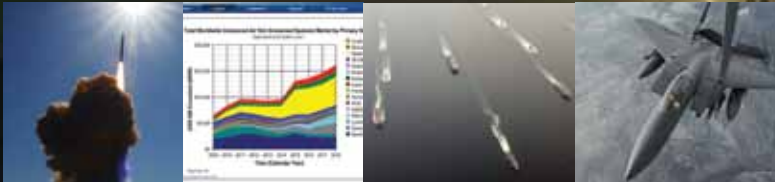


# Market Intelligence Solutions for the Aerospace & Defence Industry



Quickly and efficiently collect and analyse comprehensive, trusted market intelligence, to develop successful business strategies

IHS Jane's understands the geopolitical and market dynamics that shape the aerospace and defence industry. Market intelligence teams in the A & D industry can have confidence in our data and analysis, gathered from an extensive expert network using a rigorous methodology to ensure its reliability.

- Our efficient, easy-to-use tools speed up data collection and analysis, **saving time and effort**.
- Our **comprehensive, trusted data and analysis** can be used to enhance every step of the business development process, from data collection and aggregation, to analysis and assessment, to strategic planning and business capture.
- Specialised A & D advisory services are available to help create and implement **successful business strategies** with demonstrable financial results.

Using IHS Jane's as the primary source for all defence market information and analysis needs yields fast, reliable results that help market intelligence teams stay ahead of the competition.

Decision support for market analysis:



The path to opportunity, and the IHS Jane's resources to get you there

## Understanding the A & D Market Landscape

IHS Jane's has resources to support you throughout every phase of the business development process.

### Collect Intelligence & Information

Geopolitical & economic situation

Jane's Intelligence Centre Defence Modules:  
- News

Military posture

Jane's Defence Weekly

Threat analysis

Jane's Military and Security Assessments

Defence budget information

Jane's Intelligence Centre Security Modules:  
- Country Risk  
- Military Capabilities  
- News

Defence equipment & technology inventory levels & specifications

Jane's Defence Budgets

Competitor & partner profiles

Jane's Defence Equipment & Technology

Sector profiles

Jane's Defence Industry & Markets

Regional profiles

Jane's Intelligence Centre Defence Modules:  
- Air  
- Land  
- Sea  
- Systems  
- Industry

### Analyse Opportunities

Industry news & analysis

Jane's Defence Weekly

Trend & driver analysis

Jane's Defence Industry & Markets

Subsystem market analysis

Jane's Industry Quarterly

Market forecasts

Jane's DS Forecast

Procurement forecasts

Jane's Defence Procurement

Defence budget forecasts

Jane's Defence Budgets

Competitor assessment

Jane's Intelligence Centre Defence Modules:  
- News  
- Industry

New market assessments

### Develop Strategic Plans

Bid planning

Jane's Strategic Advisory Services

Teaming / partnering

Jane's Defence Industry & Markets

Identify new markets for current products

Jane's DS Forecast

Identify potential acquisition targets

Jane's Intelligence Centre Defence Modules:  
- News  
- Industry

Determine desirability / viability of offset

Maximise (p) win

Determine optimal product pricing

Competitor SWOT analysis

# Answers for the tough questions

Capturing business in the Aerospace and Defence industry requires a team effort. IHS Jane's has resources to help every member of the market intelligence team meet complex information and analysis challenges.

## **Questions for Competitive Intelligence:**

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What is my competition?

How will they seek to portray their strengths / our weaknesses?

What will the opposition teams look like?

What is their heritage in our target market?

## **Questions for Market Analysis:**

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What will the target market look like in 5 to 10 years?

What are recent programme trends within that market?

Does our product portfolio match required customer specifications?

## **Questions for Business Development / Strategic Planning:**

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How can I ensure that there are no surprises in the bid process?

How can I ensure maximum revenue without underselling product?

Which companies should I bring into my team?

Where should I focus my offset offerings?

How should I approach new markets?

Which companies should I target for partnership or acquisition?

# IHS Jane's Market Intelligence Products and Services

A subscription to a combination of Jane's online products provides unlimited, 24-hour, online access to the latest news, reference, imagery, and analysis on all matters relevant to defence and aerospace market intelligence.

Information need	Product solution
Latest global industry news	Defence Weekly Defence   News Module
Up-to-date industry and competitor analysis	Defence Industry & Markets Defence   Industry Module Industry Quarterly
Comprehensive reference and specification data on military equipment	Defence Equipment & Technology Defence   Air Module Defence   Land Module Defence   Sea Module Defence   Systems Module
Military capabilities and country risk assessments	Military & Security Assessments Security   Country Risk Module Security   Military Capabilities Module Security   News Module
Comprehensive, intuitive market forecasting	DS Forecast
Insight into defence programme development and procurement trends	Defence Procurement
Forecasts and trends in global defence budgets	Defence Budgets

All of these products offer intuitive tools to access and visualise data quickly. Some allow users to create and export charts or spreadsheets for easy manipulation or for individual presentations and analyses.

## Intelligence Centre Seminars

Our online Intelligence Centre Seminars cover timely issues and topics of interest, and are complimentary for all Intelligence Centre subscribers. Led by IHS Jane's subject-matter experts, these seminars offer clients an opportunity to interact directly with our specialists and to gain insight on business/mission critical questions through an interactive forum.

## Strategic Advisory Services

When an additional layer of support is needed, IHS Jane's consultants can help you to create and implement successful business strategies. Our consultants, with deep aerospace and defence expertise, offer tailored support in several crucial areas, such as examining and evaluating potential partners and competitors; analysing defence budgets and equipment markets; and understanding the political contexts and military capabilities of your customers.

IHS Jane's consultants can also leverage the insight from our sister company IHS Global Insight, including Pricing and Purchasing analysis for over 100 industry and commodity areas; Country Intelligence on the business and investment climate, economic conditions and risks in over 200 countries; Global Economic Data on more than 200 major industrial and emerging markets; and Emerging Market Statistics covering 25 countries in Central and Eastern Europe, the Middle East, and Africa.

Combining extensive market data and analysis, the knowledge and experience from a network of more than 2,000 experts, and the rigorous methodologies of experienced analysts, our consultants provide clients with the confidential, actionable analysis and recommendations necessary to make business-critical decisions.

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