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Managing Partner

Outsourced Defence Intelligence Services Ltd.

The ODIS Rationale:

- Industry is facing a complex global defence and security environment:
 - Declining defence budgets in western-world markets
 - New emerging markets are in non-traditional geographies for defence contractors
 - Increasingly complex environment with increasing number of new entrants
 - Publically traded defence companies must reaffirm bottom-line performance
 - Imperative to hold or improve top-line whilst investing wisely in R&D
- To succeed, Defence companies require robust, industry focused strategic intel:
 - Achieved largely via in-house analysis of public domain information
 - In-house work tends to focus on synthesis of already reported news
 - Inherent difficulty in maintaining fully independent perspective
 - Expensive overhead which cannot cover all areas to great effect

ODIS established to provide outsourced, industrially focused strategic and tactical competitive intelligence

The ODIS Network

- ODIS operates by leveraging our extensive group of highly respected, fully independent Subject Matter Experts from across the industry:
 - Select group of subject experts
 - Fully-independent journalists
 - Technologists, engineering and technical experts
 - Government agencies
 - Network of think-tanks across the globe
 - Defence economists

Collectively, the ODIS Network has an unsurpassed expertise which offers a fully-tailored CMI capability

The ODIS Offerings

- Leveraging the ODIS Network, we are uniquely positioned to provide world-class:
 - Trade Show Intelligence Reports
 - Country Intelligence Reports
 - New Market Assessments
 - Competitor Assessments
 - Bespoke Monthly Intelligence Reports
 - Expert Daily Analytics
 - White Papers on pertinent issues facing industry

Collectively, the ODIS Network has an unsurpassed expertise which offers a fully-tailored CMI capability

The ODIS Offerings: Trade Show Intelligence

- Robust and fully-tailored intelligence gathering from Trade Shows around the world, delivers excellent value:
 - Consultation prior to a specific event to tailor primary intelligence. Our SME engagement with your business will ensure all pertinent intelligence is captured and reported to you
 - Reduces expensive outgoings for non-essential airfare for intelligence gathering and increases time at the office and time with customers
 - Our independent entity used directly in this manner allows for more open access to your competitors
 - Full report production and debrief after event, with particularly important intelligence reported during the event itself

Bespoke tailoring to your requirements

The ODIS Offerings: Country Intelligence Reports

- Comprehensive Country assessments tailored to your specific requirements
 - Market environment assessment
 - Comprehensive details of the competition within it
 - Details of government sponsorship of exports to your target markets
 - Potential competitor partnerships, product developments and customer requirements
 - Customer hot-buttons
 - Additional information tailored to your needs

Bespoke tailoring to your requirements

The ODIS Offerings: New Market Assessments

- Adjacent market entry is a clear goal for many defence contractors during a time of budget challenges. ODIS is well equipped to offer:
 - Comprehensive market assessment and barriers to entry
 - Assessment of product capabilities required for success
 - Guidance on innovate business models to be successful in new market
 - Potential partnerships opportunities
 - Customer hot-buttons in this adjacent market
 - Additional information tailored to your needs

Bespoke tailoring to your requirements

The ODIS Offerings: Competitor Assessments

- Robust reporting on competitors in your existing and adjacent market segments, including:
 - Financial assessment and decomposition of annual reports to explore true performance and strategy
 - Potential partnership activities and strategic implications to their business
 - Relationships with key decision makers
 - Assessment of product and company performance from previous competitions
 - Independent assessment of their positioning for future competitions
 - Additional information tailored to your needs

Bespoke tailoring to your requirements

The ODIS Offerings: Bespoke Intelligence Reports

- Fully-tailored monthly or quarterly intelligence reports, providing a senior exec summary + full report of changes in your market environment:
 - Defence partnership developments and independent perspectives on the implications for your business
 - New competitor threats in export and home environments
 - Expert perspectives on new product developments from competitors, how these stack-up against your products and which competitions they may enter
 - Independent perspectives on programmatic developments

Bespoke tailoring to your requirements

The ODIS Offerings: Expert Daily Analytics

- Daily rate for expert support to your organisation, leveraging full network of subject experts who hold decades of experience
 - Subject expert intelligence support on a highly competitive daily rate:
 - Expert and independent attendance at workshops/meetings under NDA
 - Independent assessment of current status and business plans
 - Outsourced analysis of work packages, market datasets and competitor performance

True expert support at excellent value

ODIS Client Base

Defence Organisations

- Major Defence Prime Contractors seeking to outsource some elements
- Small and Medium Defence companies with limited CMI capability

Consultancy Firms

- Major multi-national Consultancy Firms
- Small Defence boutique consultancy firms

Industry Investors

- Defence-focused Private Equity and Venture Capital investment firms

- Contact Details

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