

## VENDOR FLIGHT LOG: YONDER

# The approach to documentation management paired with its customer-centric philosophy is the reason for Yonder Mind's breaking success



Thomas Vogel, Co-Founder and Chief Executive Officer of Yonder, has more than 15 years' experience in the aviation industry. Graduating in Electrical Engineering and Information Technology from the Swiss Federal Institute of Technology, he's been pushing the boundaries of innovation for airports and airlines ever since. Together with his like minded Co-Founders, he now shakes up the industry with a solution that aims at no less than to revolutionize aviation in the documentation management domain.

## **Aircraft IT: Your name, your job title and the name of the business?**

**Thomas Vogel:** Thomas Vogel, Co-Founder & CEO of Yonder.

## **Aircraft IT: How did Yonder get started?**

**TV:** All of Yonder's co-founders have a solid aviation background, ranging from a former EFB Administrator to the Head of an Airport Authority and an Airbus A330/340 pilot. In fact, one of our co-founders even developed an airline's in-house documentation system from scratch and was responsible for several successive versions of that solution as a product owner. However, as all of us were facing similar issues in working with digital

documentation in our respective functions at the time, we decided to come up with Yonder Mind — a solution dedicated to simplifying digital documentation altogether, for both editors and end-users.

## **Aircraft IT: What is the attraction of aircraft-related software?**

**TV:** Although aircraft are highly advanced technical systems, the full potential of digitization still hasn't reached every corner of aviation yet — certainly not the documentation domain. It's always exciting to work in a blue sky environment and to have the opportunity to define new standards that challenge the status quo.

## **Aircraft IT: What is the guiding business principle that drives Yonder?**

**TV:** We take pride in being a solution provider, as opposed to just being a software provider: We actively support our customers in their digital transformation journey and even convert their legacy documentation into truly digital content. We do so in a transparent manner and without applying any hidden costs whatsoever.

## **Aircraft IT: What has been Yonder's greatest technical achievement to date, and why?**

**TV:** Creating a differential importer for OEM documentation. That's a big deal because it breaks the separation between manual editors and subject

matter experts. However, creating the differential xml importer was quite a challenge; especially for manuals originating from some OEMs, due to the inconsistent quality of the raw data we receive.

**Aircraft IT: What has been Yonder's greatest business achievement to date, and why?**

TV: With 2020 being the most challenging year for aviation to date, we still managed to close substantial deals with multiple large airlines and even an entire airline group. That's reassuring indeed and a clear indication that Yonder's approach to lean documentation management in aviation not only helps to save costs, but also provides additional benefits that remain unmatched by other solutions.

**Aircraft IT: What have been Yonder's disappointments and what have you learned from them?**

TV: Luckily, we haven't had memorable disappointments so far. Worth mentioning is, that some of our customers requested a big-bang transition from their legacy solution(s) to Yonder Mind. Considering all of the dependencies involved when dealing with an airline's documentation, we certainly face extraordinary challenges whenever this scenario applies. Challenges that involve many workarounds and call for an extraordinary team effort altogether indeed. But, as previously mentioned, we are a solution provider that will always go the extra mile for our customers. On another note, occasionally I get asked, "why can't we just use SharePoint and upload PDFs?" Hearing that after several interactions during the sales process makes me doubt whether people truly understand what digitization of documentation is all about.

**Aircraft IT: In a sentence, how would you summarize what Yonder does for aviation customers?**

TV: We provide end-to-end digitization of all documentation processes — from creating and

publishing content, all the way to revising it based on an end-user's role and mission: Yonder Mind delivers reliable, role-based information to frontline employees at all times — both via web client and the offline app that is available for tablets and smartphones.

**Aircraft IT: What is new on Yonder's development horizon?**

TV: Reusing information without physical duplication, is one of Yonder Mind's key concepts. Yonder Mind fully supports the reuse of xml modules, e.g., to create OM-Bs from the manufacturer's FCOM. But the implied benefits go far beyond this particular use case, which is why we're contemplating advanced reuse functions that further push the boundaries of what digitization in the documentation domain is capable of.

**Aircraft IT: What will be the next big thing in Aviation IT?**

TV: In operational systems, we observe a transition to cloud-based solutions. We fully back this trend and are convinced that this shift will transform aviation IT in the foreseeable future. Moreover, there are still too many legacy IT systems around that neither communicate nor properly integrate with each other. For cost efficiency's sake, this has to stop. Meanwhile, large integrated software suites claiming to do it all won't solve this issue. For that reason, we are following an open-interface strategy that allows for third party systems to further enhance Yonder Mind's capabilities to the end users benefit. One system we interface with successfully is IQSMS — most of our airline customers in fact use this integration.

**Aircraft IT: What do you want your customers to say about Yonder?**

TV: That Yonder is a fair and reliable partner.

**Aircraft IT: Thomas Vogel, thank you for your time.**



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