GTM STRATEGY FOR AERONAUTICAL INFORMATION MANAGEMENT (AIM) SOLUTIONS

The Client

A major Aviation Software Solution Supplier

The Challenge

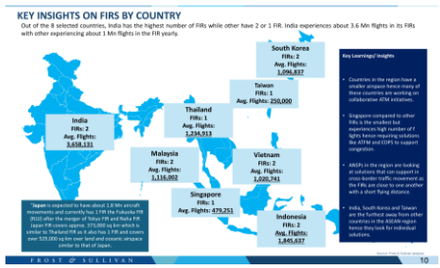
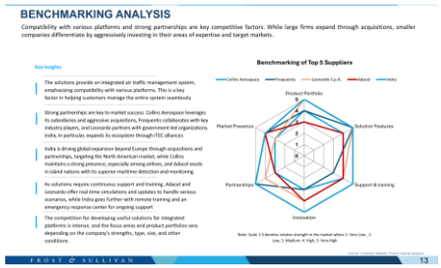
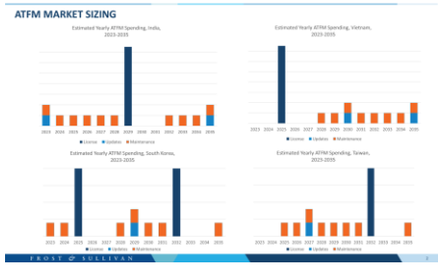
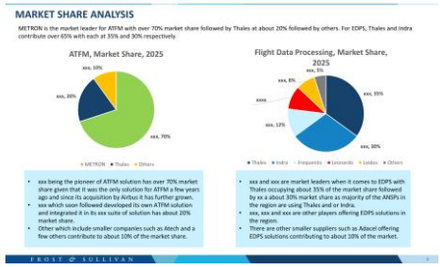
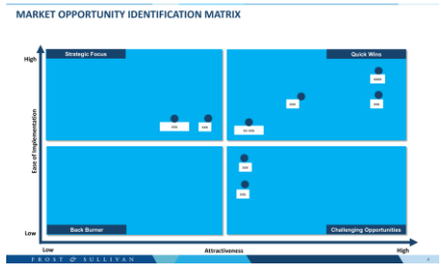
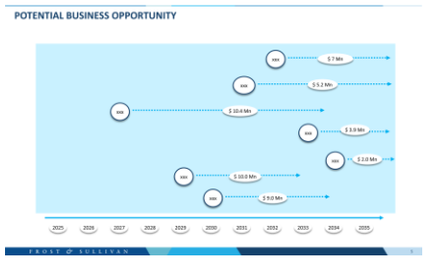
- The client wanted to conduct market assessment of global AIM software solutions market in specific categories and the competitive strategy required to maximize growth of its product portfolio in the international market. The client required of the market growth opportunity analysis, market trend analysis, competitor analysis, growth opportunity evaluation and to recommend a strategy to increase its market share in the international market. The client also wants to evaluate the pricing dynamics of the solution.

Project Objectives

- To evaluate pricing packages, contractual structure and frequency of AIM software solutions.
- To provide the client with deeper understanding of the current and future AIM software solution markets in order to synthesize an optimal growth strategy.
- To identify competition in the AIM software solution market and their product offerings vis-à-vis client's.
- Assess the market size of the AIM software solution markets and evaluate future market size.
- To evaluate the market share of key competitors in the region.

Our Approach & Work

- Identified the supply and demand side requirements and trends
- Assessed Total Addressable Market on a top-down approach (major customers, service life, contracts) including current system, replacement period, Budget, FIR and current system information.
- Estimated market size by country and technology applications and developed a forecast spending / revenues (2024-2035)
- Profile of Top 10 competitors and their product portfolio supported with product benchmarking, SWOT analysis. business model analysis and value chain assessment.
- Evaluated of key suppliers, end customers and target markets

Outcome & Business Impact

- Frost & Sullivan identified growth opportunities that are most attractive for the client
- Provided the client with sstrategic recommendations on competitive business strategy / bidding strategy
- Generated shortlist of target country and application categories
- A comprehensive insights into potential customers and applications to support clients expansion and growth strategy.