Product Marketing Case Study

# Segment-Led Positioning & Messaging Framework

## SITA eWAS Integrated Platform

Real-time cockpit decision support integrating weather intelligence and fuel optimisation


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# Business Context & Strategic Challenge

**Product Overview:** SITA eWAS is a real-time aviation weather intelligence platform that, alongside OptiFlight's fuel-efficiency and trajectory optimisation capabilities, delivers integrated operational decision support to pilots before and during flight.

**Market Reality:** Pilots are forced to make time-critical decisions within a fragmented ecosystem of disconnected systems and inconsistent user experiences.

**Strategic Objectives:**

1. Protect and reinforce SITA eWAS's premium market positioning
2. Expand into clearly defined airline segments
3. Drive adoption of the unified decision-support platform

# Market Segmentation Framework

**Why Segmentation?**
Airlines differ materially in operating model, cost sensitivity, governance structure and digital maturity. A single positioning strategy would dilute commercial impact.

| Target Segment | Primary Decision Driver | Risk Profile |
|---|---|---|
| **Premium Carriers** | Operational integration and safety-grade reliability | Low tolerance for fragmentation or unproven technology |
| **Hybrid Carriers** | Measurable efficiency gains with rapid time-to-value | Moderate — willing to pilot before full rollout |
| **Low-Cost Carriers** | Per-flight cost reduction and rapid deployment | Pragmatic — zero tolerance for complexity |
| **Airline Groups and Multi-AOC Operators** | Scalable governance across multiple airlines and operating certificates | Sensitive to loss of operational autonomy |

Each segment required distinct value drivers, proof points and rollout strategy.

# Reframing the EFB Landscape

| Existing EFB Environment | The Structural Gap | Strategic Repositioning |
|---|---|---|
| Today's electronic flight bag (EFB) ecosystem typically includes:<br>• Flight planning systems<br>• Navigation and charting tools<br>• Documentation and compliance modules<br>• Standalone weather applications<br>These systems operate effectively, but largely in isolation. | There is no unified, real-time operational intelligence layer that integrates:<br>• Weather dynamics<br>• Fuel optimisation logic<br>• Route performance implications<br>Pilots must manually interpret and reconcile data across disconnected applications during time-critical moments. | Rather than compete as a standalone weather solution, eWAS + OptiFlight were positioned as an integrated operational intelligence layer within the EFB stack.<br>This shift:<br>• Moves from static planning to dynamic in-flight decision support<br>• Reduces cognitive load and fragmentation<br>• Strengthens premium positioning through integration |

# Positioning Statement

For premium and digitally progressive airlines

Who require integrated, real-time operational insight to support time-critical cockpit decisions,

eWAS + OptiFlight is an integrated operational intelligence layer within the EFB ecosystem

That delivers continuous weather awareness and fuel-optimised decision support before and during flight.

Unlike standalone weather tools or fragmented EFB modules,

It provides unified, safety-grade intelligence

Without disrupting existing cockpit workflows.

# Core Messaging Architecture

| Pillar 1<br>Continuity Without Disruption | Pillar 2<br>Real-Time Operational Intelligence | Pillar 3<br>Modular Evolution & Expansion |
|---|---|---|
| **Problem:**<br>Airlines resist solutions that disrupt certified cockpit workflows or require retraining.<br><br>**Capability:**<br>Seamless integration within existing EFB environments and operational procedures.<br><br>**Outcome:**<br>Enhanced decision support without operational friction or retraining burden.<br><br>**Proof:**<br>Designed to sit within existing cockpit workflows and complement certified systems. | **Problem:** Pilots must manually interpret weather, fuel and routing data across disconnected tools.<br><br>**Capability:** Integrated real-time weather intelligence and fuel optimisation in a unified interface.<br><br>**Outcome:** Reduced cognitive load and improved in-flight decision confidence.<br><br>**Proof:** Dynamic updates before and during flight, enabling continuous operational awareness. | **Problem:** Airlines need scalable solutions that evolve without platform lock-in or forced overhaul.<br><br>**Capability:** Modular architecture allowing phased adoption and cross-fleet expansion.<br><br>**Outcome:** Incremental value delivery aligned to fleet and governance complexity.<br><br>**Proof:** Supports deployment across multiple airlines and AOCs within a unified governance model. |

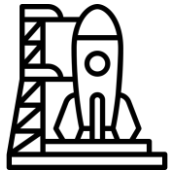
# Segment-Specific Messaging Adaptation

| Segment | Core Concern | Primary Value Angle | Messaging Emphasis |
|---|---|---|---|
| Premium Carriers | Operational integrity and safety risk | Integrated intelligence without workflow disruption | Safety-grade reliability, seamless integration, premium operational control |
| Hybrid Carriers | Balancing efficiency with controlled risk | Measurable fuel and performance gains | Fast time-to-value, pilot validation, phased rollout |
| Low-Cost Carriers (LCCs) | Cost discipline and implementation burden | Per-flight fuel savings with minimal complexity | Deployment simplicity, operational ROI, low overhead |
| Airline Groups / Multi-AOC | Governance complexity and autonomy | Scalable platform across multiple airlines | Standardised intelligence with local operational flexibility |

# Objection Handling & Risk Mitigation Framework

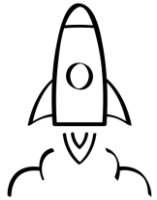
| Objection | Risk Perception | Strategic Reframe | Supporting Proof |
|---|---|---|---|
| “Integration will be complex.” | Operational disruption and certification risk | Designed to integrate within existing EFB environments without workflow overhaul | Seamless integration model aligned to current cockpit systems |
| “Pilots don’t need another tool.” | Cognitive overload and tool fatigue | Not an additional tool — an intelligence layer enhancing existing workflows | Unified interface combining weather intelligence and fuel optimisation |
| “Fuel savings may not justify investment.” | ROI uncertainty and budget sensitivity | Incremental fuel optimisation compounds across fleet operations | Measurable efficiency gains validated through phased rollout |
| “We risk vendor lock-in.” | Loss of flexibility and governance control | Modular architecture enabling phased adoption and operational autonomy | Supports deployment across multiple airlines and AOCs |

# Adoption & Expansion Strategy



**PRE-LAUNCH**
**Alignment & Enablement**

- Segment-specific messaging and sales playbooks
- Pilot airline validation and internal stakeholder alignment
- ROI modelling aligned to segment priorities



**LAUNCH**
**Controlled Deployment**

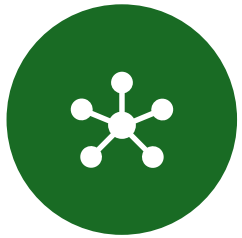
- Phased rollout within existing EFB environments
- Targeted enablement for pilots and operations teams
- Early performance benchmarking (fuel efficiency, operational continuity)

**POST-LAUNCH**
**Expansion & Platform Growth**

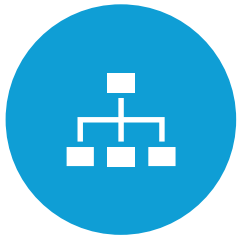
- Fleet-wide scaling based on validated results
- Cross-module adoption (weather + fuel optimisation integration)
- Expansion across additional airlines and AOCs within group structures

# Product Marketing Deliverables

STRATEGIC SEGMENTATION MODEL ALIGNED TO AIRLINE BUYING LOGIC



INTEGRATED PLATFORM POSITIONING WITHIN THE EFB LANDSCAPE



STRUCTURED MESSAGING FRAMEWORK (PROBLEM → CAPABILITY → OUTCOME → PROOF)

SALES-READY OBJECTION MITIGATION TOOLKIT

LAUNCH AND EXPANSION ENABLEMENT PLAN