



IHS AEROSPACE, DEFENSE & SECURITY

Identify and capture new business



THE CHALLENGE

In an era of shifting defense spending, increased competition, unfamiliar emerging markets and new regulations, **identifying** new business – and **capturing** it – has become more important than ever before.

To successfully lay the foundations for low-risk, profitable growth over the long term A&D businesses need to answer the following questions:

- Where are the most profitable new opportunities?
- How can I look over the horizon to identify new revenue streams?
- How do I meet or exceed my customer's requirements?
- How do I position my products and services competitively?
- Which adjacent markets are open to me?

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THE OPPORTUNITY

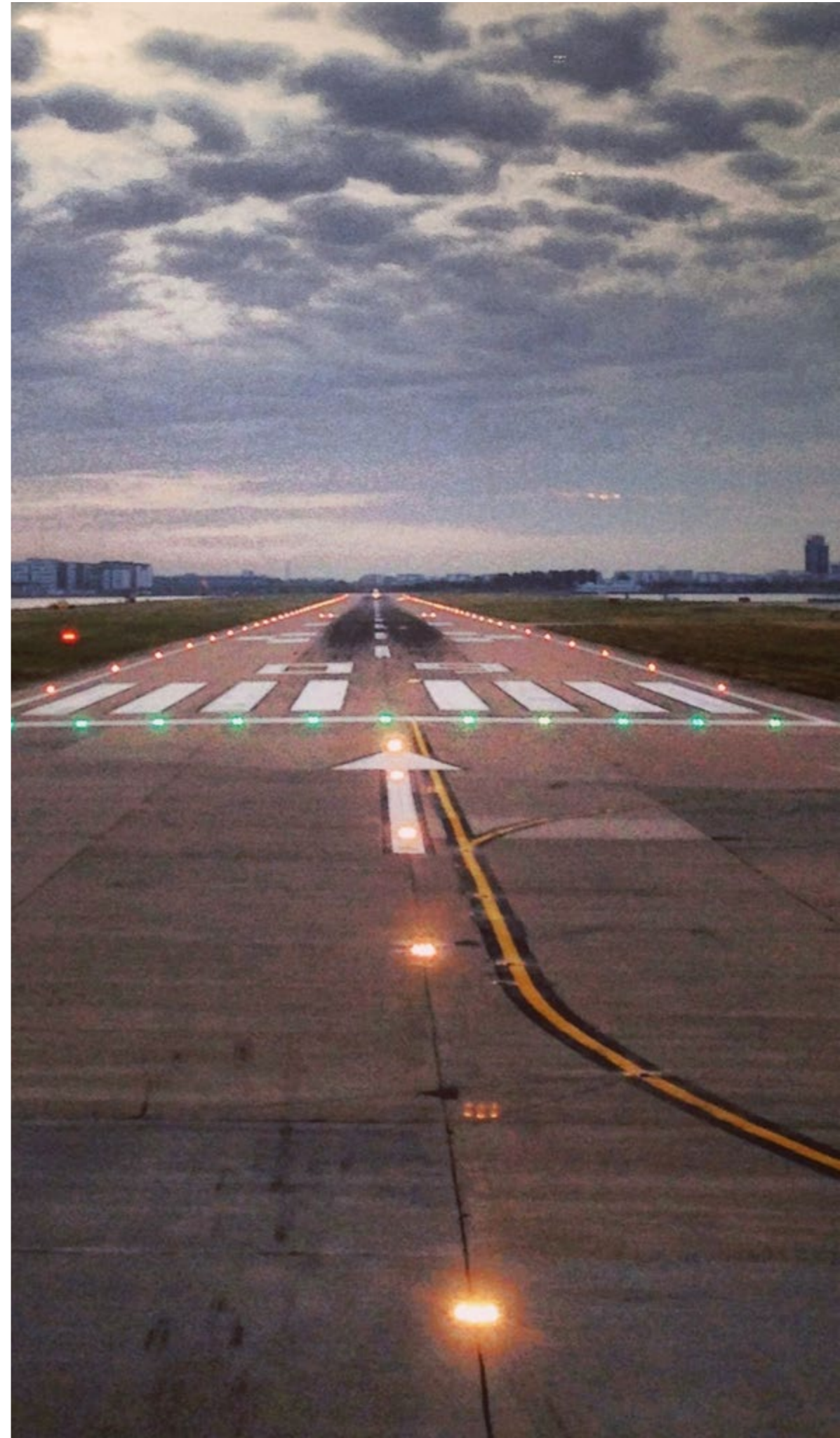
What if you and your teams could...

Identify new revenue opportunities in established, emerging and high-growth markets?

More clearly **differentiate** your products and services?

Align your solutions more closely with explicit and implicit customer requirements?

IHS can help.





IDENTIFY NEW REVENUE

IHS can help you to identify new revenue channels.

Over-the-horizon market and defense budget forecasts reveal explicit and implicit new business opportunities.

Assessment of projected capability gaps and customer requirements directs product development, M&A activity and business development.

Strategic customer threat analysis provides essential context, enabling teams to create deeper and more robust proposals.

Expert advisory support enables teams to shape go-to-market strategies and plans.





DIFFERENTIATE PRODUCTS AND SERVICES

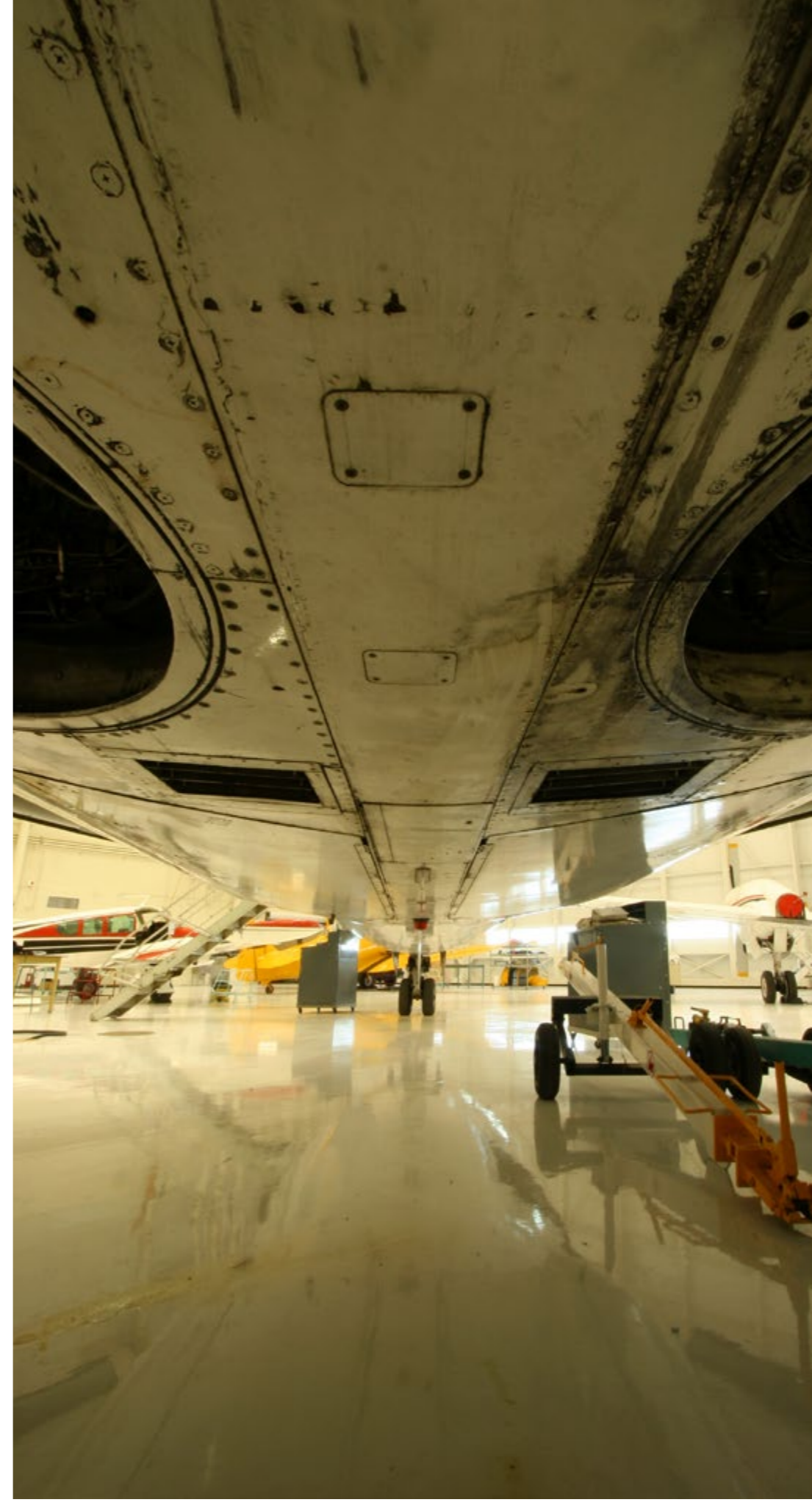
IHS can help you to develop competitive differentiators for your products and services.

Market and industrial intelligence provides insight into global, local and indigenous competitor market positions.

Equipment and technology information enables effective capability benchmarking and product development.

Offset and industrial analysis provides guidance on how to construct a holistic offer that extends beyond defense capability.

Consulting teams provide pricing, positioning and competitor analysis to drive robust bids and proposals.





MEET AND EXCEED REQUIREMENTS

IHS can help you understand, meet and exceed explicit and implicit customer requirements.

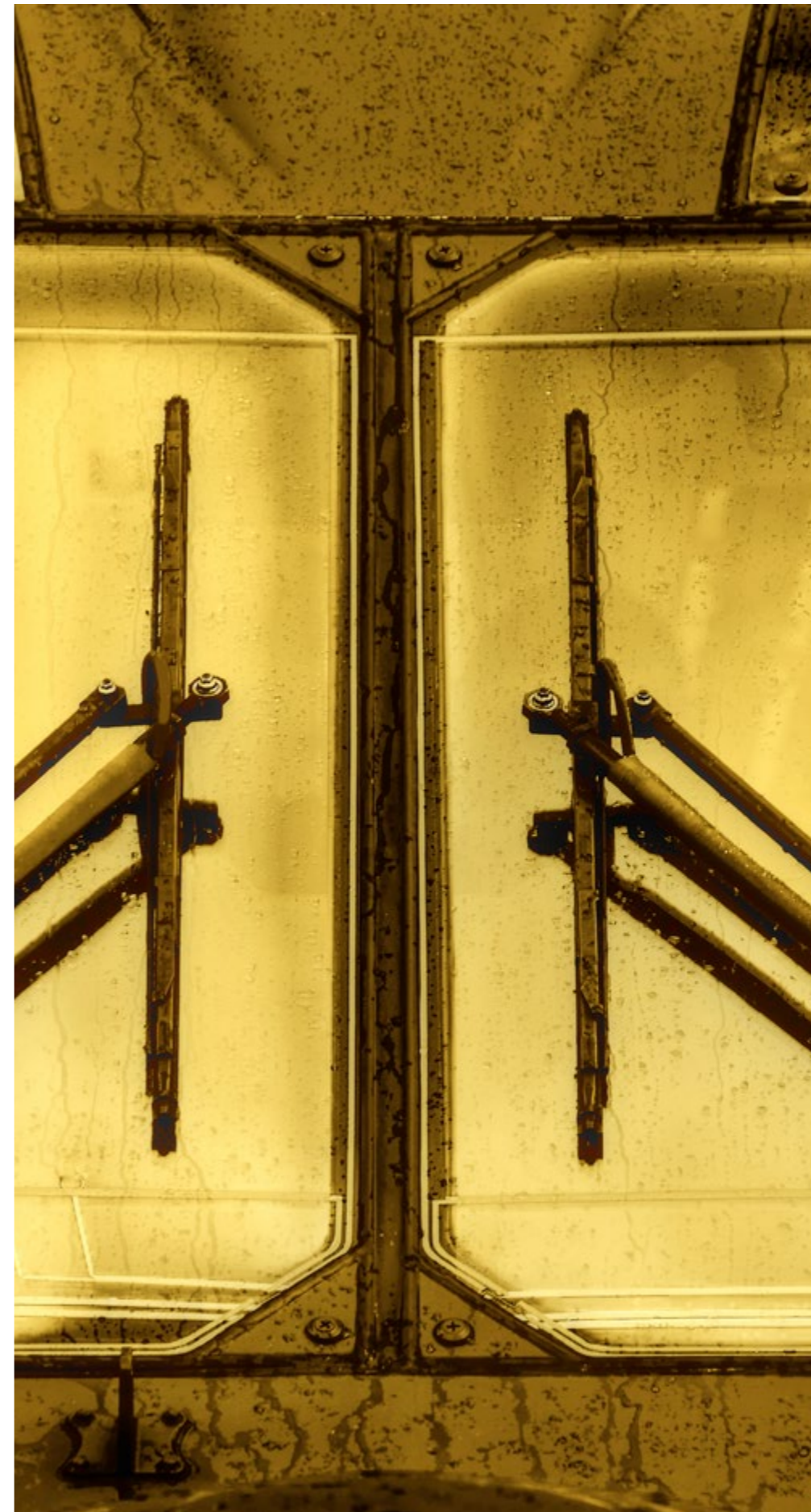
Inventory and capability analysis provides insight into customer military platform and system requirements.

Equipment intelligence enables effective technical proposal development.

Analysis of indigenous industrial capacity outlines opportunities for market-entry partnerships, joint ventures, mergers and acquisitions.

Strategic threat assessment reveals implicit current and future customer requirements.

Consulting projects enable teams to develop, refine and stress-test customer value propositions.





A COMPANY LIKE NO OTHER

Only IHS is positioned to leverage the world's leading A&D insight and expertise and deliver truly impartial, reliable support to help your company identify and capture new business opportunities.

- The world's **leading** provider of A&D information, insight and analysis
- A **proven track record** of support to businesses and governments
- **Unrivaled** analysis of defense industry, markets and customers
- **World-leading** A&D market intelligence and experts
- A **global** network of consultants, analysts and subject-matter experts
- A legacy stretching back to 1898 as **Jane's**

Unique insights that drive profitable,
low-risk growth





A TRUSTED INDEPENDENT PARTNER

IHS views every subscription as an investment for the subscriber organization, and provides support to help ensure that the return on that investment is maximized. As a trusted independent partner everything we do is focused on meeting and exceeding subscriber expectations, from product and service development, to ensuring that they can access content in the format that suits them best, online or offline.

Information

“The outcome [of using IHS content] was an interested customer who conveyed his requirements and is willing to involve us in future business. Working together with IHS ensures that we have the right information at the right time.”

Peter Williamson
International Business Development Manager,
Webasto

Analytics

“IHS is unique in that information is being integrated in an intelligent way so we can see potential connections between different markets. It’s a 360-degree outlook that’s difficult to find.”

Carlo Musso
Head of Research, Finmeccanica

Expertise

“The expertise of IHS can’t be questioned. People in the industry know it’s trustworthy so working with IHS gives added credibility to our research.”

Peter Wibjörn
Director of Business Intelligence, Saab AB

MARKET, CUSTOMER AND COMPETITOR INTELLIGENCE

Unrivalled insight into worldwide defense markets, regulatory frameworks and industrial developments.

- IHS Jane's Defence Industry & Markets Intelligence Centre
- IHS Jane's Defence Equipment & Technology Intelligence Centre
- IHS Jane's Offsets Advisory Module

MARKET, BUDGET AND PROGRAMME FORECASTING

World-leading global forecasts of defense spend and military procurement programs.

- IHS Jane's Markets Forecast
- IHS Jane's Defence Procurement Intelligence Centre
- IHS Jane's Defence Budgets
- IHS Jane's Defence Sector Budgets

CONSULTING AND ADVISORY SERVICES

IHS provides specialist consultancy and advisory services that help decision makers overcome specific, time-bound challenges in such areas as product development, competitive positioning, market access, scenario modeling, requirements and commercial obligations analysis, bid teaming and proposal development.

To find out more about how IHS can provide answers to your most complex, critical and urgent questions, contact us via

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IHS

IHS (NYSE: IHS) is a leading source of information and insight in pivotal areas that shape today's business landscape: energy, economics, geopolitical risk, sustainability and supply chain management.

Businesses and governments around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005.

Headquartered in Englewood, Colorado, USA, IHS employs more than 8,000 people in more than 30 countries around the world.

IHS AEROSPACE, DEFENSE & SECURITY

With a legacy of over 100 years as Jane's, IHS is the most trusted and respected public source of defense and security information in the world.

With a reputation built on products such as IHS Jane's Fighting Ships, IHS Jane's All the World's Aircraft and IHS Jane's Defence Weekly, IHS delivers comprehensive, credible and reliable news, insight and analysis across all key defense and security subject areas, and in support of critical commercial, military and security processes.

IHS defense and security products and services represent invaluable open-source news, information and intelligence assets for businesses, defense organizations and armed forces.





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