

# Case Study

## Uncovering Innovation Risks in the Aerospace & Defense Industry

### WorkOut Market Growth Strategy

#### Situation

A global Aerospace & Defense firm sought novel opportunities within the Satellite Communications market. Despite internal efforts and analysis by other consulting firms, the client was missing “ground truth” on the potential market and lacked clear insight into whether the market would move in the predicted direction. With multi-million dollar investment decisions at stake pursuing potentially billions of dollars in revenue, the client asked Diligent Innovations to assess the opportunity size and likelihood of success.

#### Solution

Diligent Innovations conducted extensive industry research including more than twenty interviews with subject matter experts, military practitioners, and private sector leaders. Crucially, in keeping with our “Truth in Consulting” philosophy, our client expected Diligent to report back on robust research findings, whether in alignment or not with growth potential expectations. The client arranged internal interviews and actively engaged in strategic discussions and reviews of initial findings, while Diligent led the process to drive the study’s conclusions.

#### Results: Client Avoids Overpaying for Growth

Our final report included a Market Structural Analysis, identification of seven Mission Areas open to Innovation, an analysis of three Alternate Courses of Action, and our Conclusions and Recommendations. This analysis validated both the market need and the technical viability of the client’s proposed solution, but determined that the customer would not invest heavily in the near term. In addition, this investment represented insufficient near-term ROI relative to traditional industry returns decreasing attractiveness.

Our client’s preferred approach would require promoting innovation directly to the customer, creating leadership for the long-term. The study also detailed how these solutions would yield tangible benefits in corporate reputation, promotion of new technologies, and alliances with emerging market leaders. The customer enthusiastically endorsed our recommendations on three courses of action to shape the SATCOM market and their investment opportunities.



**DILIGENT**  
Innovations

2776 South Arlington Mill Dr. #520

Arlington, VA 22206

Phone: 571-926-5424

[info@diligentinnovations.com](mailto:info@diligentinnovations.com)

[www.DiligentInnovations.com](http://www.DiligentInnovations.com)