Gogo is a leading global aero-communications service provider that offers in-flight Internet, entertainment, text messaging, voice, and a host of other communications-related services to the commercial and business aviation markets. More than 2,000 commercial aircraft owned by more than 10 major airlines are equipped with Gogo’s services.

Challenges and Opportunities
Gogo’s goal is to enable the connected aircraft and truly transform the in-flight experience. Productivity, connectivity and the social experience are more important than ever; Gogo strives to lead digital innovation to improve passenger satisfaction and provide value to its airline partners.

Recognizing early on that APIs enable innovation, Gogo started its digital journey by building its first APIs in-house. Before too long, however, the company had to grapple with the “build versus buy” question.

“We were looking to provide consistent, scalable, high-quality experiences in a rapid go-to-market timeframe” says Brad Jaehn, vice president of product at Gogo. “We had to ask ourselves the question of how to scale our API initiatives quickly and cost effectively. We realized that going down the API platform path is the right approach.”

Solution
Instead of investing intellectual capital into building their API program in house, Gogo decided to partner

Opportunities
- Adapting to the emergence of new content platforms, channels, devices, and formats
- Maintaining interoperability across increasingly complex ecosystems
- Embracing a more flexible architecture to remain nimble in the face of rapid change

“It’s not just about technology—it’s about enablement. Through digital leadership, we can capitalize on partnerships and technologies to create enabling opportunities for our partners and our customers.”

Brad Jaehn
Vice President of Products, Gogo
with Apigee and leverage its thought leadership in API management and the robust capabilities of the Apigee Edge platform.

“We realized that APIs aren’t just about interfaces; it’s not just a request-response model,” Jaehn adds. “By launching this partnership with Apigee, we were able to bring together an entire ecosystem around a new line of business.”

Beyond investing in Apigee’s enabling technology, Gogo’s product and technology leadership team also had to align their goals around the new digital initiative. The company’s business culture evolved from a “handoff model” - in which teams worked in silos - into a partnership model. APIs became a core part of the company’s product offering.

As a result, the barrier between IT and business within the organization started to break down—business leadership, product, engineering, marketing, and sales had to work as one team, bringing the API product to market.

During the early months of their digital journey, Gogo built successful partnerships with third-party developers, exposing their existing APIs through the Apigee platform. Within six months of partnering with Apigee, Gogo brought to market a new line of business through Edge.

Gogo started their digital journey with the knowledge that APIs provide an opportunity for growth. But as the company began to open up its fairly closed ecosystem, it realized the vast possibilities of a complete digital-first strategy.

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Brad Jaehn

Results

Less than a year into their digital journey, Gogo’s investment in innovation-enabling technologies started to provide unexpected new revenue and monetization capabilities to partners. As a result, multi-billion dollar partners approached Gogo eager to leverage the disruptive in-flight communication platform.

Today, APIs are a core part of Gogo’s value proposition. The company plans to continue evangelizing its digital strategy both internally and externally. Gogo will also expand its ecosystem to new third parties and form partnerships that revolutionize the in-flight passenger experience.

Among their digital initiatives, Gogo is set to launch
Gogo
Enabling the Connected Aircraft

its game-changing global connectivity solution, 2Ku, in mid-2015. 2Ku’s technology is expected to deliver unprecedented bandwidth and speed to aircraft and will enable the concept of the Internet of Things to extend to the sky.

Gogo’s digital journey
Enabling the connected aircraft through APIs

- Provide unexpected new revenue and monetization capabilities to existing partners
- Engage new multi-billion dollar partners to leverage the disruptive in-flight platform
- Break down barrier between IT and business