SNIA CSTI | CLOUD STORAGE TECHNOLOGIES

Cloud Analytics Drives Airplanes-as-a-Service Business

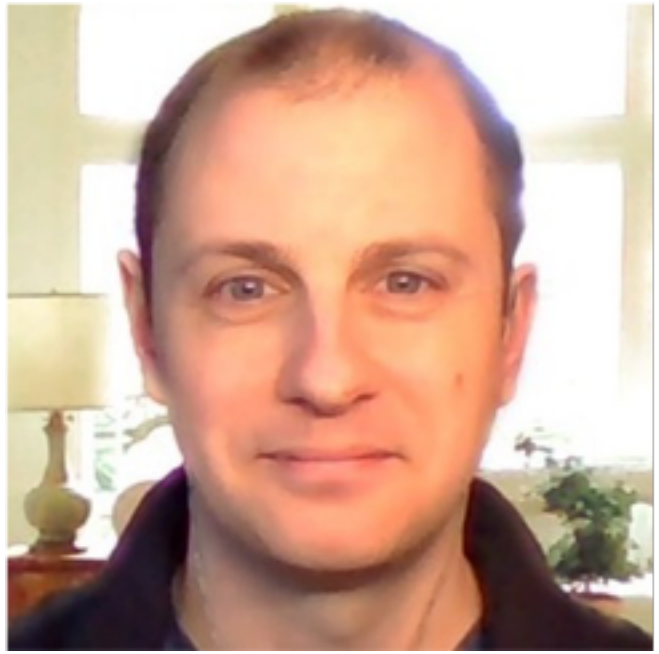
Live Webcast

April 7, 2021

10:00 am PT / 1:00 pm ET

Today's Speakers

Moderator:
Jim Fister
Principal, The Decision Place
SNIA Private Contractor



Presenter:
Ben Howard
CTO
KinectAir

Presenter:
Glyn Bowden
CTO, AI & Data Practice
HPE

 ©2021 Storage Networking Industry Association. All Rights Reserved.

SNIA-at-a-Glance

180
industry leading organizations

2,300
active contributing members

50,000
IT end users & storage pros worldwide

Learn more: **snia.org/technical** **@SNIA**

 ©2021 Storage Networking Industry Association. All Rights Reserved.

SNIA CSTI | CLOUD STORAGE TECHNOLOGIES

What We Do

Educate vendors and users on cloud storage, data services and orchestration

Support & promote business models and architectures: OpenStack, Software Defined Storage, Kubernetes, Object Storage

Understand Hyperscaler requirements Incorporate them into standards and programs

Collaborate with other industry associations

SNIA Legal Notice

- The material contained in this presentation is copyrighted by the SNIA unless otherwise noted.
- Member companies and individual members may use this material in presentations and literature under the following conditions:
  - Any slide or slides used must be reproduced in their entirety without modification
  - The SNIA must be acknowledged as the source of any material used in the body of any document containing material from these presentations.
- This presentation is a project of the SNIA.
- Neither the author nor the presenter is an attorney and nothing in this presentation is intended to be, or should be construed as legal advice or an opinion of counsel. If you need legal advice or a legal opinion please contact your attorney.
- The information presented herein represents the author's personal opinion and current understanding of the relevant issues involved. The author, the presenter, and the SNIA do not assume any responsibility or liability for damages arising out of any reliance on or use of this information.

  NO WARRANTIES, EXPRESS OR IMPLIED. USE AT YOUR OWN RISK.

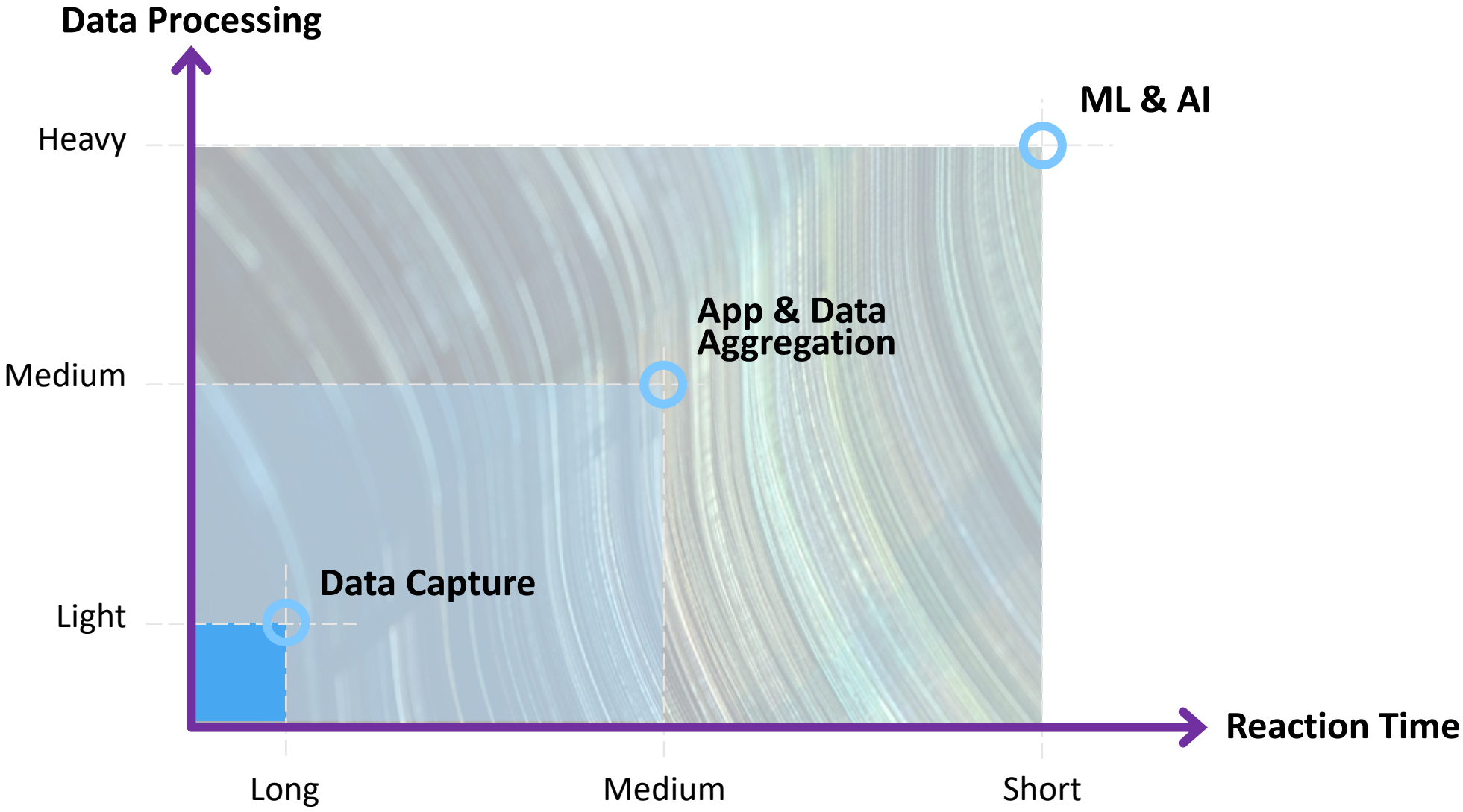
 ©2021 Storage Networking Industry Association. All Rights Reserved.

Glyn Bowden

HPE

 ©2021 Storage Networking Industry Association. All Rights Reserved.

TIME & Data Dictates Analytics Impact



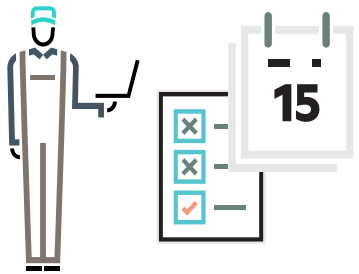
 ©2021 Storage Networking Industry Association. All Rights Reserved.

Increasing Outcome Impact of Analytics

Prescriptive maintenance use case example

- Limited efficiency
- On asset breakdown

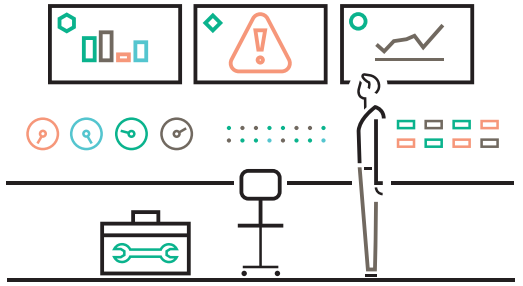
Reactive



- At pre-defined time intervals
- On shut-down machines

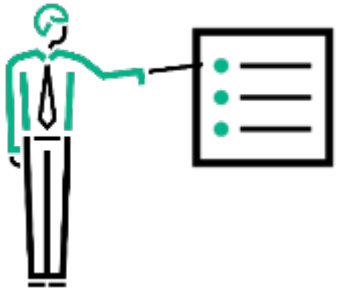
Preventive

Condition-based monitoring



- Anticipate asset breakdown
- Machine Learning and IOT driven

Predictive

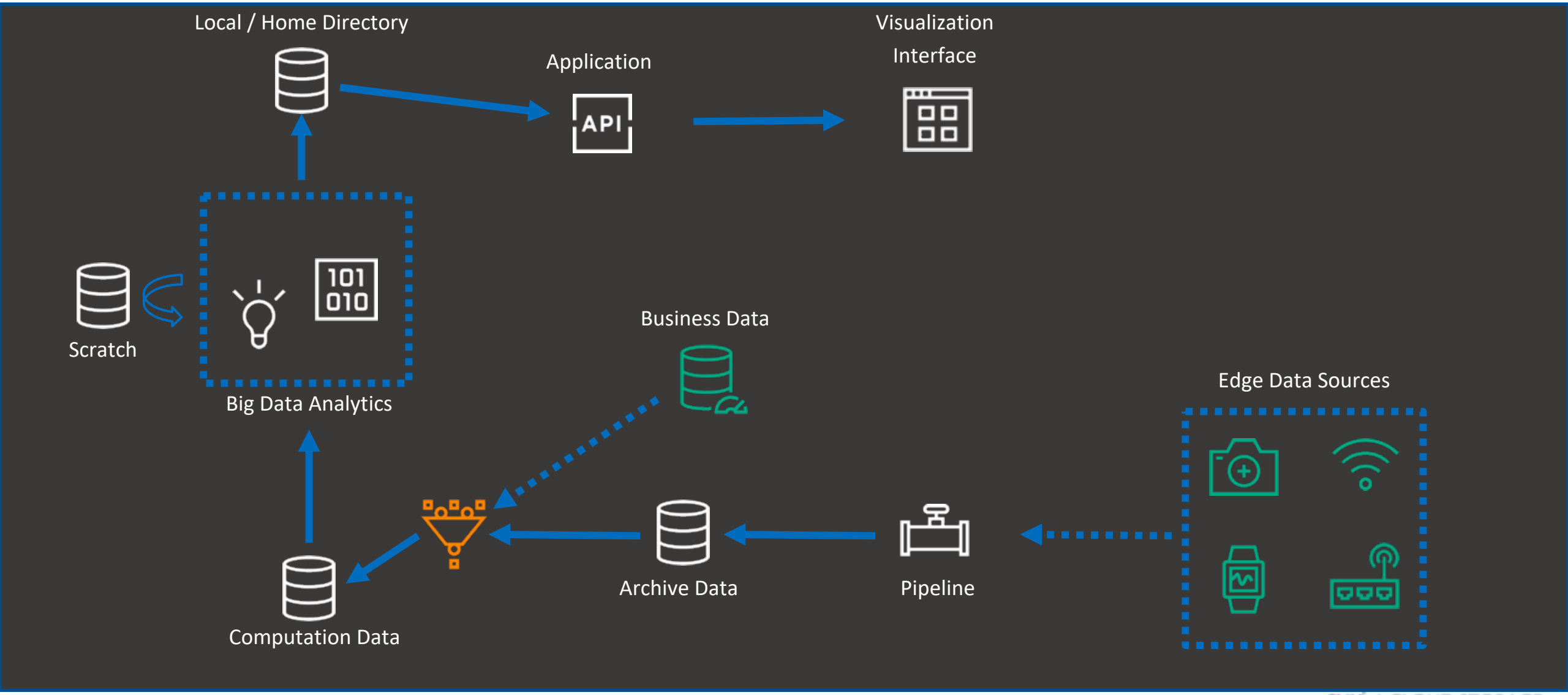


- Optimize the outcome based on risk and cost
- Model transparency
- Action automation

Prescriptive

 ©2021 Storage Networking Industry Association. All Rights Reserved.

Data Path for Traditional Analytics



 ©2021 Storage Networking Industry Association. All Rights Reserved.

Ben Howard

KinectAir

 ©2021 Storage Networking Industry Association. All Rights Reserved.

Three Stages to Practical Analytics

1. Collection - What data sources, and how do you get the data you need?

1. Detection/Decision - Bring all the data sources together and build a consensus

1. Action - Plan and Go

 ©2021 Storage Networking Industry Association. All Rights Reserved.

 ©2021 Storage Networking Industry Association. All Rights Reserved.

FOR THE FIRST TIME, **AI GUIDED OPERATIONS** AND UNIT MARKETING MANAGE AN **ON-DEMAND EXPERIENCE** FOR CUSTOMERS AT SCALE

APPS

The KinectAir software platform gives customers immediate answers, allowing them to browse, customize, and book their flights.

NEW OPPORTUNITY

AI allows for a programmatic new way to sell seats for every flight.

COMMUNICATIONS
- Itineraries
- Reminders
- Updates
- Pilot instructions

INBOUND REQUESTS
- Email
- Website
- Apps
- Brokers

UNIT MARKETING
- Targeted ads for every flight
- Dynamic pricing
- Seat availability

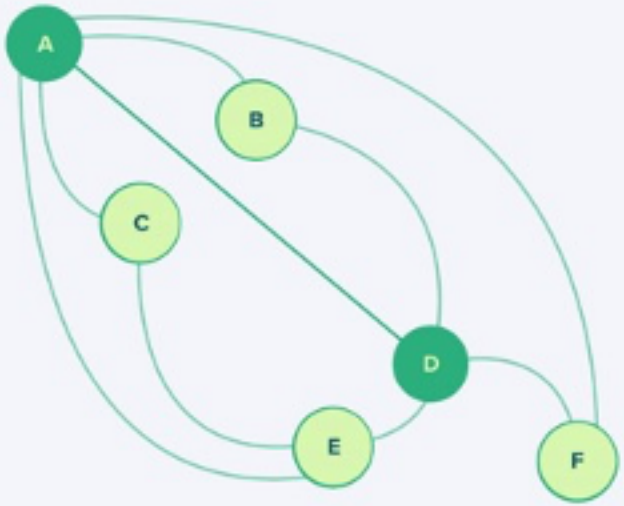
SALES
- Dynamic pricing
- Payments
- Refunds

SCHEDULING
- Aircraft
- Weather changes
- Pilots
- Maintenance

ROUTING
- Booked flights
- Repositioning flights
- Maintenance

ARTIFICIAL INTELLIGENCE

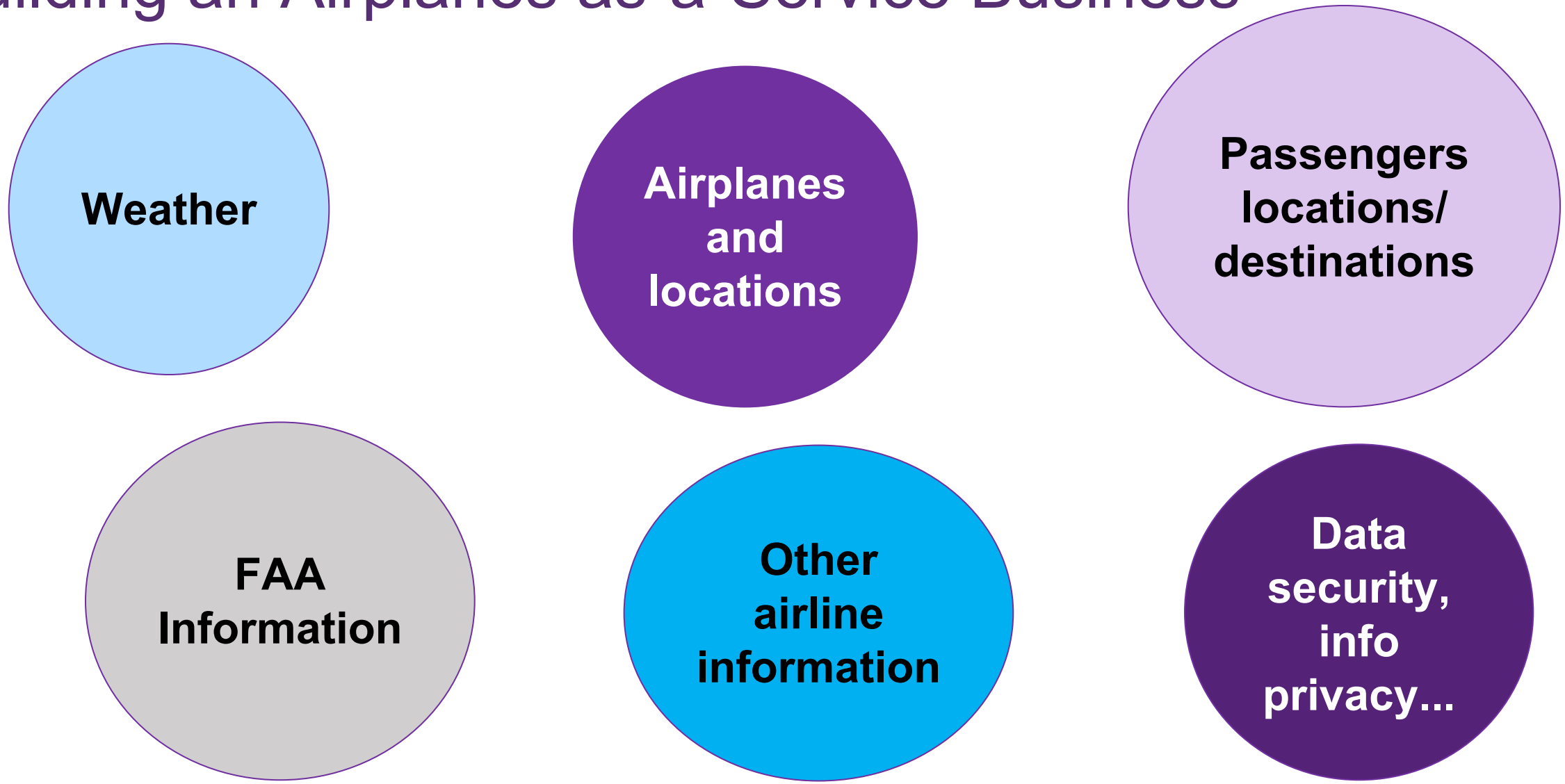
Every new customer transaction has implications across all operations. Only AI can handle the scale and complexity in real-time.



AI BOOKING, ROUTING & DISPATCH THAT DELIVERS A 90X MORE EFFICIENT CHARTERING SYSTEM, FILLING SEATS AND EMPTY LEGS

 ©2021 Storage Networking Industry Association. All Rights Reserved.

Building an Airplanes as-a-Service Business



 ©2021 Storage Networking Industry Association. All Rights Reserved.

Three Lessons from our CTOs

1. Information without meaningful action isn't useful information

1. Knowing what you see is not enough, you need to know what to do with it

1. Decisions are more based on what data you have when you need it, not on what data you might otherwise need to make a "good" choice

 ©2021 Storage Networking Industry Association. All Rights Reserved.

Thanks for Viewing This Webcast

- Please rate the webcast and provide us with feedback
- This webcast and a copy of the slides will be available at the SNIA Educational Library https://www.snia.org/educational-library
- A Q&A from this webcast will be posted to the SNIA Cloud blog: www.sniacloud.com/
- Follow us on Twitter @SNIACloud

 ©2021 Storage Networking Industry Association. All Rights Reserved.

What can I do to learn more or to participate?

Join SNIA CSTI

Participate in regular collaboration

Share stories

 ©2021 Storage Networking Industry Association. All Rights Reserved.

Thank you!

 ©2021 Storage Networking Industry Association. All Rights Reserved.