



PRESS RELEASE

Tuesday 09 May 2023

Getinference joins Yocova as a member of the Partnership Programme

Getinference, the company that helps leverage AI for marketing, growth and creative activities has joined the Yocova Partner Programme.

As a Yocova Partner, the Jersey-based company, is able to connect with aviation businesses and professionals around the world to support growth.

Getinference provides specialty services in AI education, context aware advertising, trend detection, audience segmentation, data psychology, customer and predictive analysis and behavioural intelligence. The company has listed two aviation-targeted education content solutions on the Yocova Marketplace. The AI Marketing Live Class is a hands-on and no-code learning journey for aviation marketing and growth and is the ultimate AI course for aviation marketers and managers. Getinference also provides a full-day AI masterclass, specifically designed for professionals in the aviation sector, including those working for airlines and airports. This course provides the latest tools and techniques for generating content, through both masterclasses and hands-on tutorials.

Getinference comment

"Getinference is excited to join the Yocova Partner Programme and connect with aviation businesses and professionals globally. Our expertise in AI-powered marketing, growth, and creative solutions will enhance the growth potential for these businesses in the aviation sector. Through our education solutions on the Yocova Marketplace, we aim to equip aviation professionals with the latest tools and techniques in AI and help them leverage the technology for success. Additionally, our CEO, Vincent Sider, has recently been appointed as a course director on AI for the Chartered Institute of Marketing, further solidifying our commitment to providing education and training in the field of AI. Getinference is dedicated to advancing the use of AI in marketing and growth and we look forward to utilizing our expertise and resources to help the aviation industry thrive."

Yocova comment

"We're thrilled to have Getinference on board as a Yocova Partner. As our industry turns towards new innovations, AI is becoming more widely used. It's fantastic that we have a partner member with the skills to provide aviation targeted AI services for our industry. Yocova will also enable Getinference to immediately connect with the wider aviation community through our platform, and in turn benefit the industry at large."

About Yocova



Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation.

The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community:** the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted 'go to' aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API's solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 6,000 aviation professional members from across 425+ airlines and 840+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.

About Getinference

Getinference is a startup based in Saint Helier, Jersey. A learning hub helping professionals and businesses get started in AI, Getinference provides its services across multiple sectors and industries. Now, through its membership of the Yocova platform, Getinference is able to provide aviation-specific AI services targeted to businesses and professionals across the sector.

Yocova contact details

To find out about Yocova membership, join conversations, groups, collaborate, and access the latest aviation insights and digital solutions, email members@yocova.com

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