

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

Multi-Temporal & Multi-AOI

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

In partnership with

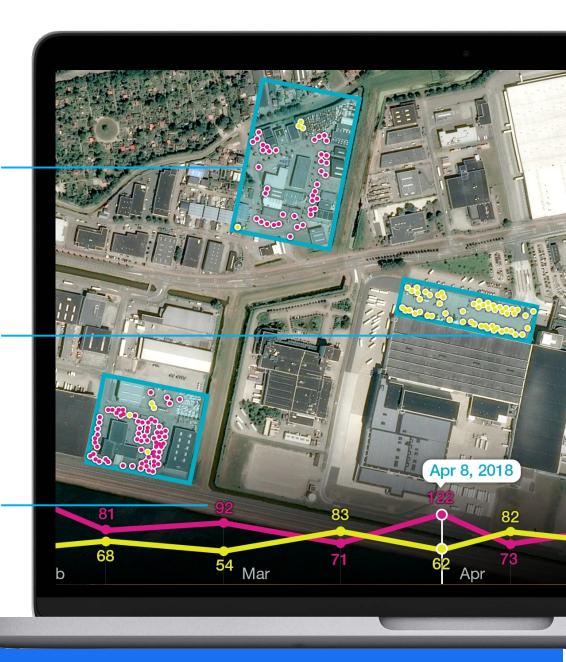


Multi-Criteria

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

Advanced Insights

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





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 ②)
- Airbus plug-in for ENVI
- Multiple qualified leads
- Positive ROI





+ 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!



Lessons Learned



- 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

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