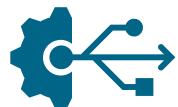


GUIDE 5-point plan for the defense industry

01

EXPANSION OF TECHNOLOGY LEADERSHIP

Every piece of armament is the result of years of research and development. Specifically, digitization presents vast opportunities. Investments in research and development are inevitable to ensure defense capabilities by means of technological superiority.



02

STANDARDIZATION OF THE PRODUCT PORTFOLIO

In light of the new threat situation, enhanced defense capabilities are required. Standardization allows for economies of scale, making large orders more competitive. Moreover, it allows for economies of scope by utilizing common platforms with allies in both armament production and military cooperation.



03

SCALING PRODUCTION

Large orders need to be processed reliably and profitably and require that economies of scale are leveraged. This implies, e.g., increasing production capacity, optimizing working capital, organizational adjustments as well as expanding the supplier portfolio.



04

IMPROVEMENT OF RISK MANAGEMENT

Security policy risks and risks along the supply chain need to be carefully monitored. Thus, delivery promises can be kept without making losses even in the event of a crisis. The level of efficient stockpiling of material reserves needs to be continuously evaluated.



05

OPTIMIZATION OF BID MANAGEMENT

To win large orders, several factors are crucial. These include excellent data availability, a project organization capable of promptly and flexibly creating suitable offers beyond regular operations, and an advisory role of sales representatives towards the buyer.

