

„Aeronautic Data Management system for Static Data“ Strategy and Feasibility of a Commercialisation

2005 - 2006

Problem:

The methods of aeronautical navigation have changed strongly since the beginning of the age of aviation. Today there is no need for beacons but GPS navigation is used. Hence paper maps are no longer in use, however digital data for navigation is needed.

The Aeronautical Information Management (AIM) of a Air Navigation Service Provider (ANSP) is responsible for providing such data. They have to provide the navigational data according to the newest requirements. The Swiss ANSP, skyguide, therefore defines together with ITV Geomatik AG the “Aeronautic Data Management System for Static Data” and implemented it. This system achieves the newest requirements. This investment and the changing demands for navigational data force skyguide and ITV to use this knowledge gained during the implementation and the data management system itself for business.

Services:

Tasks of ITV Geomatik AG:

- Definition of strategic business areas
- Analysis of the environment, the branch, the competitors, both companies plus opportunities and threats
- Conclusion of the analysis in a SWOT matrix
- Definition of a strategy for establishing a business unit
- Definition of products
- Outline of next steps

Benefit:

With this analysis the fundamentals of the branch and the market are extensively documented. This allows skyguide and ITV to establish a business unit for commercialisation of their products single-minded as strategy and focus are clearly defined.