

OneFi

The customer experience platform to monetise inflight connectivity

What is it?

OneFi, Inmarsat's brand new connected onboard platform enhances the passenger experience by bringing together a host of inflight services within a single interface.

One platform, countless opportunities

Inmarsat has developed a first-of-its kind platform to be the catalyst for airlines throughout the world to monetise onboard Wi-Fi through new connected revenue streams, while bringing passengers a rich airline-branded experience on their own devices.



Wi-Fi access



Retail



Affiliate partners



Sponsorships



Flight Information



Inflight Services

Who is it for?

One platform for passengers and airlines

For airlines, OneFi is where brand marketing meets performance marketing. The completely customisable platform enables generation of sales leads via advertising, ancillary revenues from partners and digital retail. A massive monetisation opportunity.

For passengers, OneFi provides a richer, personalised experience, with more contextual content, promotions and services.

How does it work?

Simple. Inclusive. Flexible.

Three components enable the complete experience:

An intuitive, modular portal - simple to use and with contextual content that's enjoyable to explore.



An 'agency of agencies' service, connects passengers with an array of leading partners from every aspect of inflight services - service providers, retail partners, advertisers and media sales agencies.



A flexible, complete back-end integrated service with ISPs, reporting, billing, payments, CMS, CRM, ad servers, exchanges and advanced analytics for continuous optimisation.



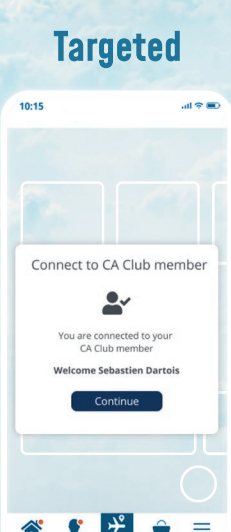
"OneFi is going to revolutionise the passenger experience. It's not just putting Wi-Fi onboard. It's actually making the Internet useful for passengers by making it more relevant, more personalised, and their travel experience better."

- Shane Mayer, Head of Partnerships, Get Your Guide

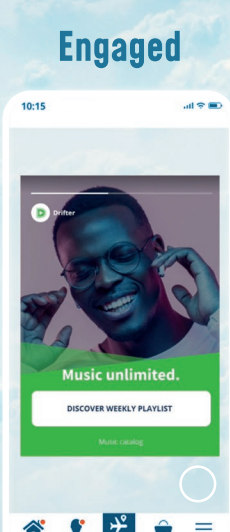
OneFi in action

Sales lead generation, driven from one place

Targeted



Engaged



Connected



To personalise the experience, OneFi uses data submitted by passengers about their choices and behaviour, in addition to onboard aviation systems, the passenger manifest, and customer and loyalty programme databases. Connectivity is critical to ensuring this data can provide a personalised experience throughout the flight.

OneFi amplifies the value delivered to, and extracted from, partners through calls-to-actions. These include registering and signing in to partner propositions, subscribing to newsletters, trial services like music and content streaming, click-throughs to partner microsites and purchasing. Connectivity provides real-time, inflight authentication to all these actions.

OneFi offers real-estate to airlines, sponsors, retailers, affiliate partners, media streaming partners and programmatic advertisers. Opportunities include banners, videos, interstitials and custom modules for passenger interaction. Using connectivity makes their device addressable, enabling tailored advertising and content.