



# Going strong

Boeing Defence UK reflects Integrated Defense Systems' strategy for international growth

By Madonna Walsh

Photos by Peter Ashby-Hayter/Bristol Photographers, UK

**A** key strategy for expanding Boeing's defense business internationally has been to build a deeper and broader presence in local markets across the globe. It's not just about selling products to countries, anymore. It's about putting roots down in those countries, strengthening local relationships and presenting a single face to the customer.

One example of where this strategy is working well is the United Kingdom. About a year ago, Boeing consolidated and aligned its defense operations there into a single wholly owned subsidiary, Boeing Defence UK Ltd. Following are just a few of the new organization's achievements.

- **Increased rotorcraft support** – In January, Boeing Defence UK Ltd announced the establishment of a new operation—Boeing UK Rotorcraft Support—to focus on Boeing's rotorcraft support business in the United Kingdom. The new unit brought together all of Boeing's rotorcraft support activities for the UK Ministry of Defence (MOD), anchored by the highly successful Apache and Chinook support programs.
- **Enhanced network capability** – The Portal, a decision-support capability at QinetiQ's Cody Technology Park site in Farnborough, opened in 2007. Since then, it has allowed UK customers to explore and understand implications of



**PHOTOS: (TOP)** Future Logistic Integration Systems' capture team in Bristol, United Kingdom, draws on strengths across Boeing in its effort to win a 10-year, \$1.6 billion (£1 billion) UK contract.

**(ABOVE)** Boeing Defence UK's Dave Robson (center), UK Chinook Through Life Customer Support field service representative, talks with employees from partner Vector Aerospace.





**PHOTO:** Trevor Kirby (front center) leads the C-17 team at Royal Air Force Brize Norton. The RAF received its fifth and sixth C-17s in 2008 and could purchase more in the near future.

proposed net-enabled systems in a real-time, dynamic environment using the latest in modeling, simulation, analysis and experimentation. Representatives from the UK MOD, Boeing and partner QinetiQ recently signed a Cooperative Research and Development Agreement (CRADA), which allows for mutually beneficial work to be undertaken at The Portal. This is the first time the MOD has signed a CRADA with industry, breaking new ground for the UK government to collaborate with industry more closely on such an important issue: understanding and analyzing future needs of the United Kingdom.

- **Training opportunities** – In June 2009, Boeing, as part of a team led by QinetiQ, received a contract to provide Distributed Synthetic Air Land Training, or DSALT, to British Army forward air controllers and artillery personnel as well as to Royal Air Force pilots. Under the contract, QinetiQ and Boeing help provide specialist training each year in which participants can experience the complexities of operations through simulated exercises, controlling aircraft, artillery and other assets in fast-moving situations.
- **C-17** – Two C-17 military transport aircraft were added to the UK inventory.

How important is Boeing's good track record in the United Kingdom over the past year? According to Mike Kurth, BDUK managing director, it's critical—not only in terms of continued growth in the United Kingdom but for Boeing's international expansion overall. "The UK is known around the world for its discerning defense procurement decisions," he recently told aerospace industry professionals, think-tank analysts, media and U.S. Department of Defense officials at an industry conference. "The UK market is critical for defense contractors because procurement decisions made by the UK customer are benchmarked and followed by other nation-states." ■

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## A winning formula

David Pitchforth has long enjoyed the fast lane, having lent his engineering expertise to Jaguar Formula 1 racing in the past. In January, he joined the Boeing Defence UK team as head of Global Services & Support's newly formed UK Rotorcraft Support organization.



**PHOTO:** David Pitchforth became managing director, UK Rotorcraft Support, in January.

UK Rotorcraft Support houses a number of successful programs such as Chinook Through Life Customer Support and Apache Support. Add to this the Chinook Mk3 Reversion program, which under Pitchforth's leadership saw flight of the first aircraft in June.

"Being British and working for a UK subsidiary of a U.S. company has its challenges, but I get exceptional support from the GS&S Integrated Logistics organization," Pitchforth said. "The contribution Boeing makes toward the UK achieving its military goals is significant. That in itself is the reward, and that's why we're here."