

SIGINT & Electronic Warfare Market Assessment Case Study



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

Background and Objectives

Prior to this engagement, BCE facilitated a one-day workshop with a leading global radiofrequency (RF) communications intelligence (COMINT), signals intelligence (SIGINT), and spectrum monitoring systems company to identify the most promising areas for future growth. As a next step, the client engaged BCE to further assess the broader SIGINT and electronic warfare (EW) adjacent markets. The client asked BCE to evaluate the attractiveness of these markets to prioritize growth initiatives based upon market size, growth, and addressability for the client.

Approach

BCE began its analysis by conducting a thorough review of ~150 open sources covering the SIGINT and EA markets both within the U.S. and abroad. This phase of research included a thorough review of the DoD budget, with particular focus on foreign military aid.

BCE then conducted primary research interviews with ~60 market participants, including industry experts, domestic and international military/government contacts, and competitors. BCE's research focused on market segmentation, forecast, as well as analysis of barriers to entry, channel dynamics, and the competitive landscape. This research and analysis was focused globally across both government and commercial customer segments in order to provide an accurate assessment of the client's full market opportunity.

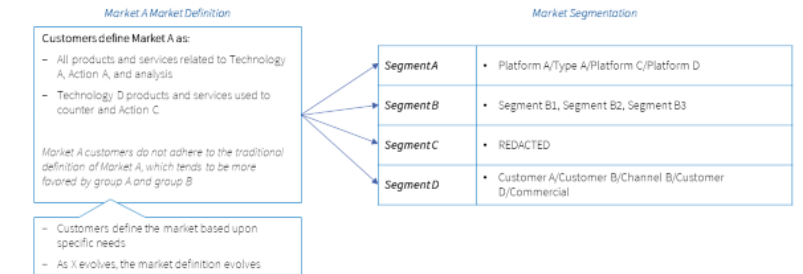
BCE then synthesized and analyzed all data collected to assess the relative attractiveness of each market opportunity based upon the addressable market opportunity size and growth estimates, channel alignment, and competitive intensity.

Recommendations

BCE identified, analyzed, and evaluated organic and inorganic market entry options for each adjacent market. Our final output included a set of prioritized adjacent market opportunities including geographic focus, product mix, channel requirements, and target customers. For each attractive strategy, BCE identified a set of organic and inorganic options with an assessment of the pros and cons of each opportunity and an outline of the requirements for the client to execute.

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



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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"> • \$XXXM 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 XX% 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"> • XX% 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

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