

SIGINT & Electronic Warfare Market Assessment Case Study



Leading RF SIGINT and spectrum monitoring systems provider assesses adjacent market opportunities in SIGINT and electronic warfare

Objective

Analyze the global SIGINT EW market to define and forecast the market by segment, collect customer insights, and provide strategic recommendations

Approach

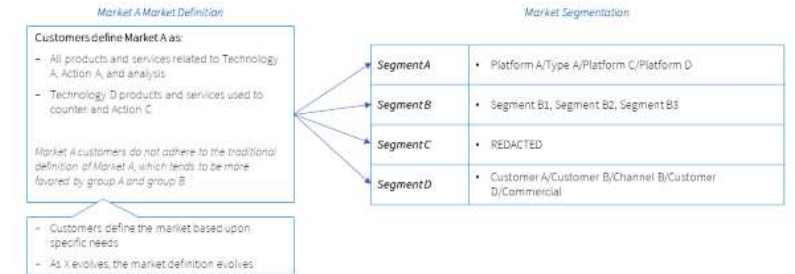
BCE reviewed open-source data, including a thorough review of the US DoD budget, and interviewed market participants to define and segment the market, forecast the 5-year market, and analyze barriers to entry. This research and analysis was focused globally on government and commercial customer segments to provide an accurate assessment of the client's market opportunity.

Outcome

BCE provided a set of organic and inorganic strategy recommendations for the client to enter the SIGINT EW market.

1. Customers define Market A as all products and services related to Technology A, Action A and analysis and the Technology D products and services used to Action C

Customers primarily segment the Market A market by Segment A, Segment B, Segment C and Segment D



Region O presents attractive Client partner opportunities

Leading Indicators – Factor F, Factor G, and Factor E

Country C	Country A	Country D
<p>➤ Established X market</p> <ul style="list-style-type: none"> • \$XXM order from Competitor A & Competitor B for REDACTED solutions • \$XXM order from Competitor B for Solution C's <p>➤ Emerging Customer C market</p> <ul style="list-style-type: none"> • REDACTED • REDACTED <p>➤ Partnership opportunities with Country D industry</p> <ul style="list-style-type: none"> • REDACTED <p>➤ Require integrated solutions</p>	<p>➤ Second largest Channel B</p> <ul style="list-style-type: none"> • \$XXXB in 2017, Y% of all Channel B <p>➤ REDACTED</p> <ul style="list-style-type: none"> • Partnership opportunities • Competitor C partnering with Country A to develop Solution Z's in Country A <p>➤ REDACTED</p> <ul style="list-style-type: none"> • REDACTED • Aim to produce X% of X industry in-country <p>➤ Customer Z NEED A</p> <ul style="list-style-type: none"> • REDACTED 	<p>➤ Investing to establish domestic industry</p> <ul style="list-style-type: none"> • X% CAGR for X spending • Transitioning industrial economy • REDACTED <p>➤ Strong ties to Region A</p> <p>➤ Modernizing Group B</p> <ul style="list-style-type: none"> • Competitor D partnered with Country D Group B to produce X Market A Segment B