

IBA Insight: How Peraison Helped IBA Transform Aviation Intelligence

A strategic partnership that turned complex aviation data into a premium digital product used worldwide.



Executive Summary

IBA's clients depend on instant access to reliable aviation insight. With demand growing and user expectations shifting, IBA needed to modernise how that insight was delivered. IBA partnered with Peraison to create IBA Insight, a comprehensive, web-based intelligence platform providing real-time data on aviation fleets, valuations, and sustainability.

IBA operates in a specialised market where clients rely on accurate, timely and easily accessible aviation intelligence. Digital products are central to its brand and commercial performance. Yet IBA faced several challenges:

- Internal capacity barriers that slowed development of critical product features.
- A rapidly growing data asset that required modern data engineering and governance.
- Increasing market pressure to deliver richer analytics and a more intuitive user experience.
- The need to evolve a complex product landscape without increasing permanent headcount.

IBA needed a partner that understood both the commercial context and the technical complexity of creating a premium digital aviation product.

The Challenge



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Peraison embedded a dedicated product development team into IBA's organisation, working as an extension of their digital and product functions rather than as an outsourced vendor.

Key elements of the solution included:

- A **modern, scalable data platform** engineered by Peraison's data specialists.
- A **new web front-end** designed for speed, clarity and ease of use for aviation finance, leasing and advisory professionals.
- A **nearshore delivery model** using Peraison's European Centre of Excellence, providing cost efficiency and consistent quality.
- A **product centric delivery approach** aligned with IBA's commercial roadmap.
- **Ongoing iteration** to support new datasets, deeper analytics and mobile delivery.

Author

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The work culminated in IBA Insight, a premium aviation intelligence platform accessible through both web browsers and dedicated mobile apps on iOS and Android.

The Solution

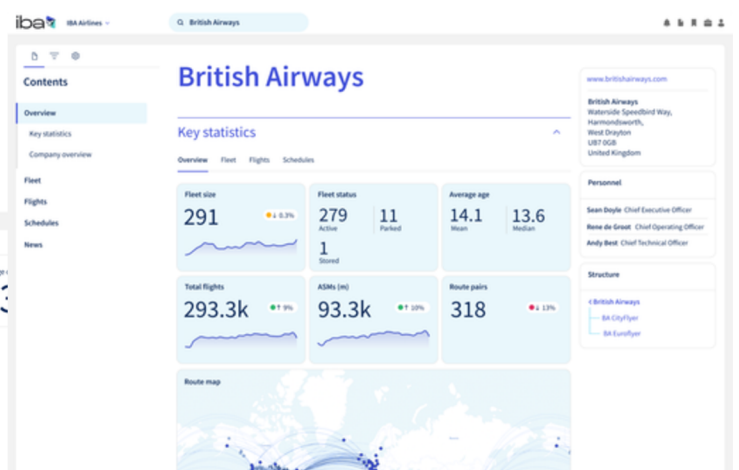
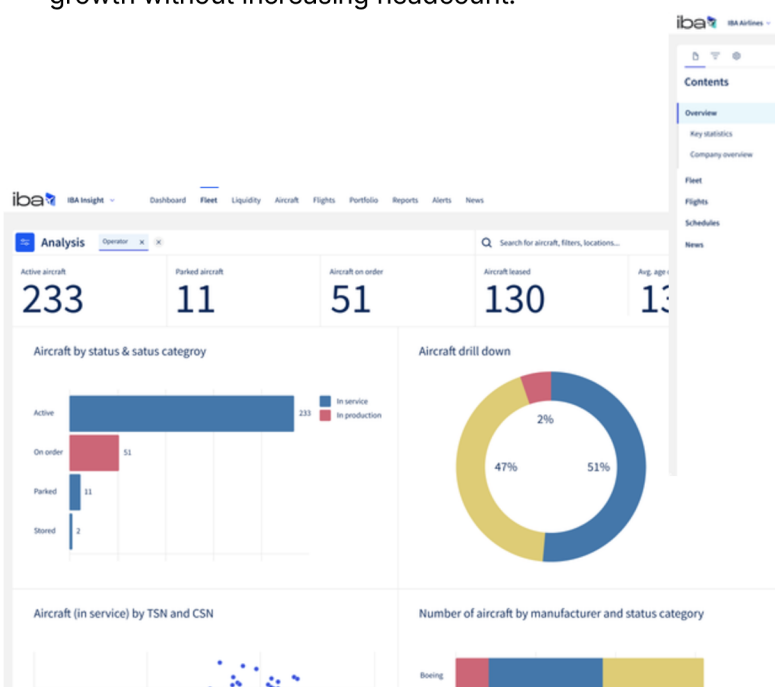


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The Impact

The partnership delivered measurable value to IBA:

- **Accelerated speed of delivery** for product enhancements and new features
- **Reduced execution risk** and improved product reliability as complexity increased.
- More **efficient use of internal aviation expertise** by removing development bottlenecks.
- **Increased leadership confidence** in the organisation's ability to innovate digitally.
- A **scalable operating model** that supported business growth without increasing headcount.



IBA Insight is now a core revenue generating asset with global usage, strengthening IBA's position as the trusted source for aviation intelligence.