



**Hawksland**  
associates



# BARRIER BREAKING SOLUTIONS

Aerospace and defence, business  
development, management and  
technical support services.

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

A photograph of an airplane wing against a blue sky with clouds. The wing is white and extends from the bottom left towards the top right. The sky is a deep blue with scattered white clouds. The text "Rethink. Reimagine. Reset." is overlaid on the left side of the image.

Rethink.  
Reimagine.  
Reset.

# Welcome to Hawksland



**Demanding aerospace and defence markets bring unique opportunities to grow your business, improve operational and supply chain performance, lower costs and increase shareholder value.**

Commercial aerospace markets are poised for growth, but increased production brings new challenges. Meanwhile, after years of decline military spends are stabilising. Defence contractors continue to consolidate and innovate in readiness for a return to growth.

Meeting these challenges requires business transformation through skilfully managed projects and clear focus on business outcomes.

Since 1988, our 200+ globally-based aerospace and defence experts have successfully addressed business, operational and supply chain challenges facing organisations like yours.

Our associates rethink, reimagine and reset ways of working. Excellent execution, new supplier engagement models and pursuit of market-based profitability is vital – as is rethinking value creation across product life-cycles and enterprises.

That's why we blend strategy with hands-on programme management to deliver your growth, performance and cost objectives.

Learn more and start reimagining. Then let's talk.

A stylized, handwritten signature in white ink, consisting of several loops and a long horizontal stroke extending to the right.

Gary Windas FRAeS, MIOB  
MANAGING DIRECTOR



“Hawksland Associates are proven experts in aerospace and defence. They deliver **excellent results** at great value.”

DR JENS FRANZECK - VICE PRESIDENT - ARIANE 5 PROGRAMME, EADS

## We're different

### How will you benefit from our breadth of capabilities and bespoke project teams?

Innovation and pragmatism are the norm as we integrate seamlessly with your teams. We're hands on and we 'roll our sleeves up'.

Over 200 globally-based aerospace and defence specialists deliver our methodologies. They come from OEMs, sub-tier and strategic advisory organisations. Like you, they're leading authorities in their field.

We earn your trust, establish confidence and forge lasting relationships. But you need us to deliver results – and quickly. Read what clients think of us, case study examples of our work and what we can achieve for you.

Are you and your shareholders ready to benefit from our associates' expertise?

After 25 years in aerospace and defence, our execution-led approach is proven. And of course, we also recognise the importance of competitiveness and focus on delivering maximum value.

That's why, unlike some consultancies, our lean business-model comes without costly back-office overheads.





A close-up, low-angle shot of an aircraft's cockpit canopy. The canopy is dark and reflective, showing a clear reflection of a building with a grid-like facade. The aircraft's fuselage, painted in a light tan or olive green color, is visible below the canopy. The lighting is warm, suggesting a sunset or sunrise, with a golden glow on the aircraft's surface.

# Different

We deliver innovative ways of breaking through barriers to growth, performance improvement and cost reduction.

# Strategic

We focus on strategy execution and delivering measurable results.

“Engaged to programme-direct the A350 XWB programme, Hawksland were highly professional and capable while setting up and managing the programme in a very complex environment. They’re **a joy to work with** and always deliver results and happy customers.”

JAAP VONK – SUPPLY CHAIN DIRECTOR – FOKKER AEROSTRUCTURES BV



## What we do for you

Our services cover interim or consulting roles and engage with your middle, senior and executive board management in business, operations and technology.

We help clients in aerospace, defence and security organisations do the following:

- Identify and win new business
- Improve operational performance
- Reduce costs
- Develop new products
- Manage complex programmes
- Build their reputations

Our expertise spans every aspect of managing the development of your aircraft aerostructure, system and aeroengine programmes; embedding operational excellence in your organisation and optimising your supply chain KPIs. We also manage your transformational change programmes, set up low-cost factories

and assembly lines, develop new technologies and capabilities as well as taking out cost and improving turnaround times in MRO and CMRO operations.

You’ll harness the power of exceptionally talented people who speak your language across all business functions. Many Hawksland associates have held CEO or other board-level roles, including leadership across business development, operations, supply chain, procurement, programmes and engineering.

Whether for full-time dedicated support, or a few days’ flexible engagement each month, clients value our depth of experience, skills, knowledge and contacts.





“**Determined** and **focused** programme leaders and a pleasure to work with;  
a rare combination!”

BOB GRIFFITHS, MANAGING DIRECTOR – ERG

## How we do it

Working with us isn't like working with other professional advisors.

For a start, we do more than just prescribe strategy and solutions to problems.

Instead, we immerse ourselves in your culture, from boardroom to factory floor. We get our hands dirty – literally and figuratively. And we integrate seamlessly with your teams to lead from the front until we successfully complete your project.

That's when, if you're like many of our clients, you'll hire us for another assignment – or appoint one of our associates as a non-executive director for a business.

It happens. And it says everything about how we work with you.





# Hands on

We seamlessly integrate with your teams to help deliver the only thing that matters – results.





“Hawksland were engaged several times by our company. I was impressed with their **drive, determination, assertion, tool knowledge** and very **structured** way of working. They far exceeded their targets.”

HORST SCHOETTNER, HEAD OF PRODUCT MANAGEMENT – PFW AEROSPACE AG

## Who we are

Hawksland connects you to a global network of over 200 aerospace and defence specialists – many with decades of experience as leading authorities in their field.

It may be a well-used term, but true partnership really does make a difference when you're differentiating yourself in crowded, ultra-competitive A&D markets.

That's why, when efficiently managing programmes, delivering growth, improving performance and lower costs are imperative, only the perfect bespoke team will do – ours.

Hawksland associates' skills have been honed over decades in the boardrooms, factories and test facilities of the world's leading civil aviation, defence and other engineering organisations.

We'll let their backgrounds and credentials tell the story – then we'll design your dream team...



**Gary Windas** FRAeS, MloD  
Managing Director

Gary, a qualified aeronautical engineer, leads Hawksland Associates.

As a strategic business development, commercial, programme, operations and supply chain management specialist, he brings over 30 years' aerospace and defence industry experience – including over 25 years devising and implementing creative solutions for organisations like yours.

Gary supports you with strategy, tactical execution and turnarounds – drawing on decades of experience, know how, market intelligence and supporting insights. He grows clients' market share (including over \$1Bn of contract wins), opens new markets, improves operational performance, reduces costs and cuts spend.

He's managed and optimised global supply chains and whole-life-cycle programme managed several technology, aircraft aerostructure, engine and systems development and transfer programmes.

Gary, is a regular conference speaker on A&D markets, CEO of investment company Hawksland Holdings Limited, a Founder and Director of the International Consulting Network (ICN), a Royal Aeronautical Society Fellow and a Member of the IoD.





## Key Associates

Here are some of the 200+ associates who deliver bespoke services to clients facing similar challenges to you.



**Jon Laughton** B.Sc (Hons), MA, FRAeS  
Senior Partner

Jon is a former managing and operations director of Hurel Hispano (Aircelle UK) and a BAE Systems executive. He specialises in operational lean transformations, setting up lean low cost factories, MRO, programme and supply chain management, claims management, leadership and executive coaching.

Jon is an accredited Management Coach with experience across Europe, the Americas and the Far East. He's worked with Messier Services, GCT, GKN, Fokker, Talon, SABCA, Dyson and Baxi. He is chairman of Hawksland Holdings Limited, a member of the IoD and a Fellow of the RAeS.



**Mark Thistlethwaite** BSc, CEng, FRAeS

With over 35 years' A&D experience Mark is responsible for Hawksland's business development - Middle East & Asia. Formerly CEO of AugustaWestland Aviation - UAE; HoR for AugustaWestland Helicopters - India and IBDD for L3, he is an ex-Royal Navy Air Engineering Captain and Naval College Training Commander.



**Phil Parry** MIOm

Phil has over 35 years' experience as an A&D operations, project management & lean MRO consultant. He has worked with many OEM's and airlines inc. BAE Systems, Denel, Mubadala (ADAT), EADS, Fokker, Singapore Tech., Smiths & DARA, Qantas, Vietnam Airlines and others.



**Bernard Baxter** BSc (Hons); CEng.

Bernard brings over 25 years' A&D management consulting experience focused on business strategy and transformation. The organisations he has worked with include Mubadala (Strata), BAE Systems, MOD, Airbus, Alenia, General Dynamics Ingersoll, Ernst & Young, Cap Gemini, PTC, TATA and Oliver Wyman.



**Dr Wolfgang Schneider** BSc, PhD

Wolfgang was formerly managing director of EADS Airbus (Germany), senior VP Airbus Industries, and programme director and chief engineer for all Airbus programmes while at MBB. Since retiring in 2001, he's consulted for us, including supporting the development of a brand new very light jet.





"Hawksland Associates take the time to understand our needs and deliver professional solutions that fit. They have worked closely with us, providing **high calibre Program Management expertise** into critical roles, supporting effective delivery and execution of key global projects within our business."

GARY POOLE – VICE PRESIDENT PROGRAMS – FOKKER TECHNOLOGIES

## Who we are (continued)

### ...Key Associates

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**Jens Hinrichsen** Dipl.Ing. EDP II

Jens brings 40 years' experience in aircraft design engineering and technology development. He is a former Airbus director of structural engineering and the A380 VTP, and IPT Leader on Fuselages. He worked with Alcoa as director of strategy developing next generation aircraft materials and recently with COMAC in China developing new aircraft.



**Randy Groom**

Randy is a former president of Beechcraft and president of global customer support for Hawker and Beechcraft. He was previously senior sales, charter and MRO vice-president at Piedmont Hawthorne Aviation and an executive vice-president of Piper. Our expert on all business aviation markets.



**Michael Kaplan** MS, MSA, BSE

Michael has over 30 years' program, business development & engineering experience in space, satellite and systems. An expert in strategy, planning and leading programs he's led NASA's James Webb Space Telescope program and Boeing's space robotic and science missions. Clients include: US DoD, Ball Aero., Cisco, Lockheed Martin & DLR.



**Martin Ellis** MBA

Martin has 35 years' experience in value stream improvement, supply chain design, development and management, operations improvement, logistics and product/process improvements with Rolls-Royce, BAE Systems, Boeing, GKN, Fokker, MOD/DARA, Kongsberg, Toyota, Ford, Jaguar and General Motors.



**Paul Mason**

Paul brings over 30 years' experience in aerospace, specialising in advanced composites, commercial, sales and marketing, project management, project engineering and manufacturing. Past clients include BAE Systems, GKN, COBHAM, Hurel Dubois (Aircell), Kongsberg, Lockheed Martin, NFT Aerospace and St Bernard Composites.



**Don Landsborough**

Don has over 35 years' experience in airline, aircraft fleet management, engineering and maintenance (MRO). A former chairman of the EAIA, he improves E&M operations, policy and team performance. Previous engagements with: Airbus (where he was Technical Director for Asset Management), Fokker, Air Astana, TUI AG, Britannia Airways, British Airways.



# Dynamic

Whatever your project scope, the range and depth of our services gets you ahead in fast-changing and competitive markets.



# Global

We have more than 200 experienced associates ready to work wherever you are based.



# Our associate and partner locations

Growing globally with more exceptional people, innovative ideas and new services.

## Europe

### UK

- ▶ North (HQ)
- ▶ Midlands
- ▶ South

### Austria

- ▶ Vienna

### Czech Republic

- ▶ Prague

### France

- ▶ Paris
- ▶ Toulouse

### Germany

- ▶ Berlin
- ▶ Hamburg
- ▶ Munich

### Italy

- ▶ Brescia

### Spain

- ▶ Madrid

### Switzerland

- ▶ Zurich

## Middle East & Asia

### UAE

- ▶ Abu Dhabi (Regional Office)

### China

- ▶ Beijing

### India

- ▶ Bangalore
- ▶ New Delhi

## North America

### USA

- ▶ Los Angeles
- ▶ Seattle
- ▶ Wichita





“Hawksland’s management skill and expertise was highly appreciated during several attachments. I can recommend their work, and in particular their managing director, Gary Windas, as a person with **vast sector knowledge**, high integrity and spirit.”

THOMAS MAISS, DIRECTOR OF PROCUREMENT – ROLLS-ROYCE DEUTSCHLAND

## A broad service range

Extraordinary people, over 25 years’ experience and a broad service range means you can count on us whatever the challenge.

### Strategy

Simplifying strategy



We develop strategic solutions to help you achieve sustainable growth, improved performance and lower costs.

- Business Development & Representation
- Commercial Management
- Market Research & Analysis
- Business Planning
- Mergers & Acquisitions
- Supply Chain Design
- Lean Business Process
- Corporate Governance
- Leadership Development
- Coaching & Training

### Operations

Helping you achieve operational excellence



Operational management services supporting the world’s OEM, sub-tier, allied industry and private-equity clients.

- Factory Development
- Final Assembly Line Development
- Programme Management
- Project Management
- Maintenance, Repair & Overhaul (AMRO & CMRO)
- Manufacturing
- Procurement
- Supply Chain & Logistics
- Lean Toolkit

### Technology

Innovative solutions through lateral thinking



Our technical specialists and programme managers work alongside your designers and engineers, delivering cost-effective outcomes combining the best in business sense, creativity and innovation.


- Aircraft Architecture
- Engineering Management
- Chief Engineering & Peer Review
- Research & Development
- Materials & Processes
- Design & Stress
- Production Engineering
- Tooling Engineering



# Innovative

We implement novel  
business models,  
processes, technologies  
and ways of working.





# Focused

We manage programmes and develop supply chains to help you achieve sustainable growth, improved performance and lower costs.

"Hawksland have huge drive, combined with strong and detailed knowledge of the aerospace industry. They're **strategically strong** and results driven."

WIM JAGTENBERG – DIRECTOR OF PROCUREMENT – FOKKER AEROSTRUCTURES BV.



## Clients

Since 1988, we've forged strong relationships with clients who face similar challenges to your organisation.



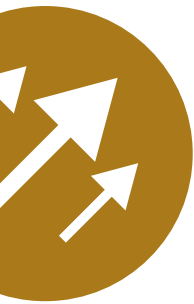
**BAE SYSTEMS**



**BOMBARDIER**  
AEROSPACE



Plus many more...



“Hawksland Associates have worked with us on a variety of assignments over the last 15 years. Whether we need to improve performance, reduce costs, have a complex program to manage, resolve a difficult situation or need to augment our management capacity, we ask them first. **They’re results driven, hand’s-on, execution led** and always deliver.”

HANS BUETHKER, PRESIDENT – FOKKER TECHNOLOGIES

## Your success: selected case studies

### Winning new business

Strategic partnering and proposal management  
– B787.



**\$1bn**  
Contract  
wins

#### Client

European Aerospace co.

#### Assignment

Develop strategies and proposal to win new Boeing 787 Dreamliner systems contract.

#### Approach

- Created ‘whole aircraft’ systems integration approach to develop 787 aircraft.
- Brought together 2 separate companies to offer combined design-make solution.
- Wrote proposal and supported negotiations.

#### Outcome

- Successful selling of partnering proposal to OEM customer for complete design and build of all aircraft systems.
- Created proposition to integrate with all OEM 1st-tiers for modular design with complete commonality across all ATA Chapters.
- Led to \$1Bn life of contract win.

### Cost reduction

Design optimisation, spend & supplier reduction  
– Aero-engines.



**15%**  
Cost  
Reduction

#### Client

European Aero-engine OEM

#### Assignment

Develop proposals and embed savings on aeroengine program to ensure product remains competitive in market.

#### Approach

- Employing SCOS tools conduct product breakdown structure and supplier spend diagnostic.
- Hold design, manufacture and supplier workshops to optimise product.
- Develop supplier cost reduction and negotiation strategies.
- Recommend complete value chain improvements and support execution.

#### Outcome

- Led to 15% cost reduction on engine, supply chain consolidation and client winning new contract.



Hawksland programme and ATA chapter input supports the BAE Systems Eurofighter Typhoon.



## Regional development

Vision and strategic roadmap to establish new aerospace industry.



### Client

Middle East Govt. client

### Assignment

Create vision and strategy to establish an aerospace industry in Middle East leading to economic diversification and employment, reducing reliance on oil income.

### Approach

- Leverage offset obligations from airline a/c purchases to stimulate OEM support.
- Focus on establishing niche, high margin, advanced composites and reverse technology transfer of existing programmes.
- Also acquire stakes in overseas incumbents.

### Outcome

- Leads to formation of tier-2/1.5 company now producing Airbus and ATR primary structures; plus company with \$15bn investment war chest acquiring MRO and other aeronautical industry capabilities.

**\$15bn**  
Investment  
Fund

## Spend reduction

Lower aerostructures and airline services business spend.



### Client

European 1st-tier & Services co.

### Assignment

Create strategies which significantly reduce aerostructures procurement spend and help airline services business lower costs to remain competitive.

### Approach

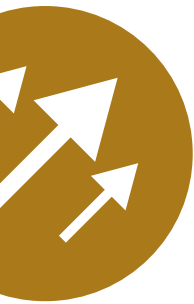
- Analyse complete commodity spend and deploy Hawksland's SCOS tools to simplify complexity of situations.
- Create savings opportunities, strategies and tactics.
- Lead client team to consolidate supply base, negotiate and implement savings.

### Outcome

- 23% aerostructures spend savings (12% annualised) and VMI deployment
- 8% services business spend savings and creation of PMA strategy and project deployment.

**23%**  
Spend  
Reduction





"Hawksland Associates are extremely good at setting up the right organisation to run very complex projects. They can perform **very detailed** and **in-depth** studies and analysis before arriving at very worthwhile recommendations."

JAN WILLEM GUNNINK, PRESIDENT – GTM ADVANCED STRUCTURES



## Your success: selected case studies (continued)

### Program management

Engineering, development, manufacturing and certification - A350 XWB Outboard Flap.



**On Time  
& Budget**

#### Client

European Aerospace co.

#### Assignment

Develop supply chain strategy to support winning of A350 XWB Flap program from OEM. Thereafter Program Manage complete whole-life cycle development.

#### Approach

- Identify and secure RRSP supply chain partners and prepare winning proposal.
- Negotiate contract with OEM. Establish design, manufacturing, supply chain program team.
- Responsible for full RC and NRC business case. Leverage know-how to achieve lowest weight with minimal design change.

#### Outcome

- Successful 1st article shipset delivery on-time, to-budget meeting requirements.
- Set-up optimised supply chain and fully optimised balanced takt production line. Introduced VMI & JIT lean flow lines.

### Supply chain management

Strategy, process, development & turnaround of global airframe, systems & engine suppliers.



**Supplier  
Turnaround  
& Low Cost**

#### Client

Various OEM & 1st-tier clients.

#### Assignment

Several assignments requiring turnaround and improvement interventions to get back-on-track; improve productivity and quality; reduce costs and free-up additional capacity.

#### Approach

- Understand the requirements, (i.e. spec., deliverables etc.); 'read-the-supplier' - understand situation & problem solve.
- Introduce various lean toolsets and other improvement initiatives.
- Coaching, mentoring & training leadership, staff & shop floor personnel to change.

#### Outcome

- Successful supplier turnaround's, embedding of improvement methodologies and creating all round cultural change.
- Leads to overall efficiency gains, lead-time, cost and waste reduction. Both client and supplier benefit in improved KPI's.



Hawksland's associates develop and manage the Watchkeeper UAV program.

## Lean aircraft MRO & CMRO

Operational health-check review; lean strategy execution via policy deployment & coaching.



**20%**  
Man-hour  
Savings

### Client

EU co. - Asia & USA operations

### Assignment

Detailed audit and health check clients' underperforming USA & Asia aircraft MRO & CMRO facilities. Led to being requested to implement improvement program.

### Approach

- Cultural & organisation changes introduced engaging Interim Mgr. to embed lean.
- Value stream mapping identified information & materials flow waste reduction.
- Revamped hangar & introduced 5S; visual workplace; policy deployment; Kaizen events; leadership and team development.

### Outcome

- 20% man-hour savings on aircraft MRO activities freeing capacity and better asset utilisation.
- CMRO activities led to \$2.3m savings.

## Project management

Project engineering & management of aircraft interiors: development, installation, certification.



**Aircraft  
Certification  
On Time**

### Client

European aircraft interiors co.

### Assignment

Project manage complete development, installation and certification of cockpit, cabin and cargo bay interiors of 2 aircraft (DeHavilland Dash 8-200/300 series) undergoing flight certification trials.

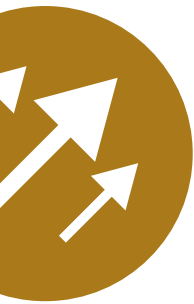
### Approach

- Establish and lead project design, engineering, manufacturing and installation teams working across 2 shifts on a 7 day working cycle.
- Develop interiors along with active noise vibration system. Install and certify while working around flight test certification team undergoing flight tests.

### Outcome

- Successful on-time, to budget installation and certification of interiors and active noise vibration system.
- Aircraft went on to achieve full certification.





“Hawksland are first-class program, operations and supply chain managers. We’ve engaged them on several occasions, so you could say - we like what they do and how they work. They’re **pragmatic and achieve objectives efficiently**. Highly recommended!”

PROFESSOR GUENTHER KAPPLER, MANAGING DIRECTOR (GESCHÄFTSFÜHRER FORSCHUNG UND ENTWICKLUNG) - BMW ROLLS-ROYCE AEROENGINES GMBH

## Your success: selected case studies (continued)

### Low cost factories

Design, layout, development and commissioning – Mexico.



**9 months  
New Factory  
Setup**

#### Client

European 1st-tier aerospace co.

#### Assignment

Develop proposal to establish low cost aircraft final assembly factory in Mexico. Design, layout and commission new facility including managing transfer plan.

#### Approach

- Led facility design, final assembly line layout, cost modelling, recruitment, training, civil contractors and Mexico teams in developing and commissioning facility.
- Supplier transfer and customer management.

#### Outcome

- Successfully programme managed complete turnkey project establishing new greenfield factory and final assembly line in 9 months.
- Delivered first article assembly 3 months later to aircraft OEM in USA.

### Develop assembly line

Project engineer development of a final assembly line – Transport.



**3 months  
Programme  
Recovery**

#### Client

US Defence OEM

#### Assignment

Develop and commission a final assembly line for military transport facing programme slippage and focus on recovering first-article delivery schedule delays.

#### Approach

- Assign project engineering team to focus on critical path constraints and simplify technical requirements.
- Introduce innovative tooling and assembly technologies & outsource non-core activities.

#### Outcome

- Successful commissioning of assembly line and recovery of 3 month programme delay.
- Consequent saving in first aircraft late delivery penalties.



Hawksland leads development of the Talon very light jet aircraft.



## Improve operations

Lead-time, cost and waste reduction.



**35%**  
Efficiency  
Gain

### Client

Various

### Assignment

Several assignments where clients need to reduce waste and improve efficiency levels.

### Approach

- Asset utilisation optimisation, shift pattern introduction, takt smoothing, deployment of several lean toolsets including: Value Stream Mapping, 5S, KAIZEN, KANBAB, TQM, TPM, Policy Deployment, Six-Sigma.
- Embedding cultural change via coaching, mentoring and training leadership, staff and shop floor.

### Outcome

- Successful embedding of improvement methodologies and creating all round cultural change.
- Leads to overall efficiency gains, lead-time, cost and waste reduction.

## New material introduction

Competing 'head-on' with the threat of composites.



**25%**  
Lower Capital  
Investment

### Client

US Aluminium OEM

### Assignment

Develop manufacturing technology, trade studies and business case proposals to persuade OEMs to invest in next generation advanced metals vs. competing threat of advanced composite materials.

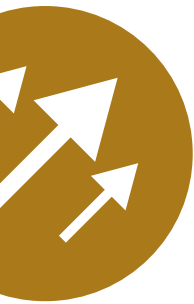
### Approach

- Conduct research in advanced manufacturing technologies and perform weight and cost trade studies on metals vs. composites.
- Develop process mapping and capital investment trades.

### Outcome

- Identified new processes, lower recurring costs and capital investments.
- Proposal delivered to OEM customer also showed faster process takt and lower manufacturing facility sq. ft. requirement.





“Hawksland has a clear view on how aerospace businesses work, they’re results driven and will deliver. They have a **great network** and can put a dedicated team of specialists together on short notice. It was a pleasure working with them.”

LEON DE SCHEPER, STRATEGIC OUTSOURCING MANAGER –  
STORK SP AEROSPACE, LANDING GEAR DIVISION

## Your success: selected case studies (continued)

### Lean engine assembly & MRO

Operational audit; engine turnaround lead-time improvement; assembly & MRO responsible.



**15%  
Lead-time  
Savings**

#### Client

Global Engine OEM

#### Assignment

Investigate engine MRO operations ‘one-piece flow point improvement’ and assembly line activities. Separately, manage new engine development & final assembly line.

#### Approach

- Audit activities. Value stream map entire internal enterprise and further optimise already improved processes.
- Harmonise with other activities with lean toolkit deployment and waste removal.
- Program manage establishment new final assembly line (seperate project – BR715).

#### Outcome

- Significant improvement in engine turnaround leadtime by 15%.
- Improved asset utilisation with resulting extra capacity being made available.
- Established new engine final assembly line.

### Proposal management

Create strategy, estimating model, business case, write & sell proposal to customer.



**Create  
Winning  
Proposals**

#### Client

Several 1st & sub-tier clients

#### Assignment

Several client assignments supporting the proposal management phase in response to end-customer RFI & RFQ’s. Focus on creating compelling winning proposals.

#### Approach

- Adopt the mantra ‘champion change, challenge the status quo’.
- Marketing mix- framework current situation context and analysis.
- Robust estimating model and business case creation.
- Deliver compelling propositions leveraging know-how and novel business models. Support bid delivery and negotiations.

#### Outcome

- Several contracts successfully won for clients including at Airbus and Boeing plus several 1st and sub-tier suppliers.

Hawksland's associates lead the development team of the James Webb Space Telescope.



## Commercial dispute resolution

Interventions and mediation to resolve contract disputes with suppliers and customers.



**+5%  
Improved  
ROS**

### Client

Various

### Assignment

Several assignments requiring intervention leadership where clients need to resolve contractual claims with suppliers and customers.

### Approach

- Situation and complication analysis, breaking down key elements substantiating fact-based position.
- Contract interpretation in legal jurisdiction and business case scenario analysis.
- Strategy creation; negotiation preparation.
- Advise and coach client on approach; lead negotiations and mediate between parties.

### Outcome

- Successfully resolved disputes avoiding legal proceedings.
- Achieved in some cases successful improved ROS of +5%.

## RFID technology introduction

Asset track and trace configuration and location management in factories and MRO facilities.



**€2m  
Annual  
Savings**

### Client

Various

### Assignment

Develop track and trace technology solutions to manage assets in a variety of environments including factories producing aircraft systems and MRO facilities needing to ensure tools and LRU's are traced.

### Approach

- Conduct facility and product diagnostic determining which RFID technology is appropriate to the environment.
- Identify key requirements for tracking and tracing assets and select LF, HF or UHF transponder and reader systems.
- Integrate with ERP and other IT systems.

### Outcome

- Seamlessly embed systems without disruption to existing operations.
- Achieve reduction in lost assets and fast detection of their locations saving time.



“If you need help in aerospace supply chains, ask Hawksland Associates. They know how to deliver results and can **readily mobilise** many high quality people.”

TOINE VERBRUGGEN, VICE-PRESIDENT PROCUREMENT – FOKKER AEROSTRUCTURES BV.

# Supporting your success

A thriving business in aerospace and defence based on successful client relationships.

We've got a vested interest in helping you and your shareholders achieve your objectives.

Plenty of consultancies preach theory and develop grand strategies for Aerospace & Defence. But no one else sees programme implementation through to completion quite like us.

When we drive growth, lead improved performance and help slash costs, your success always comes first.





# Successful

We put your success first through inspired strategy and hands-on programme management.







“ Hawksland has an impressive background in the aviation industry with an incisive view of supply chain challenges and solutions. They have a keen eye for results and, with a well-developed global network, there are always options and a fresh angle of approach. They build teams around a clear understanding of the challenge and a commitment to deliver value beyond the brief.”

Robert Bell  
*Managing Director*  
Archomai

You've seen what we have to offer.

Now envisage **rethinking**, **reimagining** and **resetting** your aerospace or defence programme and the contribution we'll make to your growth, performance and cost structure.

Let's start our conversation.  
Please contact us in confidence.

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

**For more Information**

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