



# EAS

ENVI ANALYTICS SYMPOSIUM

# One Common Vision Determines Partnership Success

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# Partnership

A close cooperation between one or more companies with specified goals, rights and responsibilities as defined in a legal/contractual agreement.

# Channel Partners

Partner companies reselling or distributing Airbus products and services



- 174 channel partners worldwide
- Value-added Resellers, Distributors and Direct Receiving Station partners
- Requires
  - A contract agreement
  - Financial and resource commitments
  - Common vision
  - Rules of engagement



# Channel Partners



- Platinum Reseller
- Partners for over a decade
- Reseller agreements over the years with both former Harris Corp and MapMart
- Continues to be one of our largest, best partners globally

# Product Partnerships

Co-creation of products & services



- Products and serviced developed to address specific customer needs
- Sold jointly or individually
- Requires
  - A solid contractual agreement
  - Significant investment and teamwork
  - Common vision and goals
  - Detailed planning
  - Strong focus & execution



# AgNeo - Innovation through co-creation



- Development process assures new products meet market needs
- Co-creation with customers
- Succeed fast or learn fast and try a new approach



# Earth Monitor

In partnership with



## Multi-Temporal & Multi-AOI

Airbus optical premium imagery  
0.5m & 1.5m,  
based on Living Library

## Multi-Criteria

Using multiple AI-based  
algorithms: cars, trucks,  
planes, land use &  
infrastructure changes

## Advanced Insights

Maps (detections & changes),  
multi-temporal statistics and alerts



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# Marketing Partnerships

Cross promotion of products & services



## Great for:

- Lead generation
- Expanding brand awareness & customer reach
- Getting to know our partners better





**L3HARRIS**

**+**

**AIRBUS**

- 3 webinars (including w/Exelis VIS) = ~1500 contacts generated
- 3 joint presentations at events
- Participation in each other's events (like this one 😊)
- Airbus plug-in for ENVI
- Multiple qualified leads
- Positive ROI

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**AIRBUS**

- Imagery used by Esri for demos & presentations
- ArcGIS frequently used for Airbus demos
- OneAtlas Data add-in for ArcGIS
- Customer presentations
- Co-creation of ArcGIS Marketplace services
- Webinar on WorldDEM4Ortho in Esri's Living Atlas of the World
- Use of Story Maps for Airbus product promotion
- More to come!

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# Lessons Learned



- 1 Common vision and goals are critical!
- 2 Co-created products/service must address real customer needs
- 3 The price must be right
- 4 Details, details, details
- 5 Revenue sharing agreements are tricky

# Questions?





# Thank You

[www.intelligence-airbusds.com](http://www.intelligence-airbusds.com)