



Insight

Gain a Competitive Edge

with the Right Strategy and Tools to Leverage the Real-Time Operational and Maintenance Data Generated by New Technology Aircraft

By Martin Harrison, ICF

ICF's aviation and aerospace experts draw on decades of experience to help forward-thinking industry stakeholders succeed in an era of unprecedented change. Our maintenance, repair, and overhaul (MRO) group helps clients make better decisions that are informed by our hands-on knowledge, hundreds of previous MRO engagements, data-supported benchmarks, and industry relationships.

We understand the market forces at work and the interconnectedness of decisions in critical business areas. Clients turn to ICF for support in:

- MRO information technology (IT) strategy, sourcing, and implementation support
- Airline maintenance and engineering diagnostics and benchmarking
- MRO strategic sourcing and maintenance oversight
- MRO forecasting and market analysis
- MRO strategy and business plan development
- MRO-related due diligence and merger and acquisition support



Different types of clients worldwide look to ICF for MRO industry insights and guidance, including:

- **Operators**—airlines, cargo, charter, business and general aviation, rotary wing, and military
- **MROs**—airframe, engine, and component
- **OEMs and suppliers**—airframe, engine, and component; Tier 1 through Tier 4
- **Service providers**—IT, maintenance training, supply chain, distributors, and third-party logistics providers
- **Investors**—lessors, private equity, institutional investors, and investment banks

ICF MRO IT Consulting

The speed of change in the IT arena brings additional challenges to decision-making and investing. ICF's team of former aviation maintenance and MRO IT executives meet clients where they are to offer comprehensive support for:

- MRO IT strategy and roadmap development
- MRO IT enterprise architecture design
- System capability assessment
- System sourcing
 - Technical and functional capability definition
 - Request for Proposal (RFP) development
 - MRO IT supplier bid assessment and value analysis
 - Contract negotiation strategy development and support
- System implementation and project management support

ICF MRO IT Sample Project Experience

The following examples show the breadth of ICF's full-service MRO IT advisory services and the data-driven results our clients can use to enhance their strategic planning and resource allocation:

MRO Information Services Market Entry Strategy: A major global aviation information services supplier received independent, objective market research of the managed aircraft information services industry focusing on e-enabled aircraft. Key activities included an assessment of the current market structure and value chain and its expected evolution, identification of successful end-to-end service offerings, target customer profiles, potential strategic partners, market size projections, and market entry strategy.

MRO IT System Sourcing Support: Several major global airlines received comprehensive acquisition support of a new MRO IT solution. Key activities included current state IT system capability assessment, definition of future state system functionality requirements, RFP development, supplier bid scoring matrix development, supplier bid value analysis, negotiation strategy development, supplier selection, and implementation plan development.

Commercial Due Diligence of a Major MRO IT Software Provider: A private equity investor received comprehensive MRO IT industry market research and analysis including detailed profiles of key competitors, customer segmentation, market share and revenue projections, and investment thesis development.



About ICF







ICF (NASDAQ:ICFI) is a global consulting and technology services provider with more than 5,000 professionals focused on making big things possible for our clients. We are business analysts, policy specialists, technologists, researchers, digital strategists, social scientists, and creatives. Since 1969, government and commercial clients have worked with ICF to overcome their toughest challenges on issues that matter profoundly to their success. Come engage with us at icf.com.

MRO IT Strategy and Roadmap Development: A major global airline's maintenance and engineering division needed help with the development of a 5-year MRO IT vision, strategy, and roadmap. Key activities included current state capability assessment, desired future state definition, gap analysis, and development of a detailed implementation roadmap. ICF also provided IT project management training and a project prioritization model to calculate cost, benefit, and risks.

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