

# OPENING UP A WORLD OF OPPORTUNITIES

## IDENTIFYING AND EVALUATING NEW MARKETS WITH ENTERPRISE MODELLING

When one of BAE Systems' business units was considering expanding into an adjacent civil market, their team wanted to check that they had not overlooked any significant opportunities. They also wanted to evaluate different options, and ultimately develop a robust business case for the necessary investment.

Working with the existing project team as partners, **CORDA** developed a complete map of the activities required in the new market. Our team then used this activity map to identify opportunities for BAE Systems based on their capabilities, the strength of competition, and the potential value of each activity.



**CORDA's** Enterprise Modelling system grouped these opportunities into sellable propositions, mapped the linkages between them, and then modelled the financial and operational requirements of pursuing each proposition, with their associated returns and risks. This information was at the heart of a robust and powerful business case, presented to the business unit's board.

As so often happens with Enterprise Modelling, the team discovered other benefits. For example, they identified elements that could be delivered early on, improving cash flow and placing BAE Systems in a stronger position to pursue larger opportunities that were to follow.

# CORDA

*Delivering Successful Futures*

### Benefits:

- > The process identified additional opportunities, doubling the potential revenue stream
- > BAE Systems gained a clear and auditable process for developing and evaluating each opportunity
- > CORDA's team demonstrated the levels of financial risk associated with each option – before making any commercial commitment
- > BAE Systems were empowered to make the ultimate investment decision with increased confidence