



IHS AEROSPACE, DEFENCE & SECURITY

# MARKET DEVELOPMENT SOLUTIONS FOR DEFENCE INDUSTRY



# I would like to...

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**...assess current and forecast competitor activity and market share to develop positioning.**

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**...identify and assess short-, medium- and long-term profitable growth opportunities.**

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**...build strategy for leveraging offset obligations to develop successful bids and proposals.**

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**...deliver sustained military capability at reduced through-life costs.**

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**...win more contracts and price to win.**

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**Identify New Revenue and Capture New Business Opportunities**

**Navigate New & Unfamiliar Markets**

**Sustain Defence Capability**

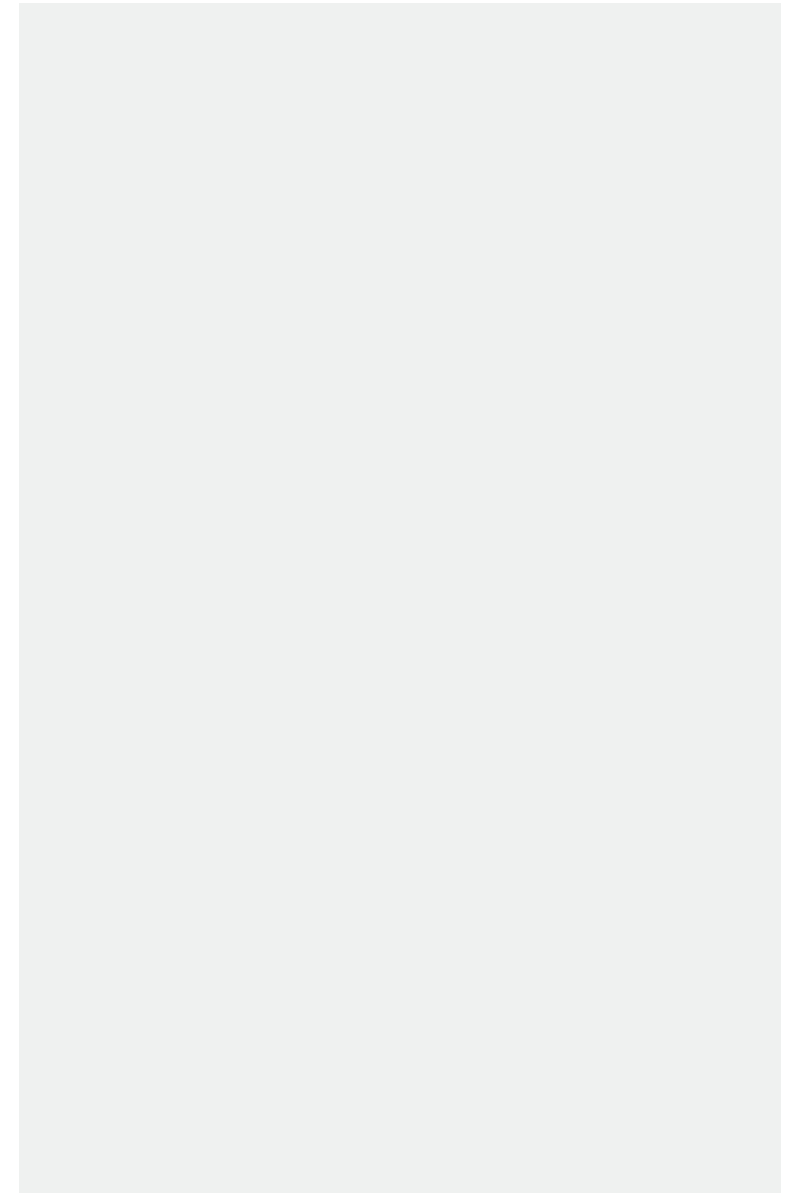
**About IHS Aerospace, Defence & Security**

## **IDENTIFY NEW REVENUE AND CAPTURE NEW BUSINESS OPPORTUNITIES**

IHS Aerospace, Defence & Security provides Defence Industry teams with over-the-horizon market and defence budget forecasts reveal explicit and implicit opportunities as well as assessment of projected capability gaps and customer requirements directs business development. Strategic customer threat analysis provides essential context and expert advisory support enables teams to identify opportunities, shape go-to-market strategies and develop capture plans powered by the world's leading intelligence sources including:

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- ▶ **IHS Jane's Defence Industry & Markets** | [ihsonline.com/research/jdim](https://www.ihsonline.com/research/jdim)
- ▶ **IHS Jane's Defence Equipment & Technology** | [ihsonline.com/research/jdet](https://www.ihsonline.com/research/jdet)
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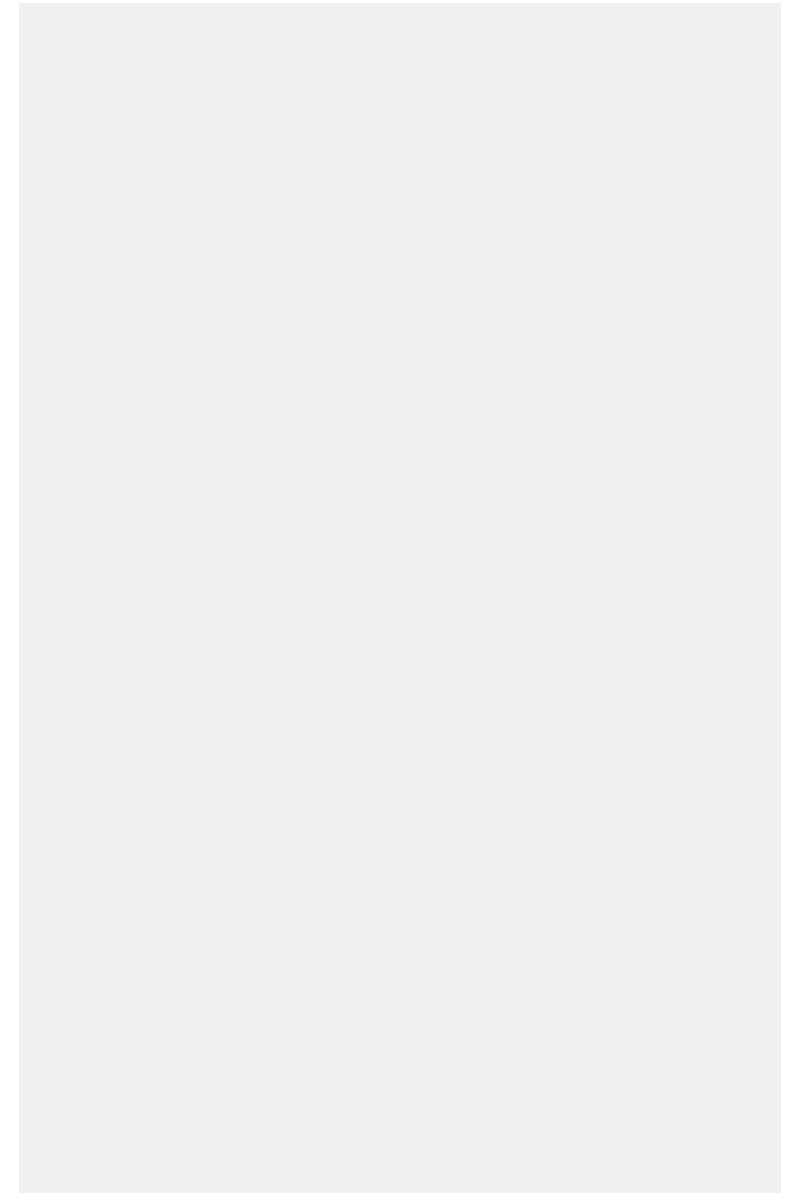


## **NAVIGATE NEW & UNFAMILIAR MARKETS**

Critical market intelligence enables teams to build effective go-to-market strategies. Competitor and industrial analysis gives perspective on the local competitive landscape. Offset analysis reveals commercial and strategic customer requirements to guide proposal development. Consulting projects help teams to locate local partners, understand regulatory frameworks and identify and mitigate commercial risks with the world's leading intelligence sources including:

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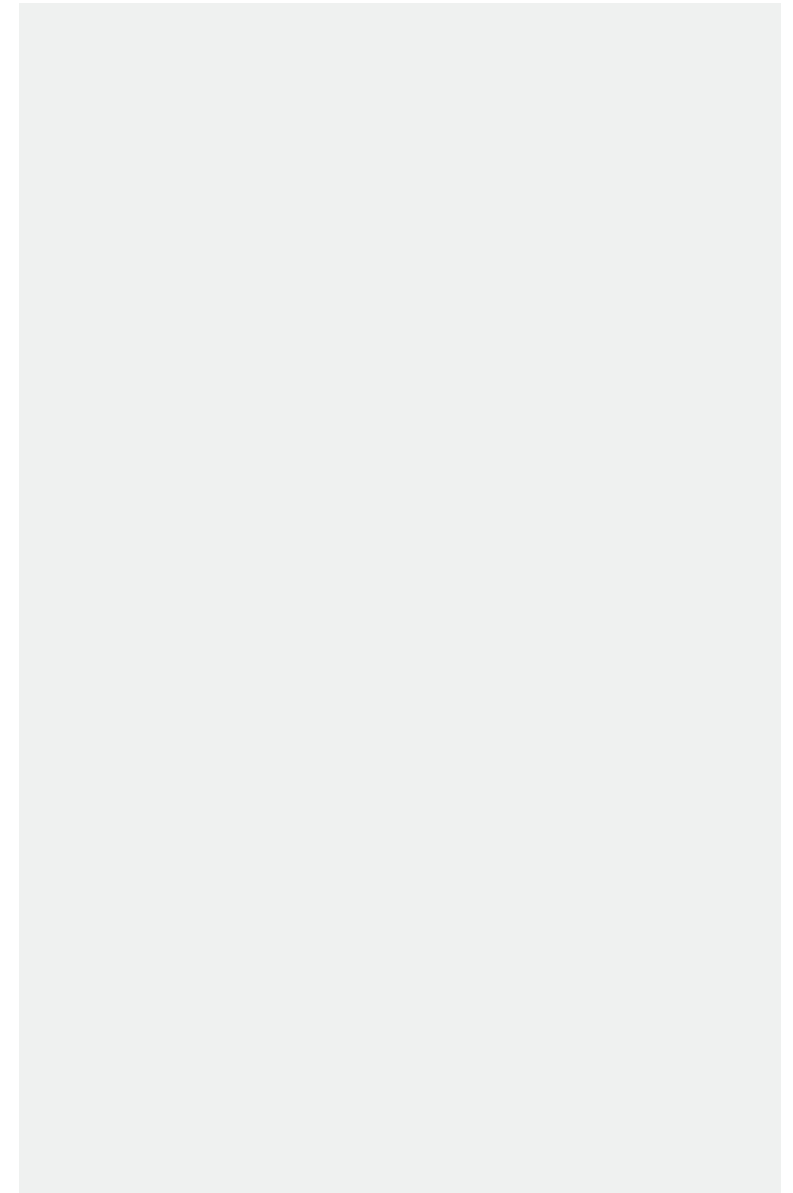
## SUSTAIN DEFENCE CAPABILITY

### OPTIMISE SUPPLY CHAINS

Dedicated supply chain management tools help teams to develop and manage robust global supply chains to ensure equipment readiness, enabling them to identify and resolve points of weakness and failure both today and into the future powered by the world's leading intelligence sources including:

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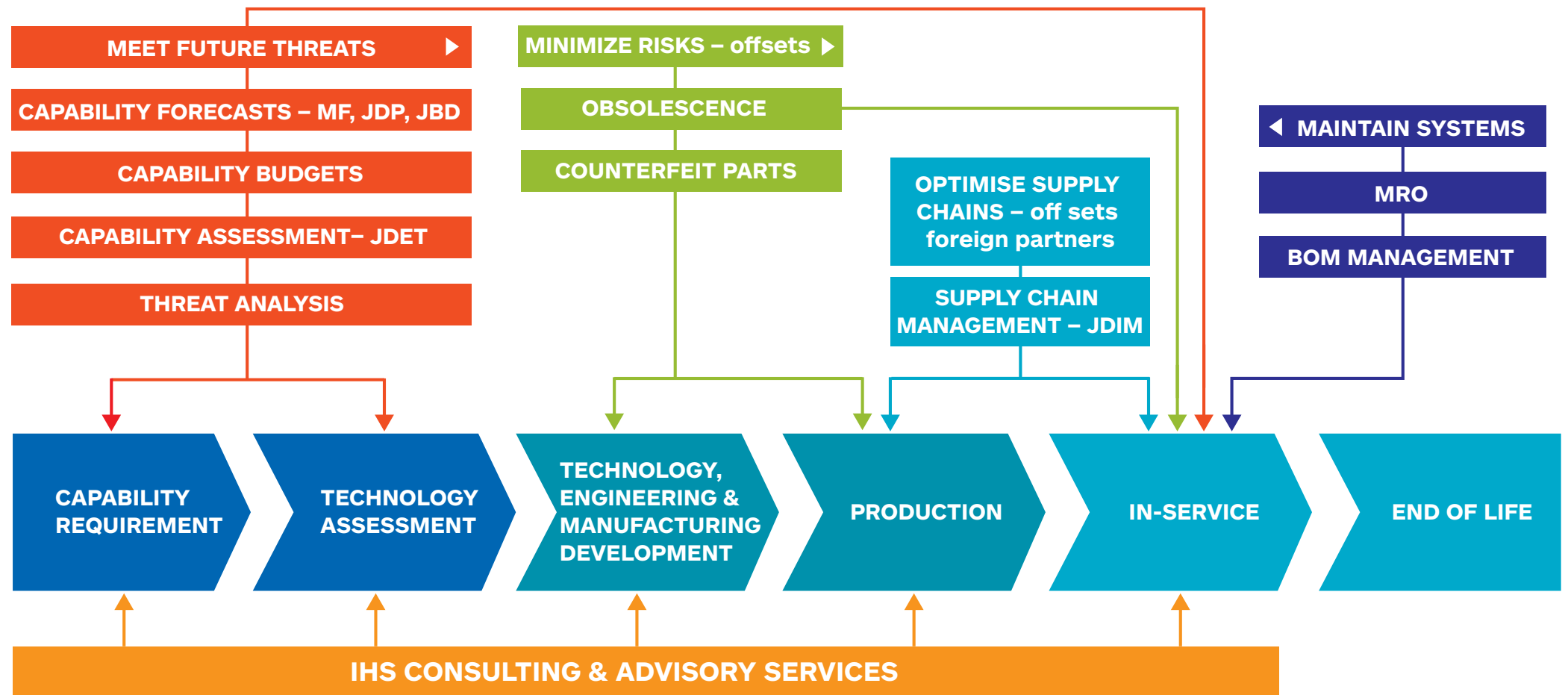
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Need the big picture on conventional and asymmetric threats? Need to deliver value-for-money equipment? Plan for existing and emerging threats, empower your training program, and develop, deliver and sustain value-for-money platforms and systems. Our services help you:

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