CAN FACEBOOK AND OCULUS RIFT DISRUPT IN FLIGHT EXPERIENCE

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EVERY INDUSTRY IS E-CONFIGURING AROUND SOFTWARE ENABLED EXPERIENCES

"HOW DOMINO'S BECAME A TECH COMPANY"

FAST COMPANY, 2014

"HOW MASTERCARD BECAME A TECH COMPANY"

FORTUNE, 2014

"CAN A CONTENT COMPANY BECAME A TECH COMPANY"

NYT, 2014

"DISNEY IS TURNING THEME PARKS INTO SOCIAL NETWORKS"

MOTLEY FOOL, 2014

"TESCO'S BIG DATA ARM DUNHUMBY BUYS AD-TECH FIRM"

2014

"BUYING BEATS? BAH! WHY APPLE SHOULD THINK BIG AND BUY TESLA"

FORBES, 2014

"ROBERT MCDONALD IS ON A MISSION TO MAKE P&G THE MOST TECH ENABLED BUSINESS IN THE WORLD"

McKINSEY, 2011

"SOFTWARE IS EATING THE WORLD"

MARC ANDREESSEN, 2011

IN 2012, TESCO ROLLED OUT SUBWAY SHOPPING AND BECOME #1 IN KOREA

Watch case study here

BUT AIRLINES INNOVATE ON A DIFFERENT AXIS

3-D Render of Tomorrow's Business Class Smart Seat. Thales

THIS INFLIGHT
ENTERTAINMENT (IFE)
SYSTEM COSTS 10,000 USD.
AND FEELS LIKE IT'S 1990.

THE MOST VIEWED INFLIGHT SOFTWARE APP IS THE MOVING MAP !

NOT COMMERCE !

27.1 B USD

Total ancillary revenue for airlines, 2013

- Excess baggage: 15%
- On-board Retail (including food where relevant): 15%
- Travel retail (car hire, hotel insurance, etc): 30%
- Other à la carte services: 10%
- Sale of extra miles: 30%

LET'S PUT THAT IN PERSPECTIVE

4 B USD

Total inflight retail revenue, 2013

IMAGINE HAVING 300 BUYERS, CAPTIVE FOR 4 HOURS,

BORED AND RESTLESS

REPEAT 3 BILLION TIMES (TOTAL # OF PASSENGER DEPARTURES, IN 2013)

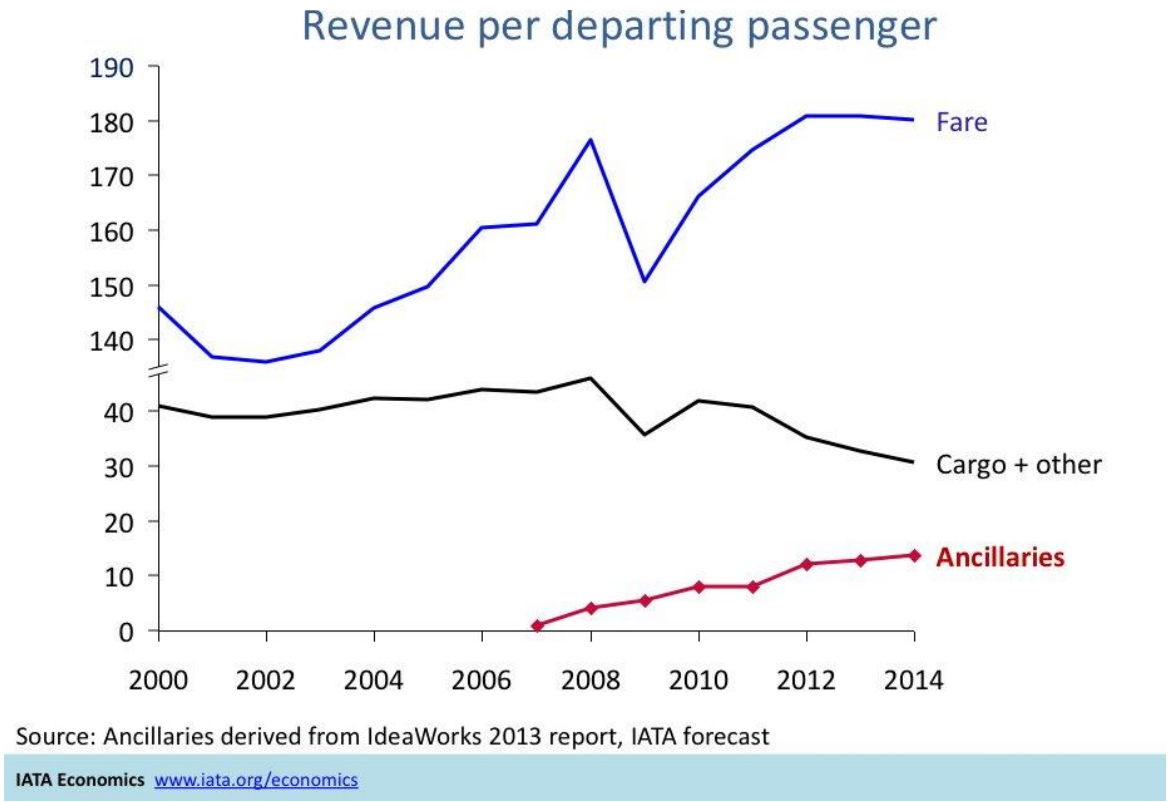
THAT'S TERRIBLE MONETIZATION !

ANCILLARY SERVICES : HIGH GROWTH, HIGH MARGIN BUSINESS FOR AIRLINES

"AIRLINE PROFITS ARE UP, THANKS TO EVERYTHING BUT AIRFARES"

FORBES, SEP 2014

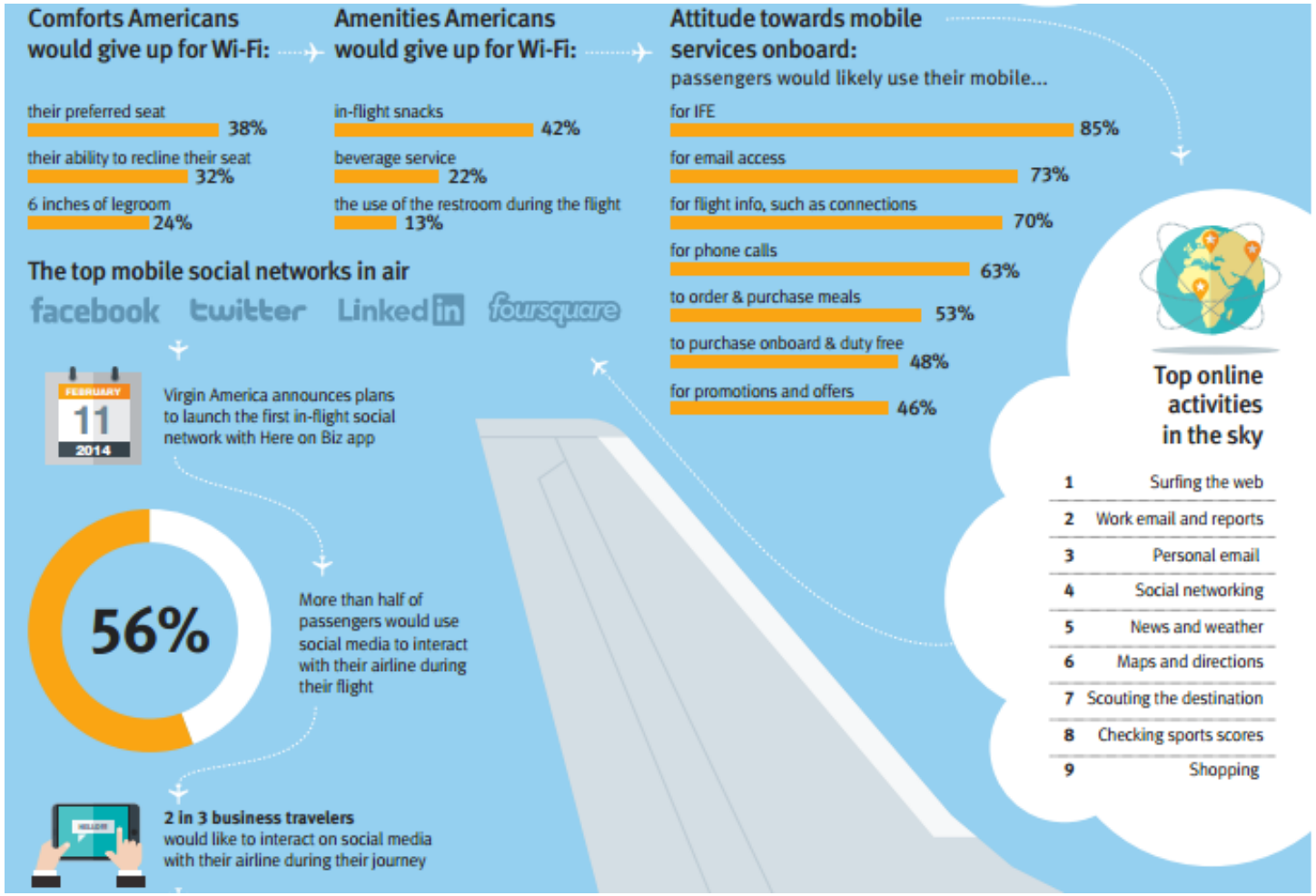
ANCILLARY SERVICES : HIGH GROWTH, HIGH MARGIN, REVENUE DRIVER



Source: Ancillaries derived from IdeaWorks 2013 report, IATA forecast

IATA Economics www.iata.org/economics

CUSTOMERS ARE MORE THAN WILLING TO 'ENGAGE' AND SPEND



Top online activities in the sky

1 Surfing the web
2 Work email and reports
3 Personal email
4 Social networking
5 News and weather
6 Maps and directions
7 Scouting the destination
8 Checking sports scores
9 Shopping

Gogo's "How travellers use inflight WiFi"

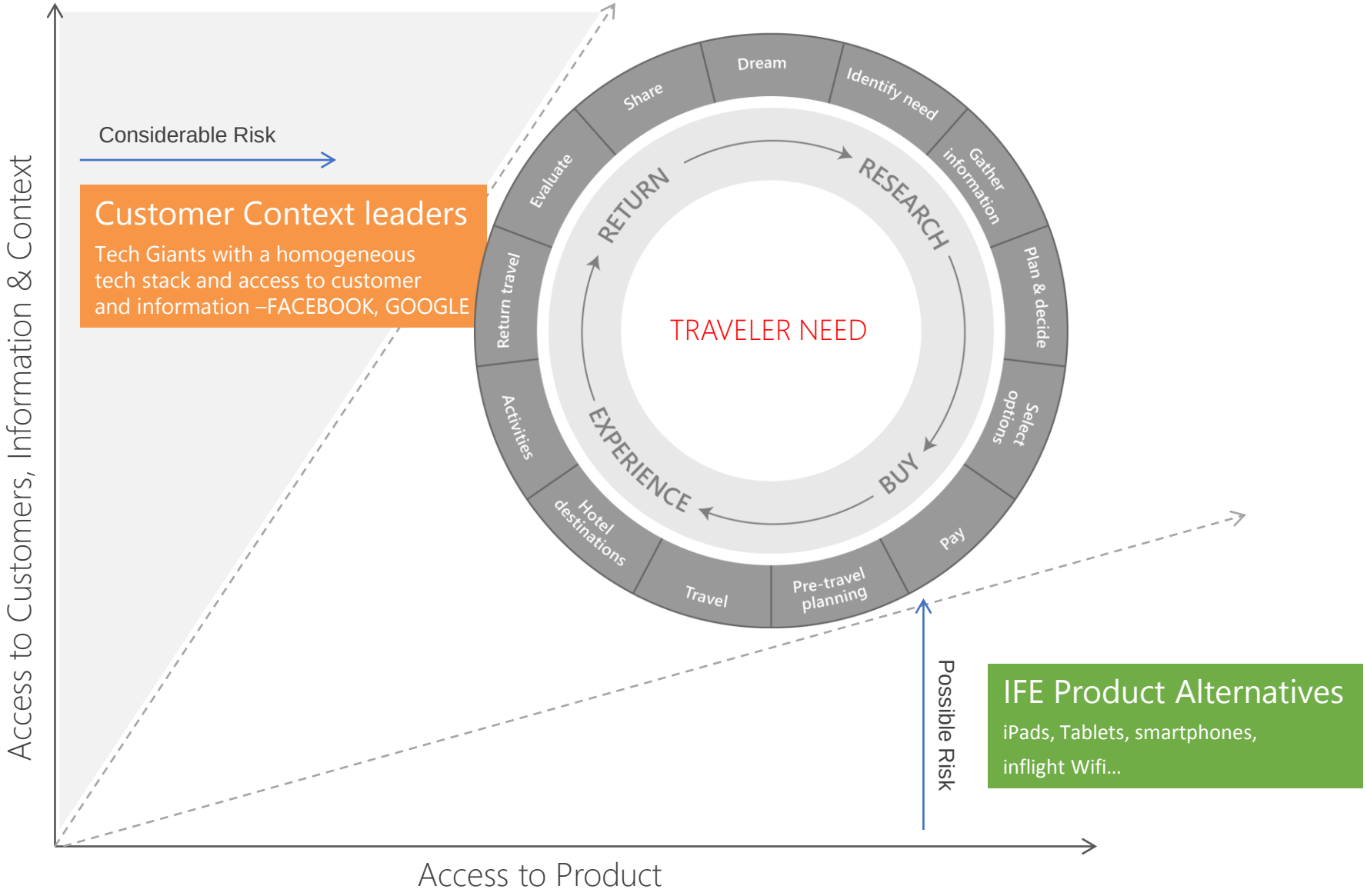
INSTEAD AIRLINES GIVE US CAT VIDEOS !

"British Airways adding cat videos to its roster of in-flight entertainment"

ENDGADGET, august 13, 2014

CAN AIRLINES FIX
INFLIGHT EXPERIENCE ?
WHERE IS THE ‘TESLA’ OF AIRLINES? ”
@PRADEEPRAT

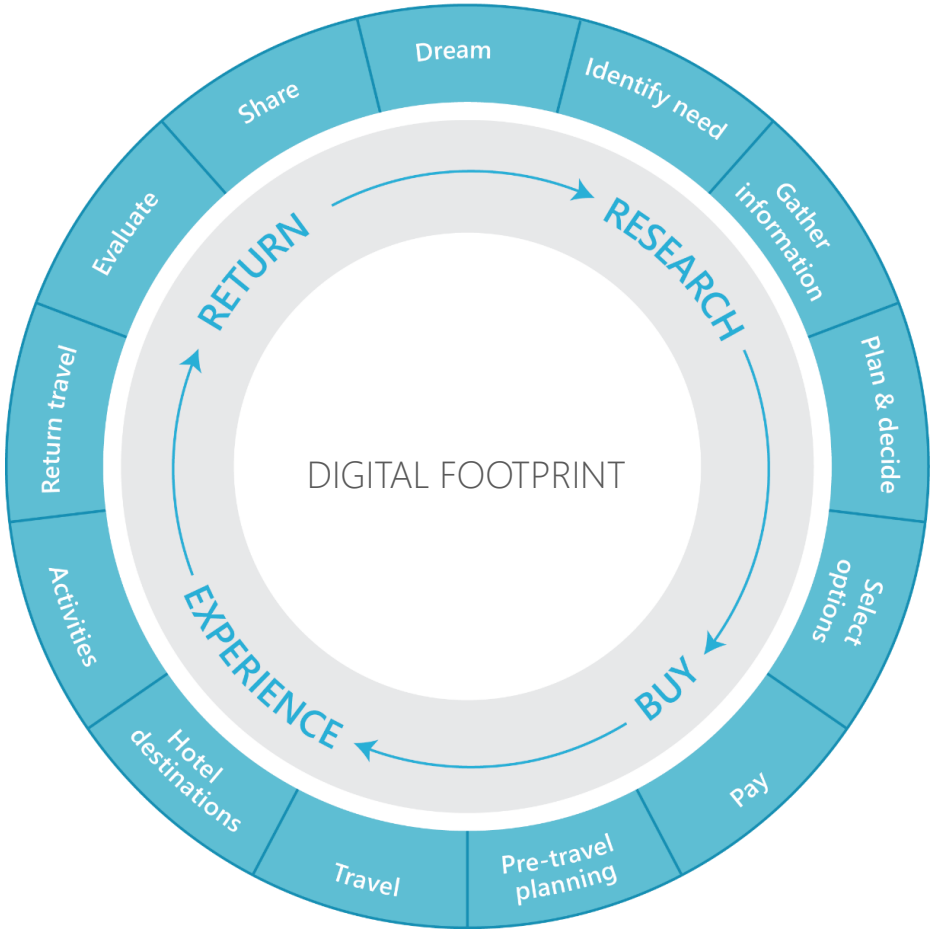
LET'S ASK THE QUESTION DIFFERENTLY – WHAT IS THE REAL THREAT?

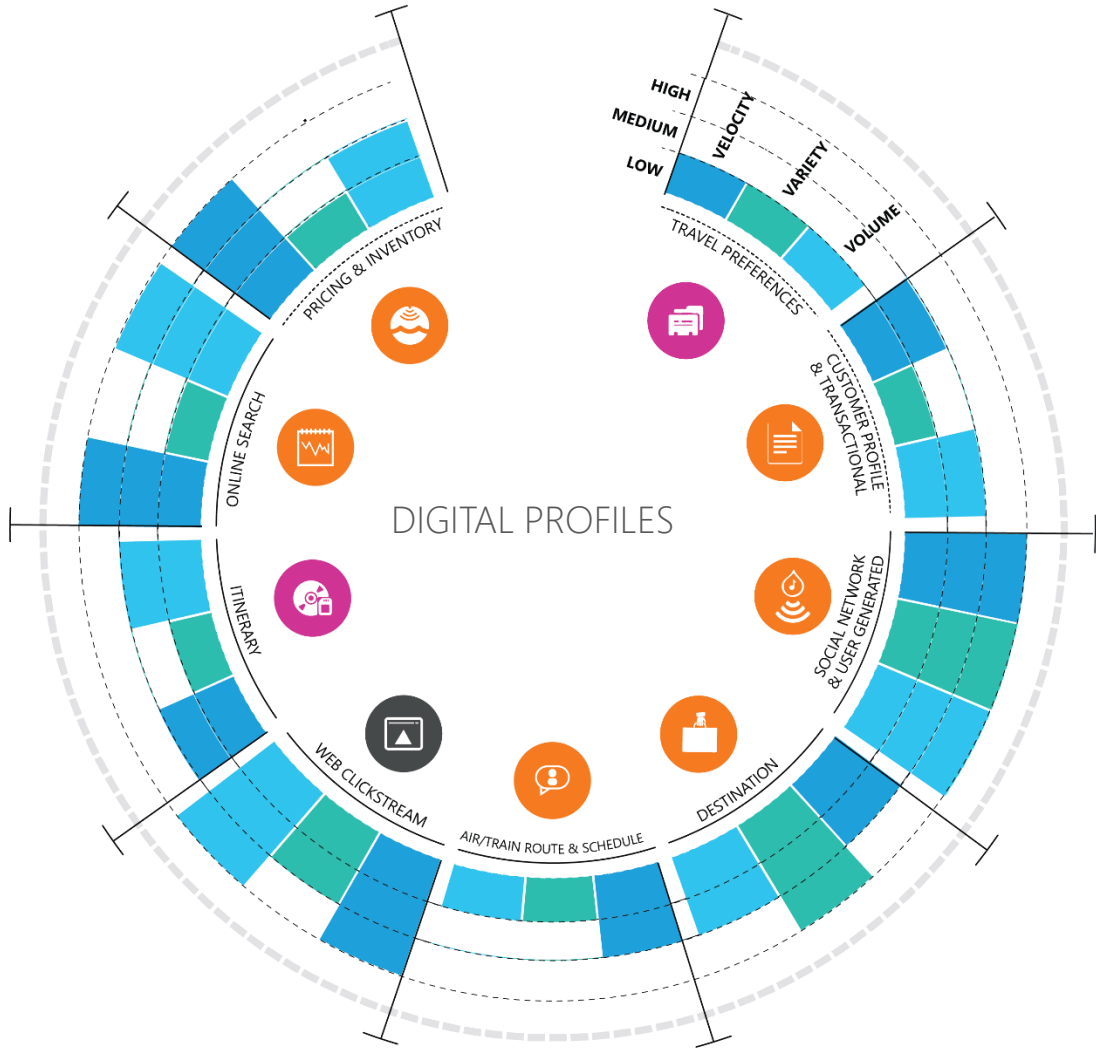


EVERY TRAVELER LEAVES BEHIND A RICH DIGITAL FOOTPRINT

AND AIRLINES DO A POOR JOB OF BUILDING A COMPLETE CUSTOMER PROFILE

WHILE FACEBOOK AND GOOGLE CONNECT THE DOTS TO BUILD 100B + BUSINESS !





AND FACEBOOK CAN USE THE ASYMMETRIC INFORMATION TO PREDICT 'WHERE YOU CAN TAKE YOUR VACATION' AND WHAT 'YOU MIGHT ALSO LIKE TO EAT'

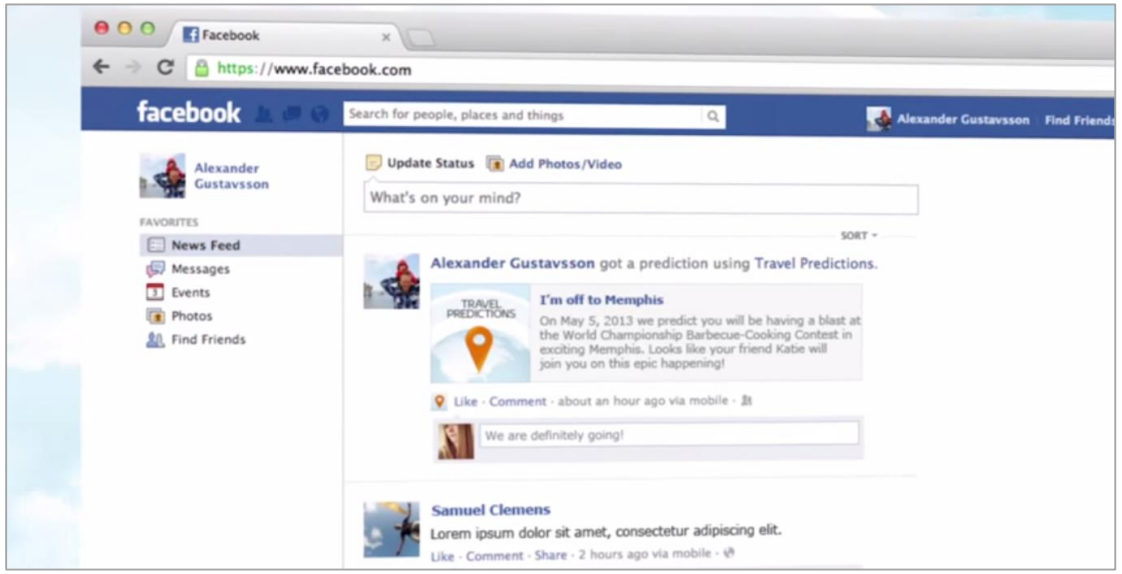


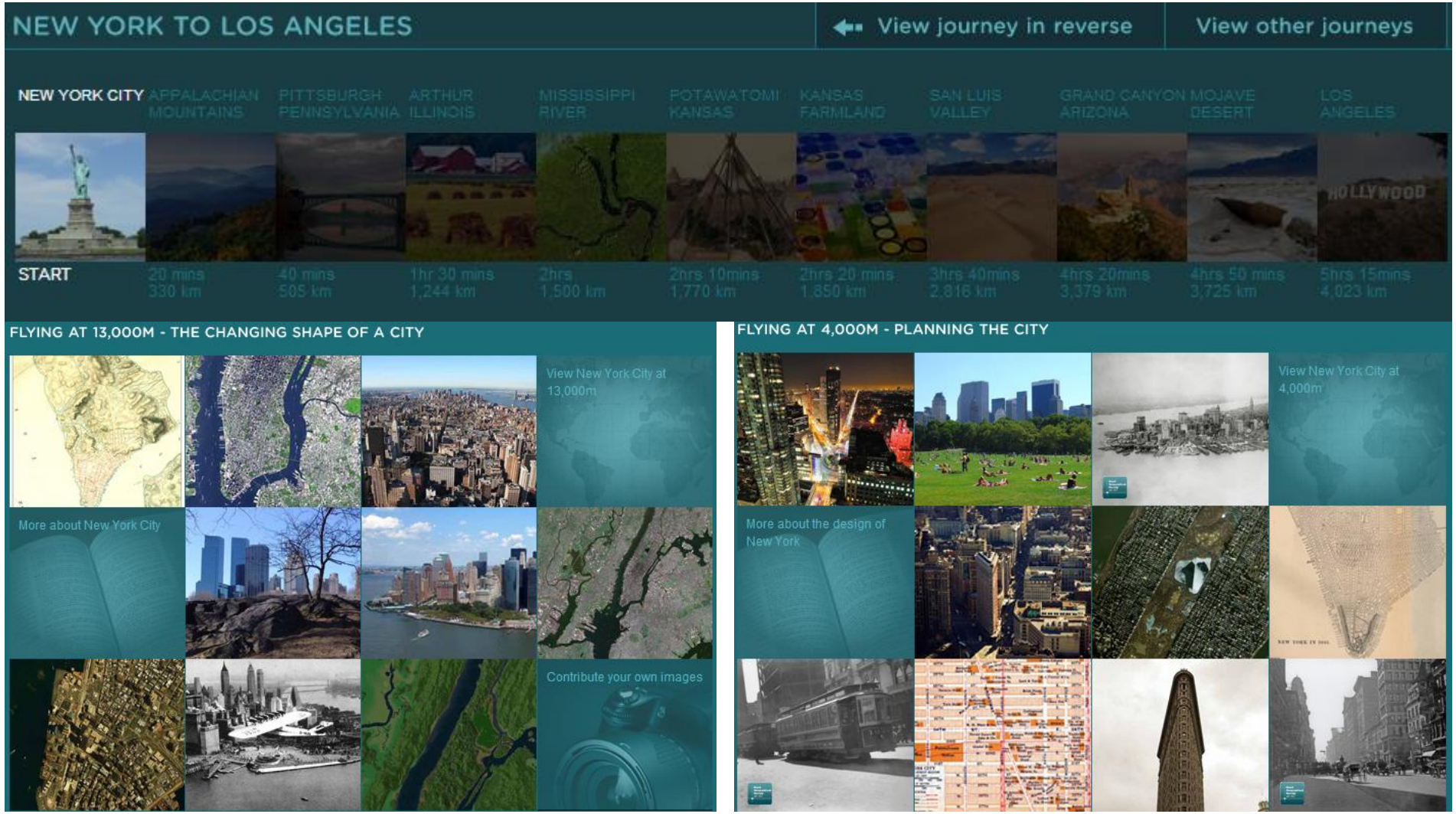
Image source : http://www.inflightfeed.com/

ENTER OCULUS RIFT.
ASYMMETRIC INFORMATION + IMMERSIVE EXPERIENCE

Oh Wow!
These Facebook
ads look so real!

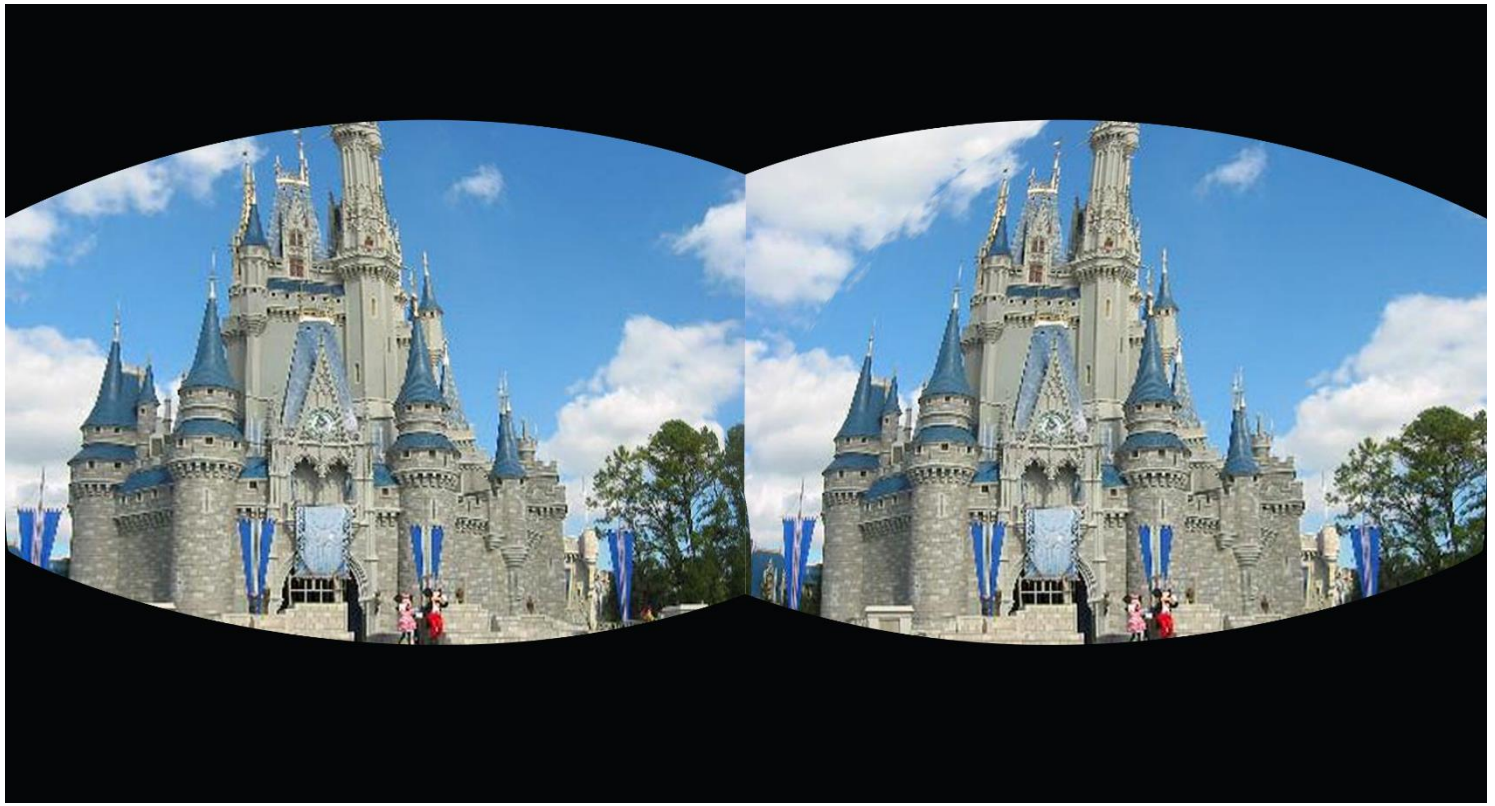
HD THE ULTIMATE OCULUS RIFT REACTIONS ▶ COMPILATION 2014
FRIDAY
IFE MANUFACTURERS, BE AFRAID. VERY AFRAID
0:07 / 5:51

OCULUS RIFT CAN CHANGE GEOTAINMENT (THAT MOVING MAP)



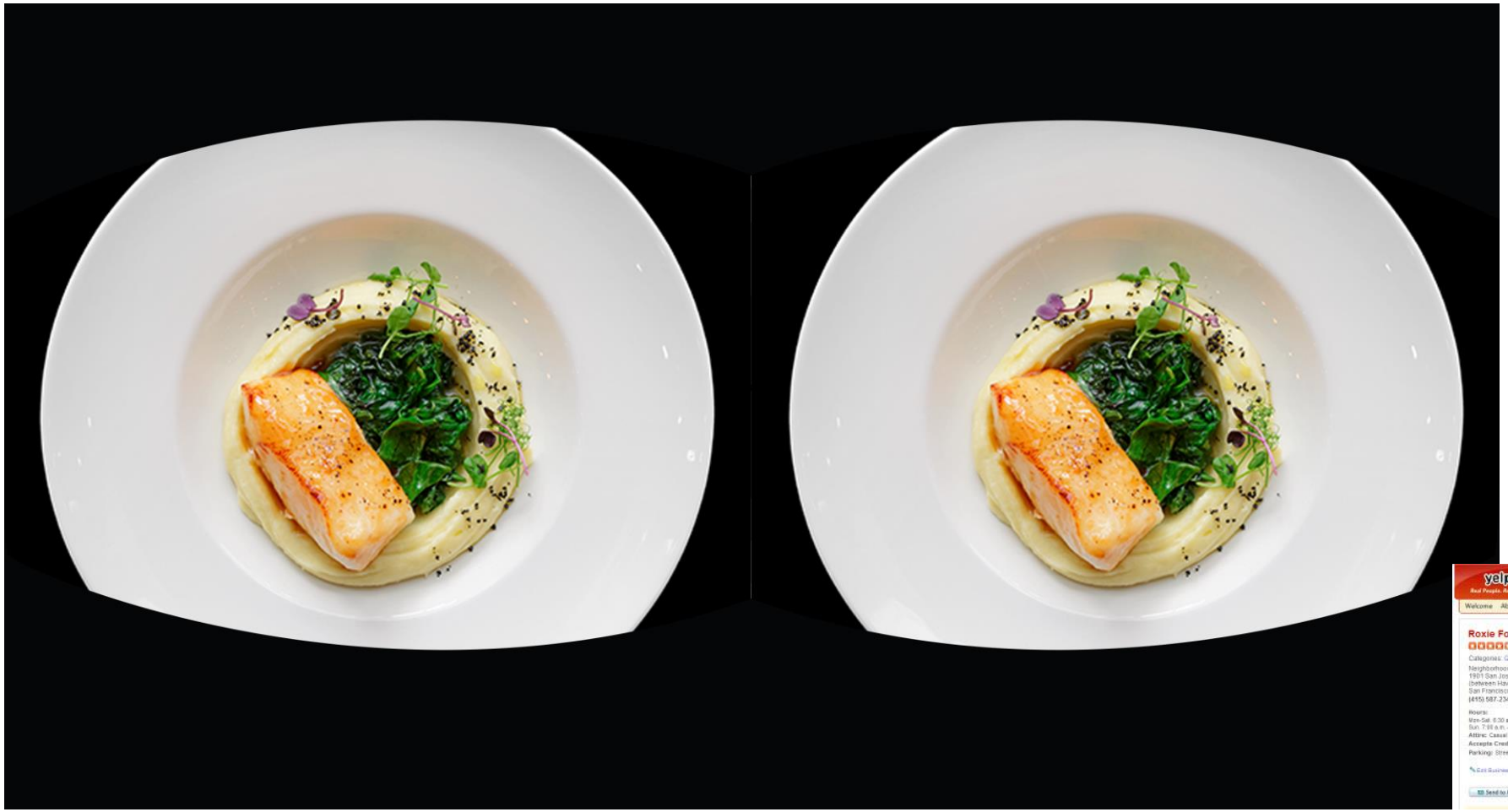
TAKE A VIRTUAL TOUR OC CITIES YOU ARE FLYING OVER. BYE BYE STATIC MAPS !

..AND UNLOCK COMMERCE FOR DESTINATION SERVICES



EXPERIENCE AND BOOK YOUR DISNEYLAND TOUR, SITTING ON SEAT 31B

…AND HELP YOU PREVIEW AND ORDER YOUR SALMON CAPRESE MUCH BEFORE YOU ARRIVE



ALL THIS, AT 1/5TH THE COST

10,000 USD A PIECE

CANNED CONTENT, UPDATED ONCE A MONTH

FIND ONE TRAVELER WHO LOVES THIS

2000 USD A PIECE

PERSONALIZED CONTENT, BEAMED REAL TIME

FIND ONE TRAVELER WHO HATES THIS

IFE AND PASSENGER EXPERIENCE NEED AN URGENT UPGRADE:

ASYMMETRIC DATA

Connected and curated across engagement horizon

IMMERSIVE EXPERIENCE

Personalized content based on context

Thank you

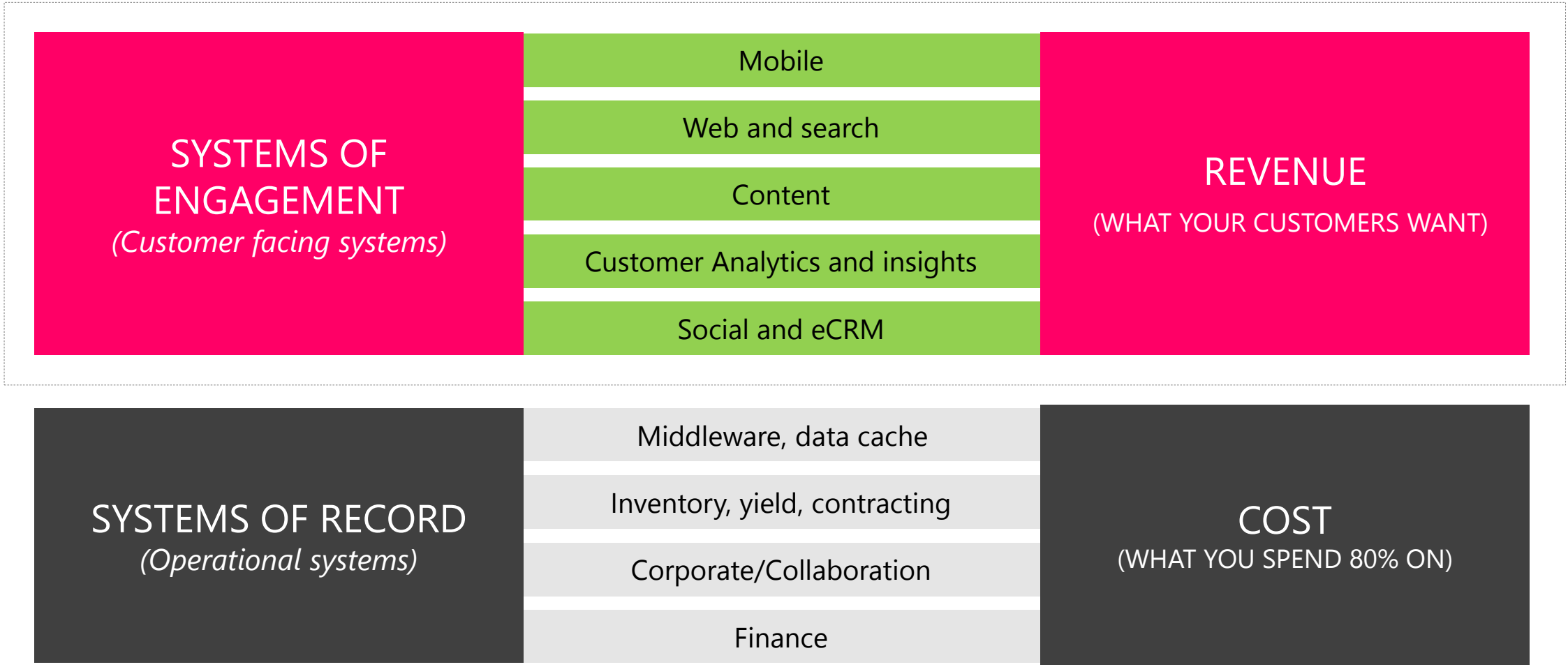
@pradeeprat ; @sunnyneogi

WHO ARE WE : WE ENABLE DIGITAL TRANSFORMATIONS

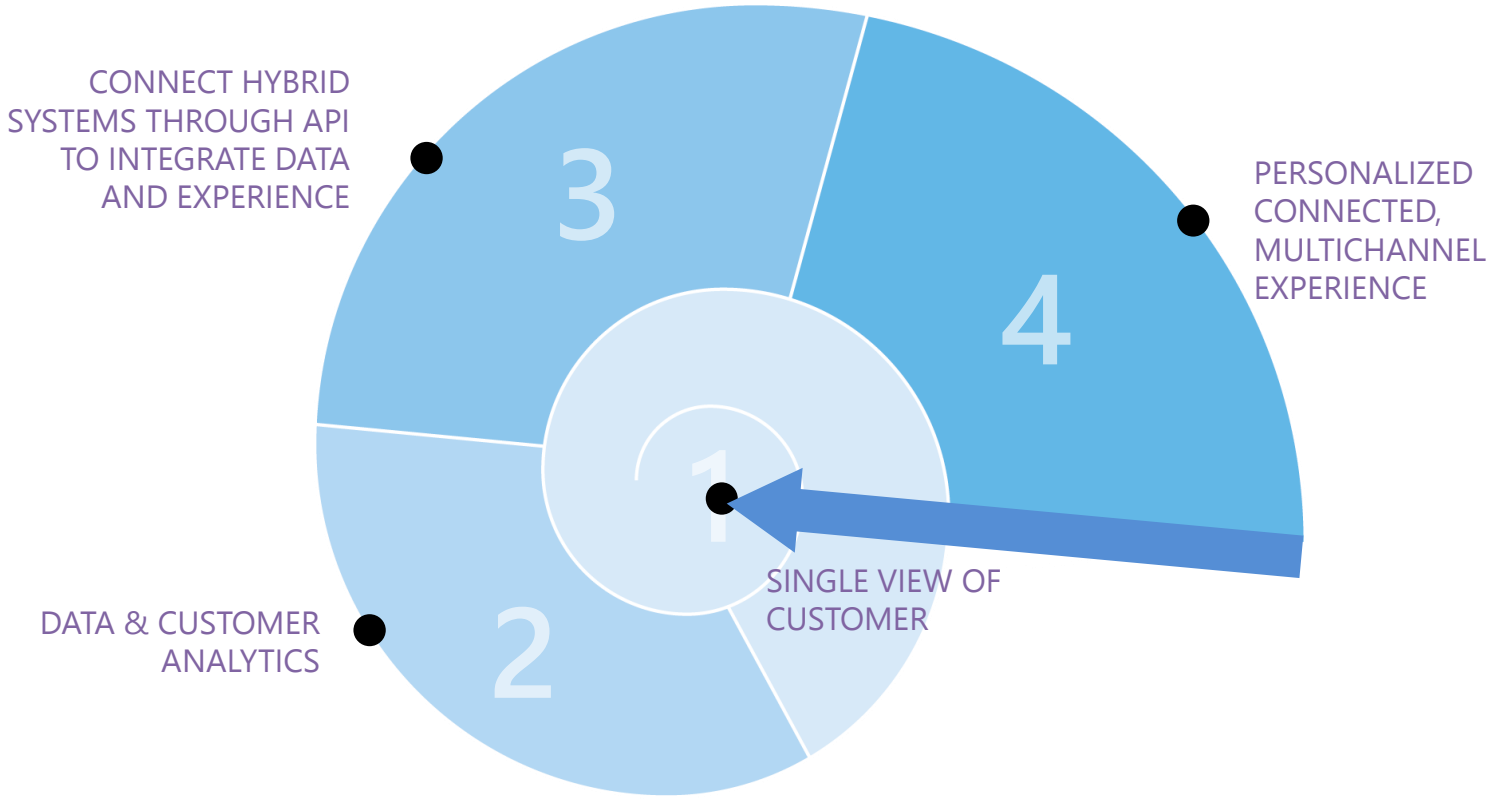
7500 people

UX DESIGN. EMBEDDED. CLOUD. ANALYTICS

HOW : FROM SYSTEMS OF RECORD TO SYSTEMS OF ENGAGEMENT



HOW DO WE GET READY FOR THIS DISRUPTION ?
WE LEVEL THE PLAYING FIELD



TO LEARN MORE ABOUT TRANSFORMING IN 9 MONTHS OR LESS,
VISIT - HTTP://WWW.ADITI.COM/DIGITAL-TRANSFORMATION/