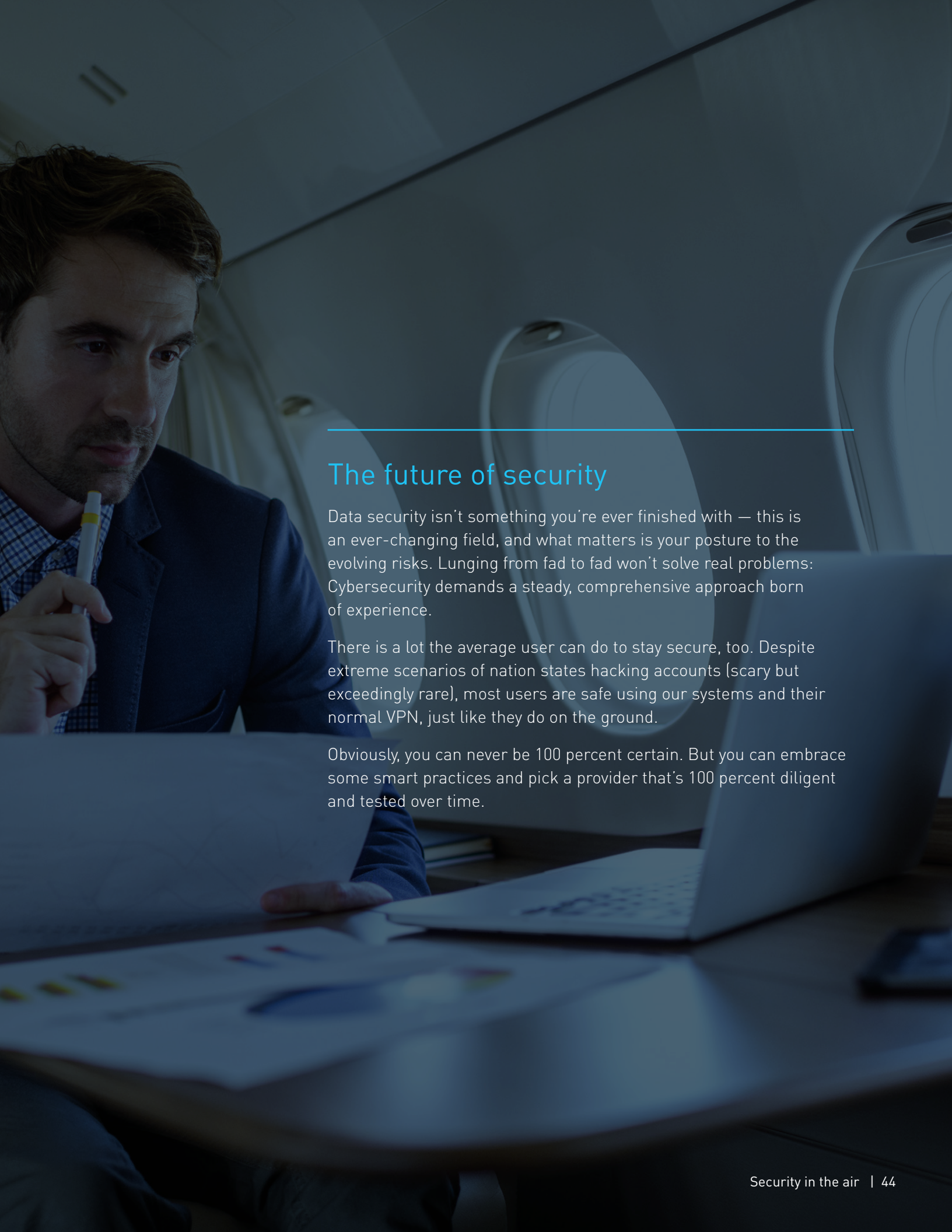
No. Avionics and flight systems are separate from Gogo inflight connectivity systems. In the few cases where Gogo needs information from the avionics, these connections are listen-only, meaning that the avionics are never accessible from Wi-Fi components.

Inside the Network Operations Center

The Network Operations Center (NOC) is a beehive of activity, and it's all directed at supporting the customer experience. Separate from our two data centers, the NOC is effectively the eyes looking in at the network's performance at all times. It provides:

- Continuous monitoring and support of the airborne network
- 24/7 tier 1 and tier 2 support
- A full staff of data systems, wireless, and IP support personnel directly available to users





The future of security

Data security isn't something you're ever finished with — this is an ever-changing field, and what matters is your posture to the evolving risks. Lunging from fad to fad won't solve real problems: Cybersecurity demands a steady, comprehensive approach born of experience.

There is a lot the average user can do to stay secure, too. Despite extreme scenarios of nation states hacking accounts (scary but exceedingly rare), most users are safe using our systems and their normal VPN, just like they do on the ground.

Obviously, you can never be 100 percent certain. But you can embrace some smart practices and pick a provider that's 100 percent diligent and tested over time.

Conclusion: Things that won't change

Inflight connectivity continues to evolve. But, just like in the world of business leadership, there are a few principles and practices that will stay steady, no matter the disruption in the market.

The effectiveness of your system is only partly dependent on technology.
Customer support, trustworthy provider relationships, industry experts at your disposal, and dependable network infrastructure are at least as consequential as whiz-bang equipment and lofty promises.

You deserve a good fit.
Inflight connectivity is a sea of choices — equipment types, service plans, budgets, etc. — so be assertive in finding a setup that works for you.

Scalability is king.
Given the rate of change in inflight technology, any sustainable solution will be scalable and adaptable. Seek platforms that can accept upgrades and grow over time — without a complete (costly) replacement.

Inflight connectivity enriches your life.
Business is only part of it. Your connectivity solution should help you connect with other things that matter — loved ones, entertainment, and cherished pursuits.

Connected wherever you are

The most fundamental purpose of connectivity solutions is keeping you engaged with what really matters, all the time.

Gogo's approach, now and in the future, is to blend dependable infrastructure, leading-edge technologies, and partnerships built on trust. Our products will continue to evolve, of course, but our central commitment will not.

Happy flying.

FLY SMARTER℠

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