iFlightPlanner
PLAN. FLY. LOG.

HIGH-QUALITY AVIATION WEATHER DATA KEEPS PILOTS SAFE IN THE SKIES

BARON ENTERPRISE SOLUTIONS
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BARON
Critical Weather Intelligence

Meet the Co-Founders of iFlightPlanner

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John Burnside
Co-Founder & Director of Technology, iFlightPlanner

Andy Matthews
Co-Founder & Director of Business Development, iFlightPlanner

iFlightPlanner is the premier online flight planning resource in the United States for pilots with integrated flight planning. It offers mobile and web platforms to pilots to use before, during, and after a flight. Users can plan flight routes with aviation charts, view high-resolution weather conditions, file and close FAA flight plans, get airport and facility information, and more.
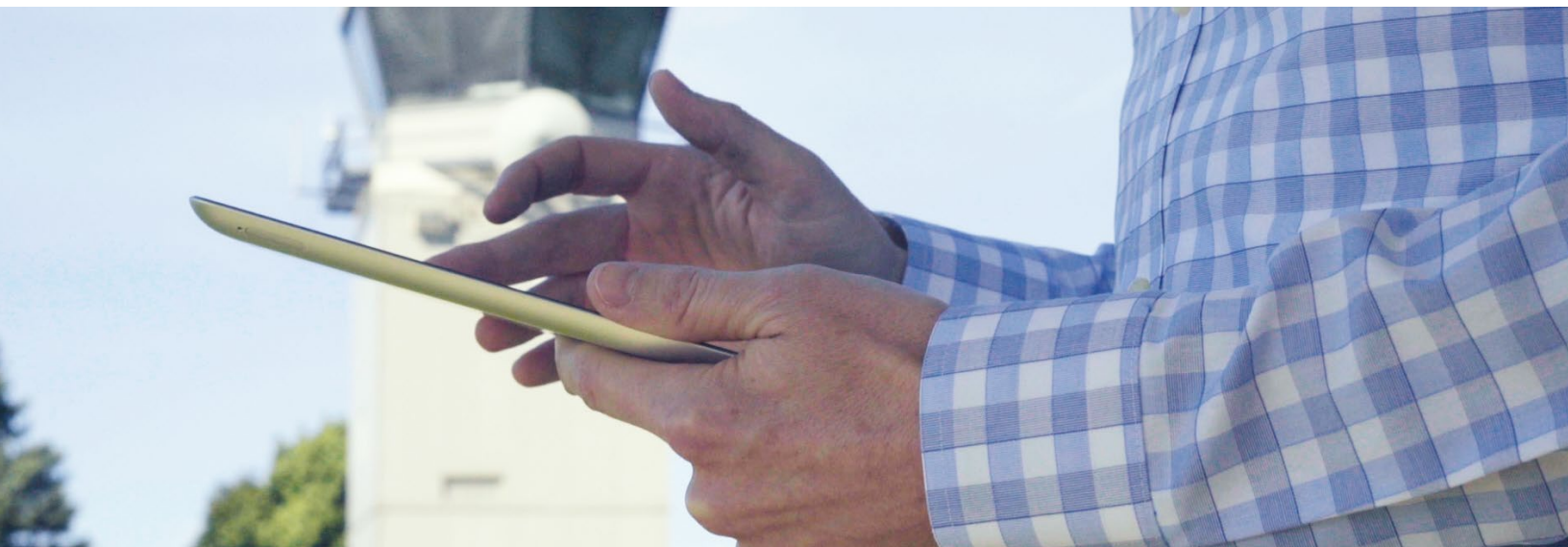
The company's co-founders, John Burnside and Andy Matthews, knew weather data would be vital to their customer base. They wanted to provide pilots with a tool that could show weather conditions along their route, to help file accurate flight plans and avoid dangerous weather related problems. They also needed an aviation weather data source that provided a wide selection of products and a business model that fit iFlightPlanner's growth trajectory.

They searched for a weather vendor that had a comprehensive catalog of products, enabled the display of the same weather images on its web and mobile platforms, and provided the flexibility to create a customized package. Baron was the company they found that checked all the boxes.

> " We needed a pricing model that would be affordable but allow us to scale as our growth scaled. Baron was more than willing to help shape something to do that, " said John.

John Burnside, *Co-Founder & Director of Technology, iFlightPlanner*

iFlightPlanner selected Baron to assemble product packages that met the needs of their clients. The Baron weather data can be displayed as a map layer in the iFlightPlanner platforms, giving pilots a visual of the weather conditions they will encounter during a flight.

> " That was huge, having high-quality products but also the personal level of support of knowing every customer is different and working with us to put together a package that makes sense for our business instead of a one-size-fits-all pricing model. "

John Burnside, *Co-Founder & Director of Technology, iFlightPlanner*

Key Baron products that have been integrated into iFlightPlanner software include:

- High-Resolution Visible Satellite, 1/2km*
- High-Resolution Infrared Satellite, 2km*
- High-Resolution North American Radar, 1km*

- Surface Analysis
- Winds and Temperatures Aloft
- Significant Weather Charts

*= Baron Exclusive Product

iFlightPlanner provides a composite of radar and satellite images so its customers can see where there are clouds, and where precipitation is within those clouds. The composite images Baron makes available offer much more details about conditions compared to a base radar image, helping aviators avoid dangerous situations.

"A picture is worth 1000 words. If we can paint a really clear picture for a pilot of what their flight is going to look like and what the forecasted conditions are going to be, it raises that confidence in the safe operations of the flight," said Andy.

iFlightPlanner seamlessly integrated the Baron data into its software using the Baron Weather API. To help its customers use API data correctly, Baron offers thorough API documentation that details every step of the implementation process. An easily searchable documentation portal for all data products is available anytime online and provides developers with:

- Code samples
- Examples of request and response formats
- API access guides

" I didn't need a lot of help in-person to complete the integration, but that's only because the documentation was so clear," John said. "You don't get that from every technology partner you work with. "
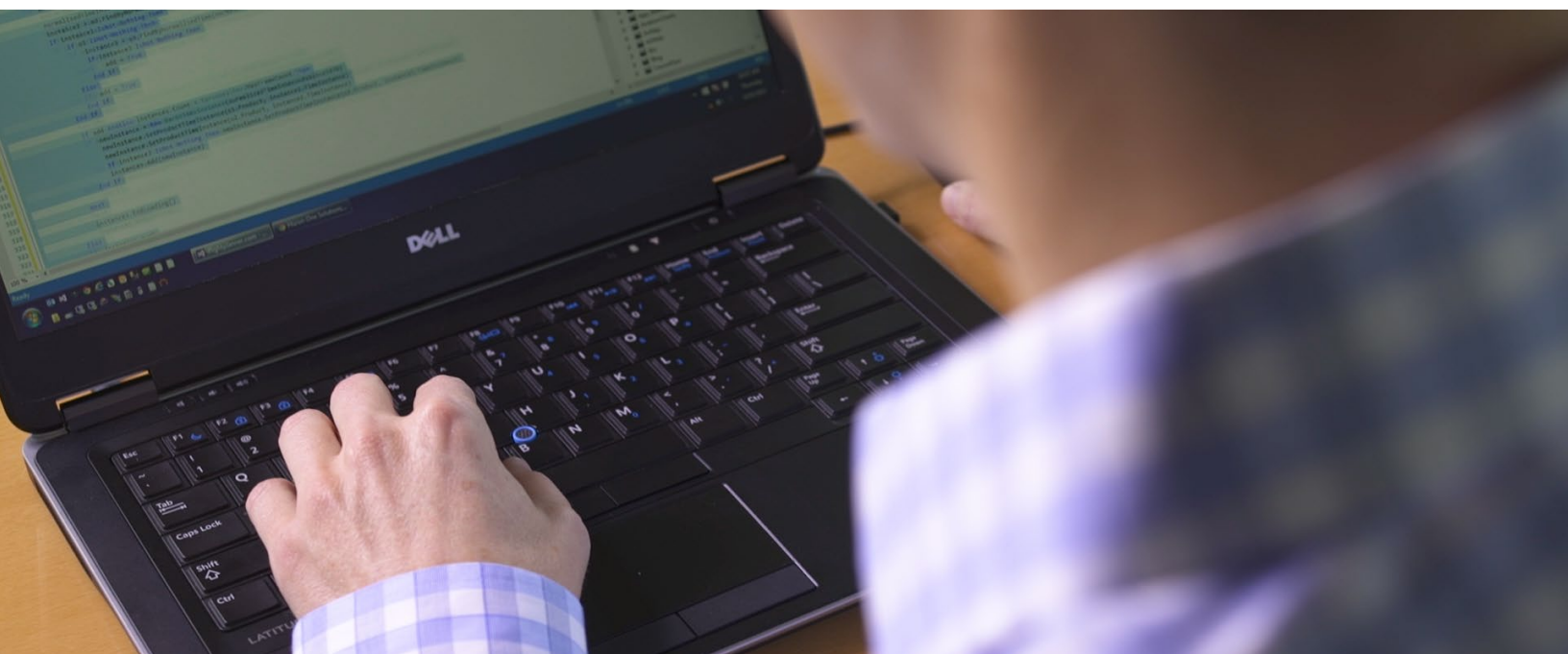
John Burnside, *Co-Founder & Director of Technology, iFlightPlanner*

The Baron Weather API delivers data in standardized data formats such as JSON and employs common, well-known communication protocols such as WMS and TMS.

Development support is also available as needed. For iFlightPlanner using the Baron API has proven to be a simple process.

John and Andy say Baron's high-resolution weather data helps iFlightPlanner stand out in the aviation market and grab the attention of prospective customers.

"It's legitimately like a bug light at a trade show, people are walking by and they see a 40-inch monitor with our maps and Baron's radar they literally stop, stare at it for a few minutes, then they'll ask questions about it," John said.

iFlightPlanner offers select free services on its website, premium plans to private pilots, and a customizable premium business package for corporate flight departments.

The company also has a partnership with the Aircraft Owners and Pilots Association (AOPA), which uses iFlightPlanner software to offer its members a web-based flight planning tool. All told, hundreds of thousands of pilots have access to iFlightPlanner technology and its integrated Baron weather data to safely plan flights. As it continues to grow, the company knows it can rely on Baron to provide all the cutting-edge weather products it will need to meet customer demands.

> **"** We're really good at what we do from a technology and aviation perspective, and Baron is the best as far as we're concerned in creating these weather products. Having a partnership like this is fantastic. **"**
>
> Andy Matthews, Co-Founder & Director of Business Development, iFlightPlanner

Summary of Work with iFlightPlanner
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Challenges

Finding a customizable package of high-quality aviation weather data that would display the same on the company's web and mobile platforms

Solution

Baron provided an easy to implement API solution with affordable pricing and a custom package of weather products. The Baron products met the specific display requirements of the iFlightPlanner web and mobile platforms.

Benefit

Baron provided a tailored data package and business model with scalability and growth for success.

High-resolution weather data visible on web and mobile platforms, providing pilots a clear picture of weather along the route resulting in improved safety.

Detailed API documentation that enabled quick and easy integration of the Baron weather data into iFlightPlanner software.

256-881-8811
developer.baronweather.com/contact