

# International Relationship Marketing

Future Trend of International  
Relationship Marketing

# Customer Development Process

Suspects

↳ Prospect → Disqualified Prospects

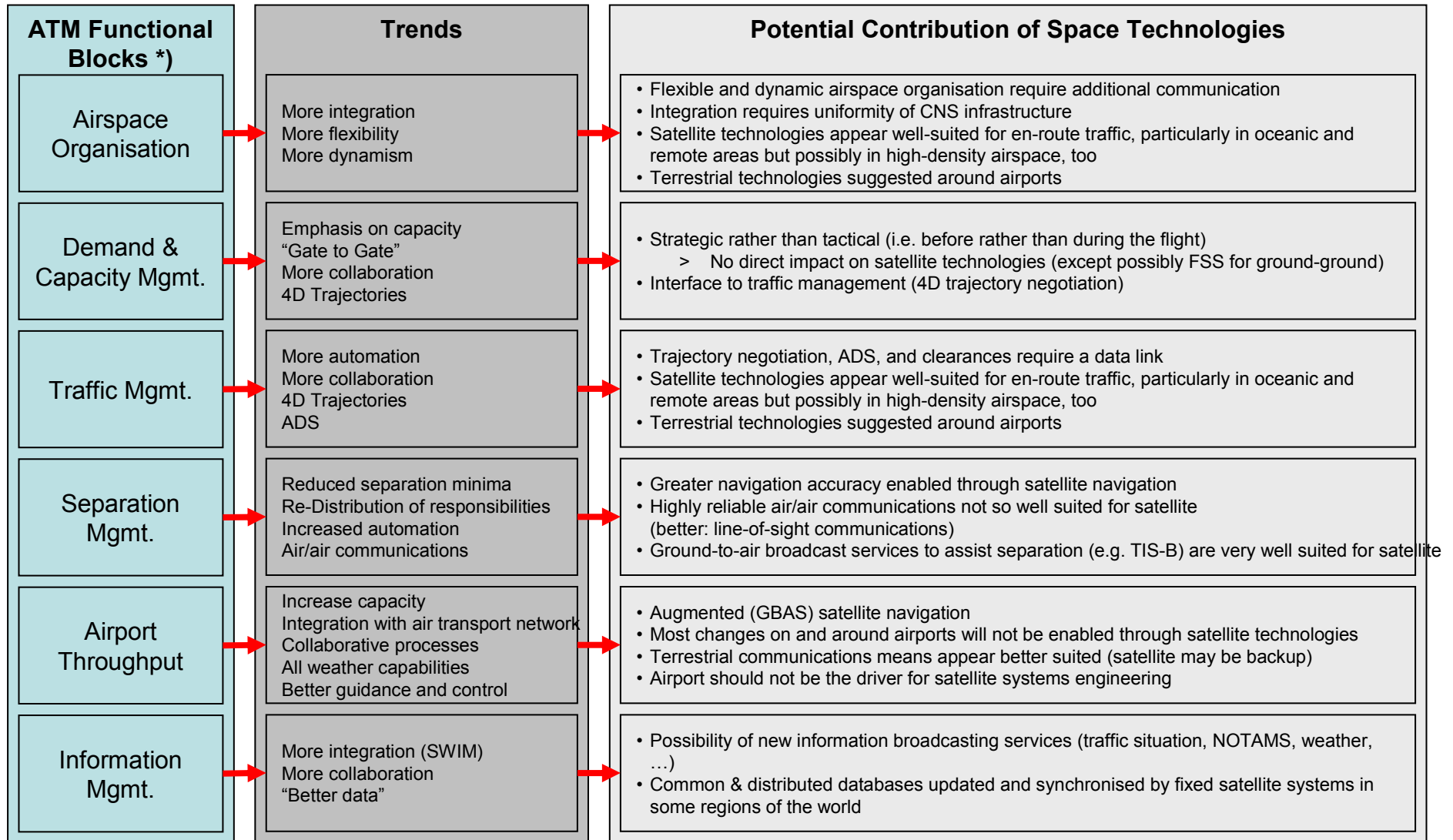
↳ 1<sup>st</sup> Time Customer

↳ Repeat customer

↳ Clients

↳ Members → Advocates → Partners

# General Trends



\*) Source: Eurocontrol/AECMA "ATM Master Plan"

# ATM stakeholders in 2020+

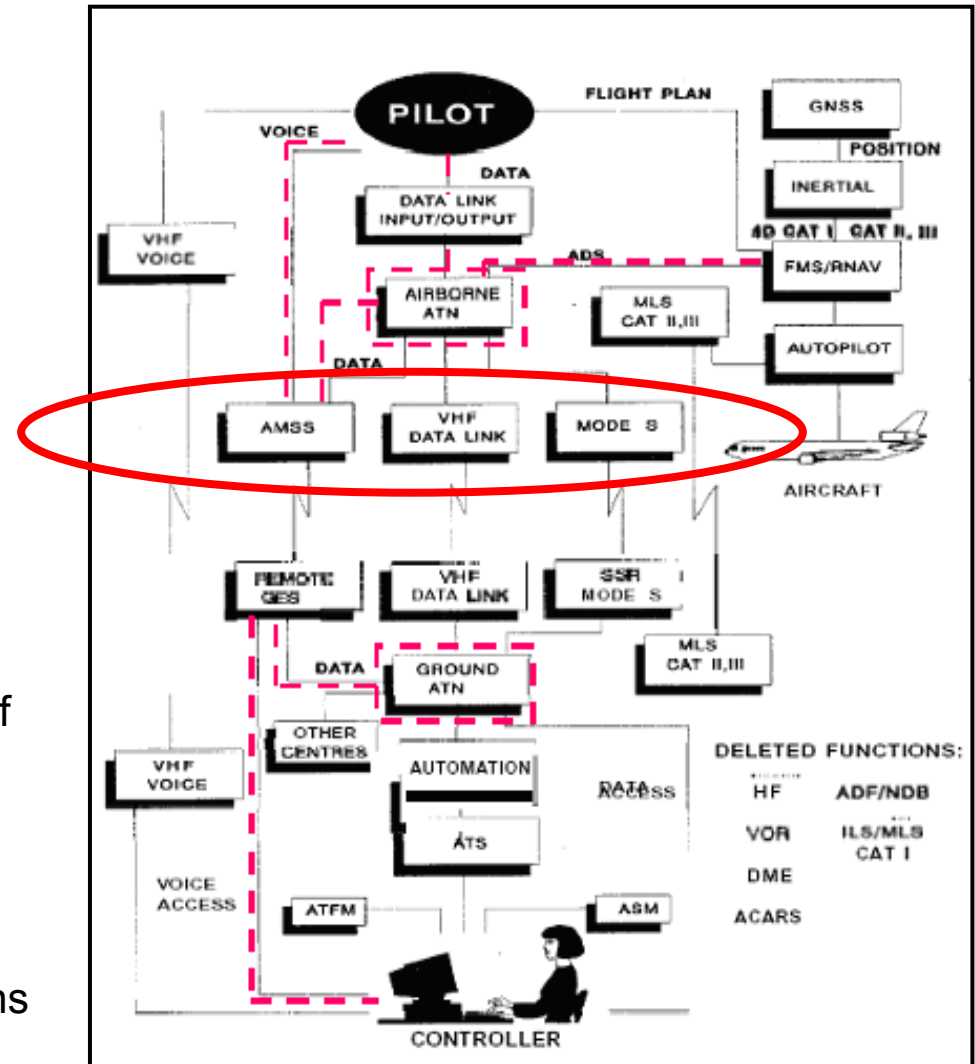
- Today's stakeholder groups likely to still exist in 2020+, yet some will dramatically change the way they operate:
  - Trend towards application of commercial rules, corporatisation, privatisation
  - Trend towards internationalisation
- *Users*
  - *Airlines (passengers & cargo)*
  - *Military aviation*
  - *Business aviation*
  - *General aviation*
- *Service providers*
  - *ANSPs / ATC service providers*
  - *C, N & S Infrastructure operators*
- *Airports*
- *Legal bodies*
  - *Intergovernmental organisations*
  - *National legislation*
  - *National authorities*
- *Standardisation bodies*

# ATM/CNS infrastructure for 2020+

- Will still comprise C, N, and S
  - Dependent surveillance is using C & N
  - Primary surveillance still required (infrastructure possibly thinned out)
- Will still comprise various C/N/S systems
  - Interoperability would have positive effect on safety, too
    - Some systems may be reliable enough to be “sole” means (depends on RCP, RNP, RSP, RTSP)
    - Choice of “primary” means dependent on airspace type and traffic situation
  - For political reasons, various world regions will not accept to be dependent on others
  - Technically, no system is equally suited for different airspaces & traffic patterns

# Communications (1)

- Various candidate communications media
  - VHF (today sole comm's means)
  - SatCom
  - Mode S
  - Possibly others, but only as requested by users (airlines)
- No HF any more?
  - Polar caps
- “Seamless communications”
  - Transparent & automatic choice of
    - Communications media
    - Frequency
  - Pilot and controller should not perceive any difference between the various communications means



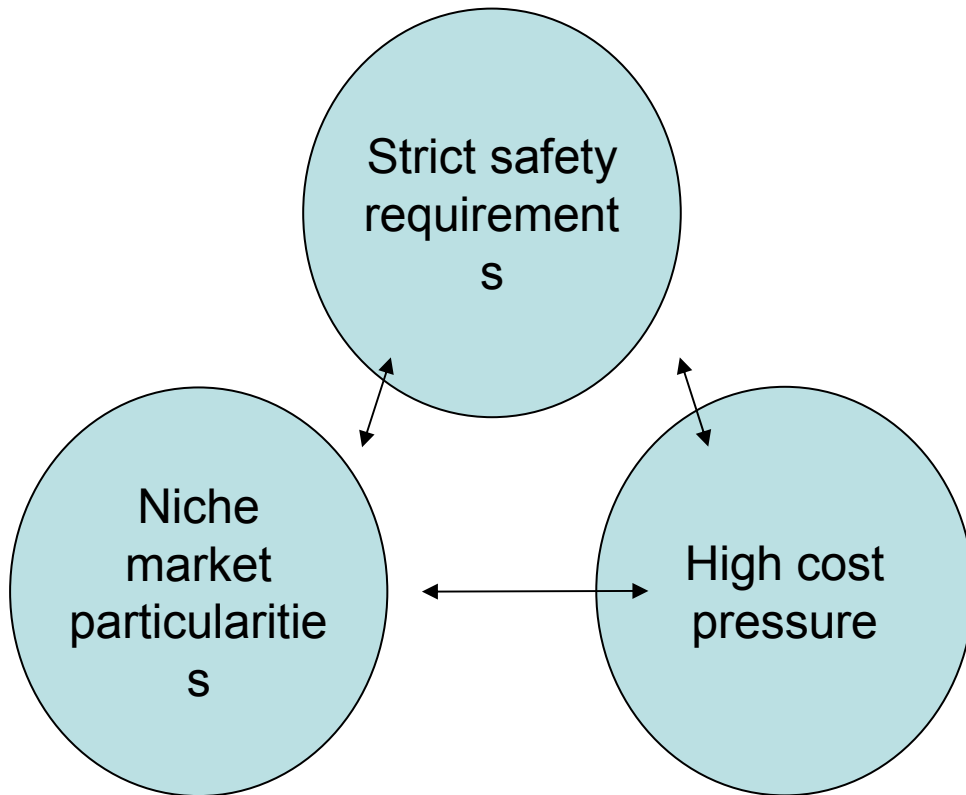
# Communications (2)

- Work Share between terrestrial and satellite communications:
  - SatCom primary means for basic load air/ground communications
    - Oceanic and remote airspace
      - VHF air/air as backup instead of HF ?
    - En-route
  - Terrestrial = primary means for air/ground communications in “hot spots” (TMA)
    - Less range and faster access to communication required
  - Terrestrial (line-of-sight) = primary means for air/air communications
- Possibly not the same conclusion for voice and data link

# Communications (3)

- Voice will remain, but used less often than today
  - Should voice be provided over satellite?
    - Why not?
    - If satellite is there, it could provide a (digital) voice service, too
  - Should voice service comprise party line feature?
    - Technically feasible, user community needs to formulate the requirement

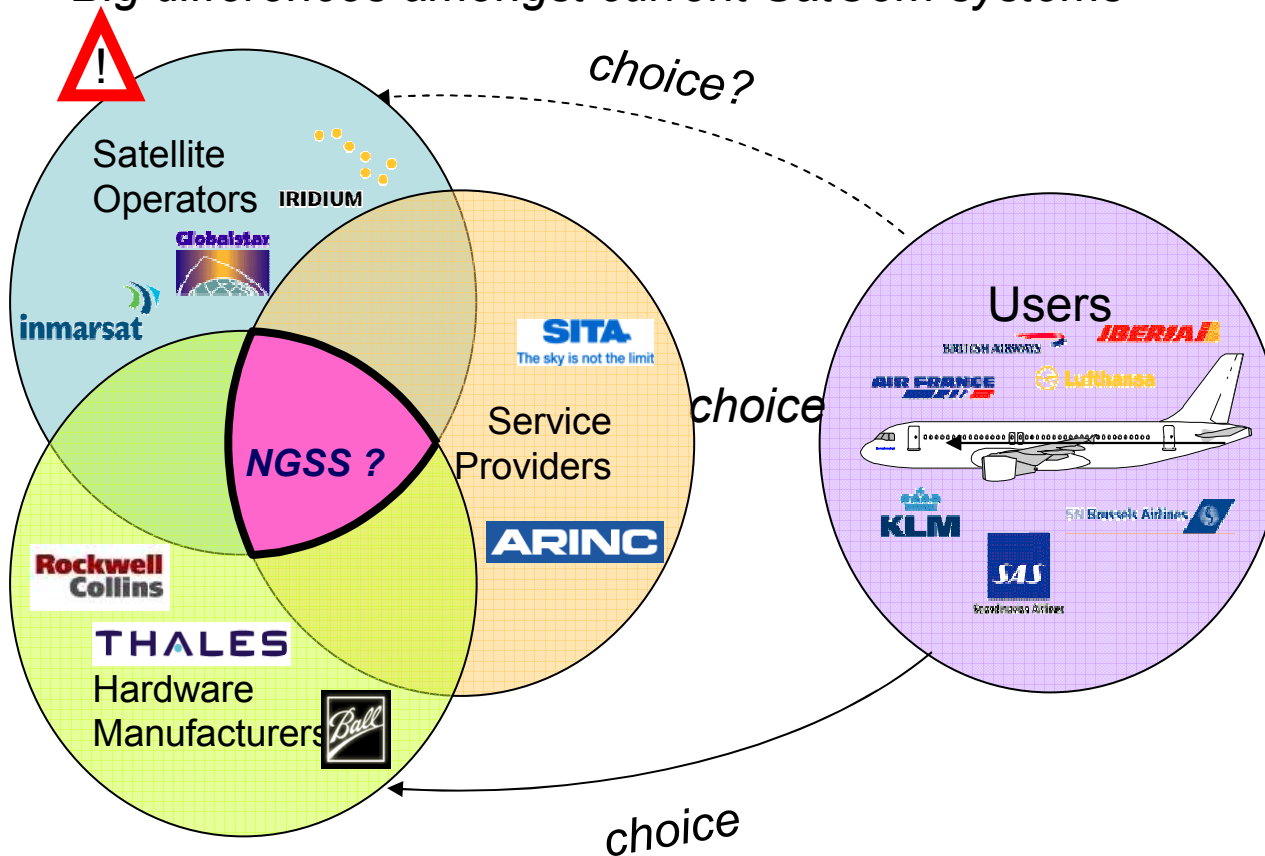
# Commercial trade-offs



- Aviation must ensure reasonable data traffic volume for SatCom to reach “critical mass” and ensure commercial viability.
- SatCom system must ensure that operational benefits of satellite technologies must be quantifiable and big enough to justify airline investments in SatCom.
- Further incentives for introduction of satellite services?

# Difficulty of open standard for ATM SatCom

*Big differences amongst current SatCom systems*



- Open standard ensures
  - Interoperability
  - Competition amongst service providers and hardware manufacturers
  - Choice and attractive prices to end customers
- Particularities of ATM SatCom market
  - Small
  - Demanding (technically as well as commercially)