



# PRESS RELEASE

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## Cirium establish alliance with Yocova as a strategic partner

**Cirium**, the leading aviation analytics company, has established an alliance with Yocova as a strategic partner and joined the Yocova Partner Programme.

Cirium is an industry-leader specialising in aviation analytics, providing solutions and services to help major players in the industry learn from past events, understand the present, and prepare and plan for future events. . The team delivers data and analytics solutions globally to leaders in finance, aerospace, airports and airlines, governments and more.

As a Yocova member, Cirium can easily connect and network with a global community of aviation businesses and professionals; a key market for which its solutions serve. The company will also be able to market its solutions and services on the Yocova Marketplace, in turn making it easier for the aviation industry to source them.

Cirium was born from the idea that the aviation industry would be stronger and more efficient through the sharing of knowledge and information and is driven by its mission to transform the industry by empowering airlines, airports, tech giants, aircraft manufacturers and more, to accelerate their own digital transformation and build a more efficient and sustainable future.

Today, Cirium manages more than 300 terabytes of data daily, spanning anything from schedules and routes, aircraft configurations, maintenance, and passenger record numbers, to valuations and appraisals.

### **Cirium comment**

"We are thrilled to become a part of the Yocova Partner Programme," said Rahul Oberai, Cirium's Global Head of Sales. "This alliance will help us to further extend our reach in the marketplace and offer data and analytics solutions that genuinely help aviation organisations gain better insights into their operations. Cirium's mission is to drive innovation and transformation within the aviation industry, and our membership of the Yocova Partner Programme will help us to connect with like-minded organisations."

### **Yocova comment**

"To have Cirium onboard is fantastic. Cirium's vision to help the aviation industry innovate, embrace digital transformation, and drive efficiency and sustainability through knowledge sharing and data is very much aligned with the core pillars of Yocova. We're delighted the company will now be able to easily connect with the wider aviation community on the platform and market and sell its solutions and services on the Yocova Marketplace."



## 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 Cirium

**Cirium**, is an industry-leading provider of aviation analytics based in London, UK. The company provides enterprises in the aviation sector and beyond, with solutions and services to help promote sustainability and efficiency through a better understanding of data. Cirium provides a range of specialised analytics solutions, together with valuation and advisory consultancy services, professional data services, aviation analytics and insights, industry research and reports.

## 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](mailto:members@yocova.com)

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