



# PRESS RELEASE

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## Kaizentric joins Yocova as a member of the Partner Programme

[Kaizentric](#), the provider of ready-made data warehouses that enable small businesses to drive forward data initiatives, has joined Yocova as a member of the Partner Programme.

As a Yocova partner, Kaizentric is now able to connect with a global network of aviation businesses and professionals, and market and sell its products and services on the Yocova Marketplace.

The company, a partner of Google and Snowflake, empowers its customers to do more with data and enables the automation of reports and digital transformation using Google Apps and ETL/DW/BI solutions. Since joining the platform, Kaizentric has been quick to take advantage of the benefits Yocova offers and has listed a solution and service on the Yocova Marketplace.

Kaizentric's [Airline Incidents Data Integration](#) service is a health and safety data warehouse tailored specifically for the aviation industry. It provides a solution for airlines to integrate and consolidate incidents from various partners operating at airports. The service includes the establishment of the data warehouse that consolidates this information and keeps it up to date with data refresh pipelines.

The company has also listed its [Readymade Data Warehouse](#) software on the Marketplace, the company's flagship solution for integrating product and partner data from 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party data sources.

Kaizentric makes data warehouses available for SMEs that would not otherwise have the resources and budget to host their own data and they customise the solution to meet their customers' needs.

### **Kaizentric comment**

"Data driven organizations are 23x more likely to acquire clients, 6x more likely to retain customers and 19x more likely to be profitable. Thus, enterprises are ready to spend millions of dollars/pounds to integrate data and build data warehouses to leverage data analytics. We are ready to serve customers on Yocova who are keen to explore data analytics, with our proprietary data model that can help them to reach their ROI sooner"

### **Yocova comment**

"We're delighted to have Kaizentric onboard the Yocova platform. Businesses of all sizes across our industry need to manage and harness the power of data to keep pace, so it's fantastic that Kaizentric makes its solutions and services accessible and affordable for them to do so, especially in the important health and safety arena of airline incident data management."



## 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 7,500 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 Kaizentric

[Kaizentric Technologies Pte Ltd](#) is a data and app solutions company registered in Singapore with a presence in the UAE and UK. The company helps small and medium sized enterprises to access and process data through ready-made data warehouses and has developed a data integration service specifically for airline incident data management.

## 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)

**For press enquiries, contact Stephen Spillett**

Email: [stephen.spillett@yocova.com](mailto:stephen.spillett@yocova.com)