verizonbusiness   **jetBlue**

Gaining altitude.

Taking care of IoT, so JetBlue can fly higher.

Introducing the power of connectivity.

At JetBlue, you know what the beginning of a journey looks like – and you start countless journeys every day. But now, you stand on the cusp of a technological revolution, brought on by the growing number of applications for Internet of Things (IoT) devices.

As your technology partner, we're ready to embark on a journey to the future of IoT-powered aviation with you. In this document, we share how our partnership

and expertise in Internet of Things can enable you to better serve passengers and prepare for future journeys.

The Internet of Things represents a rare opportunity to revolutionize the aviation industry. Introducing the power of connectivity to all the millions of data points that make up a journey has the potential to significantly lift both profitability and efficiency for JetBlue.

86%

of airline executives are optimistic about seeing tangible IoT benefits in the coming years.

37%

are already delving into its potential.*

*Airline operation and profit benefits of deploying the IoT | Deloitte US

Yet the adoption of the Internet of Things thus far has been deliberate. Airlines face a unique set of challenges when it comes to introducing new technology, most notably aviation regulations. Before any technology, especially one that touches in-flight operations, can be integrated, it undergoes rigorous testing and regulatory scrutiny. Additionally, the threat posed by potential cyber-attacks on connected devices raises concerns about data security, and ensuring interoperability between different devices and existing aviation systems requires a high level of standardization.

But even with these challenges, Internet of Things applications have enabled significant strides in aviation. Advancements in connectivity technologies, such as 5G, and real-time data monitoring show great promise in the realm of maintenance, fuel conservation, and enhancing passenger experiences.

Beyond commercial air travel, the use of Internet of Things is expanding into areas like security, regulations, and pioneering flight technologies. As a partner of the Federal Aviation Administration, Verizon's IoT solutions have already begun to play a critical role in air traffic control.

For JetBlue, exploring the integration of Internet of Things with Verizon means the potential to improve efficiency, safety, passenger experience, and operational management. In the near future, the aviation industry is poised for an IoT evolution – and, with the power of our partnership, JetBlue will be cleared for transformative takeoff.

Six key opportunities to gain altitude with IoT –

Enhanced Maintenance and Predictive Analysis:

IoT-enabled sensors can continuously monitor aircraft components in real time, collecting data on performance and wear. This data can be analyzed to predict maintenance needs, helping to prevent unexpected failures and reducing downtime.

Verizon's high-speed connectivity can power predictive maintenance solutions akin to Lufthansa's AVIATAR. This will help JetBlue improve aircraft safety, reduce maintenance costs, enhance overall fleet management, and satisfy passengers with on-time performance.

Fuel Efficiency and Operations Optimization:

IoT devices gather data on fuel consumption, engine performance, and flight operations. This data helps airlines optimize routes, reduce fuel consumption, and improve overall operational efficiency.

Optimizing flight routes and altitudes for better fuel efficiency can save millions annually, as seen with AirAsia's partnership with GE Digital. Through partnership with Verizon, JetBlue can similarly refine operations through real-time insights.

Enhancing Passenger Experience:

IoT devices can personalize the passenger experience by monitoring preferences for temperature, lighting, and entertainment. Additionally, real-time updates on flight status and baggage location can improve passenger satisfaction and reduce stress.

With Verizon's single-pane glass view for stakeholders, real-time decisions can be made to ensure every passenger's comfort. Moreover, JetBlue can draw inspiration from airports globally using sensors to offer passengers real-time updates ranging from security line wait times to dining options.

Safety Enhancements:

IoT sensors enable real-time monitoring of critical systems, such as flight control surfaces and cabin pressure. This enhances overall safety by detecting anomalies and potential issues before they escalate.

With Verizon's support in installing and collecting data from aircraft sensors, JetBlue can schedule maintenance activities based on actual component conditions, helping to reduce unscheduled maintenance and optimize maintenance costs.

Supply Chain Management and Inventory Control:

IoT technology aids in tracking and managing aircraft parts, tools, and equipment across various locations. This optimizes inventory levels, streamlines procurement processes, and helps to reduce disruptions in maintenance operations.

Virgin Atlantic's data-driven approach offers another exemplary model. By integrating nearly every component of their Boeing 787 fleet to an onboard network, they've streamlined operations. JetBlue, by leveraging Verizon's technological suite, can tap into similar advancements, helping to enable every flight to operate that every flight operates at its optimal capacity.

Smart Airports and Terminals:

IoT solutions transform airports into smart and connecting environments. This allows JetBlue to take advantage of automated baggage handling, passenger flow management, energy management, and security systems.

Verizon's edge computing capabilities allow data to be processed closer to the source, reducing latency and enabling faster decision-making. This is crucial for applications requiring real-time responses, such as security systems and passenger flow management.

We're ready

As your technology partner, we're ready to team up for a journey to the future of IoT-powered aviation. Together, we can navigate the implementation challenges and deliver the benefits of better connectivity, inspiring more passengers with even better service.

Let's Talk. JetBlueInnovationTeam@verizon.com

verizon business   jetBlue