

## CASE STUDY

### Aviation market analysis

**"Your analysis was absolutely spot on, and it's for that reason that you have been invited back again."**

Confidential

#### The challenge

A global aviation service provider required an independent review of the UK aviation market prior to submitting a bid. They had a fair knowledge of the opposition they were up against, but needed a critical and independent analysis: Which assets would meet the bid requirement, which delivery model provided the best outcome, and what the likely costs would be.

Modini received the requirements brief over the telephone, and were able to assimilate all the key tenets required through their network and open source intelligence without exposing who they were supporting.

#### The Modini solution

Modini analysed the broad bid requirement, which needed to offer an airborne search capability up to 1,200 Nm from UK shores with an ability to loiter. A full assessment of all aircraft characteristics was undertaken against the required performance envelope, which presented a handful of aircraft that were able to deliver. Modini then searched the CAA register for operators who owned and operated the aircraft deemed suitable which provided the five companies most likely to bid, as well as some wildcards. Each company was interrogated and evidence produced as to their strategic alliances with other providers that would make them serious contenders.

Modini built a full cost analysis, where each operator had a ROM cost built from first principles (personnel, asset management, infrastructure etc).

#### Modini predicted the winner

Through detailed and critical analysis, Modini successfully predicted the winner. Not only who, but also an assessment of which assets would be utilised (including the exact aircraft tail numbers), which payload systems they would employ and from where they would operate. Modini's financial estimates were within 5% of the contract award price of the company who ultimately won.

#### Key benefits

- Rapid mobilisation of the analysis team
- Accurate analysis of the solution
- Leveraged our extensive network
- Provided timely information at the highest level

**3** Delivered  
in three days

**£ ROM** Within 5%  
of final contract

**Rapid**  
turnaround

# CONFIDENTIAL AVIATION ANALYSIS

## About Modini

### Meet the team who delivered it



**Owen Candy**  
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Founded in 2016, Modini provide programme delivery expertise specialising in projects which are complex, nuanced and often ambiguous. We are leaders in innovative and pioneering approaches to multifaceted problems, bringing adaptability, flexibility and momentum to the whole life-cycle of a programme.

We work as part of a fully integrated team, solving the toughest challenges with an unwavering focus and drive that is a direct result of our military experience. The core team offers the optimum blend of skills that are essential for honest and reliable programme delivery. Our holistic offer is further enhanced by some of the brightest minds from industry and academia, providing the problem-solving and ambitious attitude that forms the basis of Modini's ethos.

In providing a critical, cross-sector analytical framework from the outset, Modini focuses on the desired outcome, assessing all available strategies to deliver a risk mitigated, time optimised solution. We are not fazed by the scale or complexity of any programme, which is evidenced by our track record both corporately, and as individuals.

"Modini focuses on pushing boundaries, affording our brilliant teams the freedom to do what is in the best interest of the client, ultimately delivering the outcomes which are critical to programme success."

Nick Sharpe, CEO



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## Talk to us

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