

Customers First survey

October 2016

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Last year was an excellent one for the IHS customers who took part in the Customers First survey, as your feedback drove a plethora of improvements to IHS content, tools and processes. These have helped to meet your critical objectives and achieve more in 2016.

This report provides an insight into how you feel about us, our products and services; it also provides detail about what improvements we have already made in response to your feedback; and it outlines what we will be doing going forwards in order to ensure continued excellence.

The Customers First survey is a fantastic opportunity to make your voice heard and shape the way that IHS works for you – I very much hope you will take part during 11-21 October 2016, and help us to continue to improve and drive your success.

Blake Bartlett, Senior Vice President, IHS Aerospace, Defence & Security



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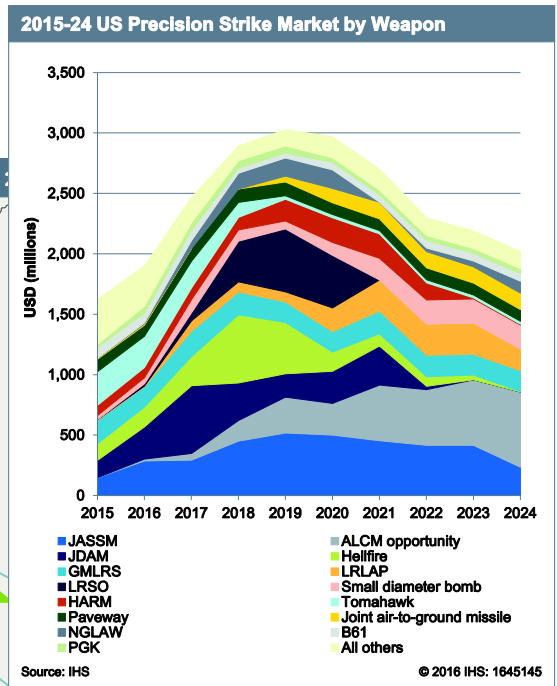
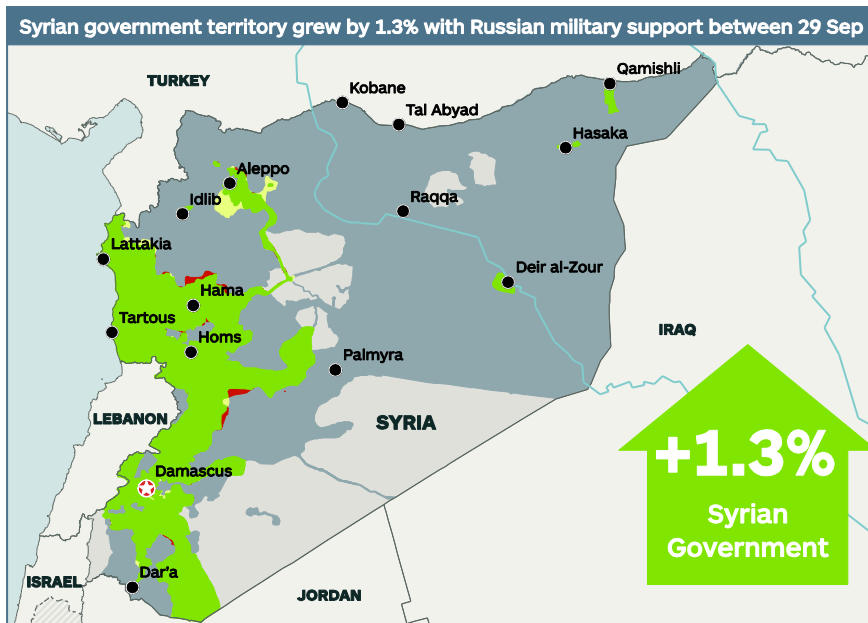
Customers who completed the 2015 survey are having a better 2016

In 2015, 2,240 IHS Aerospace Defence & Security customers completed the IHS Customers First survey, and as a result of their feedback we have developed new and improved content, tools and processes to help them to achieve success.

- Customers asked for improved data analytics and visualization – so we have now produced 60 dashboards across our Data Analytics Modules delivering new filtering and data visualization capabilities designed to be genuinely intuitive and very simple to use. The modules bring clarity to large, complex data sets with visual analysis tools that transform raw data by giving it meaningful shape to compare and contrast data sets quickly and easily.
- Customers asked for more analysis on ongoing developments – so we adopted a new, more responsive approach, delivering reports, forecasts and webinars for significant events such as the US Defense Budget, events in conflict zones including Syria, Iraq, Ukraine and Libya as well as significant defence technology and market developments.
- Customers asked for better searching and content linking – so we added country and company dashboards, content hyperlinks and continued to refine online search, results display and results filtering.
- Customers asked for a better user interface for our markets forecast data – so we launched Markets Forecast, a new and improved user interface to access the same reliable forecasting data that our customers rely on within DS Forecast. Many customers have already expressed that the new user interface allows them to quickly access the data they require, and is a major improvement in functionality. We will continue to seek your feedback to guide the addition of new functionality and refinement of existing functionality, while maintaining the same forecasting content that customers rely on.

These are just a few of the enhancements that we have already made to our solutions as a direct result of customer feedback. To learn more about the improvements that we have made and that we have scheduled read our report – and see how your response to the upcoming Customers First survey could shape IHS in 2017 and beyond.

During 11-21 October, IHS CEO Jerre Stead will e-mail you a link to the five-minute, five-question online survey. We would be grateful if you can complete it to enable us to use your feedback to further improve your IHS products and services.



What you told us in 2015 (2,240 AD&S survey participants)

80%

of survey respondents were delighted with how we're performing

Doing well

- The coverage & scope of the service is excellent & up-to-date therefore IHS should continue to follow the same standards.
- The level of detail in the data is fantastic. I love having the ability to go to one site to get most of the information I need.
- The aerospace and defence products are outstanding and authoritative. I wouldn't do my job without them.
- IHS provides the market data I need to get my work done. The continuing effort to provide this information is why we do business.
- DS forecast is probably the best tool on the market and it's great that you can get all the underlying data.
- Information management is key nowadays in the defence business. IHS is providing very relevant information for especially the naval side. You guys have a very good track record.
- In addition to the excellent product range all around Jane's and professional military information along with it, IHS offers excellent customer service which is particularly characterized by very fast reaction time and friendly communication.
- Provides real time information of intelligence value with very informative analysis.
- Pulling together information about emerging prospects in the defence world is superb and very useful.
- The main feature of IHS is the comprehensiveness of its databases and the effective and friendly tools it provides.
- The strongest point of IHS is the timeliness in publishing news and the accuracy of the information provided.
- Detailed analysis that saves having to do in-depth reading.

Need to improve

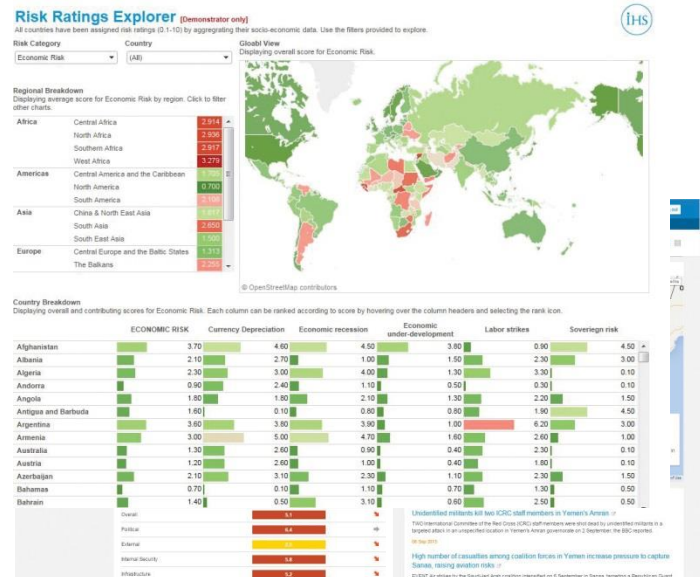
- Option for emailing the content directly from search results should be provided.
- Better visibility, also perspective and based on assumptions and scenarios, the evolution of long-term business.
- Sometimes the website feels a bit busy, and it's not always easy to determine which elements we have access to and which we don't.
- A greater connection between the various modules.
- More details of defence companies, if it is possible.
- Looking deeper into the industrial participation requirements for various countries around the world.
- More special 'industry wide' reports.
- Better search interface. People new to the search interface have a difficult time trying to figure out why they get the answers they receive because answers don't seem to fall within the search criteria.
- Help us as system integrator in providing the naval operator the right information at the right time. This requires more than providing the information itself.
- Clearer delineation between subscription services.
- Once a prospect (or set of) is/are identified it would be useful to easily track these entries by just entering the ID into a search engine in the Defence Solutions tool.
- More webinars or online courses.
- Continue to improve dashboards on site and improve news feeds (faster) on country pages.
- Analysis and projection are always tough, but what the customer really needs.

What we have delivered in 2016

- Report Builder functionality which allows users to build, store and share reports within the IHS Jane's website. The Report Builder allows you to select any text, image or table from any page on the site and add them to a customised report.
- The coverage of Country Dashboards has been extended to include the following countries: Albania; Bosnia; Cameroon; Central African Republic; Chad; Cote d'Ivoire; Cuba; Cyprus; Ethiopia; Laos; Liberia; Libya; Mali; North Korea; Rwanda; Sierra Leone; Somalia; Sudan and Zimbabwe.
- Improved performance and loading times by up to 50%.
- Better search and browse functionality. It is now easier to start a search, switch between simple search and advanced search from the main search bar. More intuitive search results including the ability to easily amend sorting, the addition of relevancy based sort and results presented as numbered pages making it easier to navigate and review results.
- New Dashboard interface for IHS Jane's Defence Industry & Markets Intelligence Centre, allowing you to customise your view of the content.
- Map and Events Database enhancements for IHS Jane's Terrorism and Insurgency Centre including improved performance, new iconography hover over for event types, full extent map view and quick select function for casualty numbers. Group profiles page also now act as a full list of results that can be easily searched and filtered.
- Enhanced geospatial display and interaction for military installations data.
- Conflict Monitor is now available online as well as offline.

Still to come in 2016

- New product: Conflict Atlas, a partnership between IHS Jane's and Airbus Defence & Space that will merge Airbus' high quality satellite imagery with IHS Jane's data and insight to help GEOINT professionals identify areas of focus in countries of conflict and high risk.
- New product: Defence Industry 20YY, a strategic planning tool which enables the global defence industry to explore trends and scenarios likely to impact them over the next 20 years. Exploring a future of increased complexity and uncertainty, Defence Industry 20YY enables the defence industry to question their assumptions and expand their thinking about future market dynamics and the risks, challenges and opportunities they will produce.
- New product: The IHS Jane's Offsets Advisory Module delivers comprehensive information and intelligence on offset requirements, revealing unforeseen challenges and opportunities and helping offset specialists to understand the defence business landscape and to overcome potential barriers to securing successful export business.



What is Customers First?



At IHS Markit, Customers First is instrumental to our growth priorities in how we think, act and behave. Every year, we take action based on feedback from over 19,000 customers.

We survey a broad range of customers, spanning different business lines and regions. We then use key operational metrics to interpret this information and formulate action plans that take on board customer feedback and ensure we are providing, and continue to provide, the best possible service to our customers.

“Putting our Customers First is our core value. We must ensure that we delight every customer in every interaction they have with IHS.”

Jerre Stead
IHS Markit Chairman and CEO



Contacts

Blake Bartlett

Senior Vice President
IHS Aerospace, Defence & Security

James Green

Content Director and Customers First Champion
IHS Aerospace, Defence & Security

IHS Customer Care:

CustomerCare@ihs.com
Americas: +1 800 IHS CARE (+1 800 447 2273)
Europe, Middle East, and Africa: +44 (0) 1344 328 300
Asia and the Pacific Rim: +604 291 3600

