

# Airbus Defence & Space Case Study

*Airbus Defence and Space (Airbus) creates innovative, effective space and defence solutions.*



## BACKGROUND

Airbus Defence and Space (Airbus) creates innovative, effective space and defence solutions. Airbus Group is already a leader in each domain in which it operates: it has achieved parity with Boeing in the commercial aircraft segment, is the No. 1 helicopter company in the world, the European leader in space business and second in Europe in the defence sector. Moreover, since the Group's foundation in 2000, it has increased its revenues by 145% and its annual order intake by 346%.

## THE CHALLENGE

Airbus was looking to create a new lead-generation campaign as they wanted to rapidly grow their sales pipeline. Their brand is so heavily protected that it has been difficult to satisfactorily fulfil lead generation activities in the past.

Airbus' main priority is to keep data safe. They have a wide range of capabilities, including a SOC (Security Operations Centre), where analysts monitor their clients' networks 24/7, analysing logs and computer systems, then correlate it all, to prevent hackers disabling the systems. A lot of companies have their own monitoring capabilities but can often find it difficult to spend sufficient time and money on this aspect of the business, keeping up-to-date with network activity on an hourly basis. Airbus has been protecting the MoD's cyber infrastructure for many years now and are looking to take their offering into the commercial space.

Airbus wanted to target industrial and commercial companies where their ethos most resonates. For example, a cyber attack on a bank would automatically lose customers, or an attack on a petro-chemical plant would potentially shut them down. Hacking is prevalent in this day and age, with nine out of ten major companies claiming to have had at least one cyber attack. Airbus has found in the past that they have particularly positive results within the transportation sector as their objectives are in line with their own brand.

### Results

- Brand and product awareness increased
- A substantial sales pipeline has been created within FTSE sized companies



### C - LEVEL

Successful C-Level, face-to-face appointments made with key, blue-chip customers



Commercial Aeronautics and Defence and space markets



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HQ— Toulouse, France

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## THE DIFFERENTIATOR

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Airbus contacted ProspectAware to help with lead-generation activity as they seemed to operate in alignment with Airbus, and already had experience of campaigns in the cyber defence arena. Cyber defence is all about protecting intellectual property and data and preventing criminal activity with 'ransomware'. It's more and more complex to keep up with malware, as it grows and changes daily.

Airbus felt that ProspectAware had the skills and expertise to sell their capabilities into prospective clients. They did not simply want leads or for an agency to talk to someone to arrange for Airbus to call them back. ProspectAware's contract differentiator was that the prospective client must respond in writing by email, after a phone call, accepting a meeting request. Another huge benefit to using ProspectAware's services was that they get paid on results, not on the time spent on the phone: an added incentive for all parties.

The initial campaign was planned to target specific verticals but, after talking to several prospective clients, ProspectAware's agents realised that this is a problem that affects every sector, and one that Airbus could capitalise on.

## RAPID RESULT

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Airbus only needed to spend a couple of hours with ProspectAware's staff, giving them background information to the defence market, as well as any problem areas to be aware of and highlighting the benefits of Airbus's services to potential clients.

The lead generation campaign began in May 2015 and it was fully operational by June. Airbus was very impressed with ProspectAware's work, and pleased with the quality of the meetings that they booked. They targeted the right companies but most importantly, the right level of seniority, such as CISOs (Chief Information Security Officers).

ProspectAware could develop meaningful conversations, understanding enough about the market, technology and solutions to interest the prospects to want more in-depth, technical information from a face-to-face meeting.

It was transparent to the prospects that ProspectAware were calling on behalf of Airbus, as a third party. They made it very clear how Airbus could help them, pushing the benefits of outsourcing cyber security, and how they ultimately needed to trust such an organisation, if they were to have their security infrastructure safely protected.



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### AWARENESS

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## FTSE 100

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## GOALS & OBJECTIVES

- ✓ Rapidly increase sales pipeline growth
- ✓ Arrange meetings with senior security executives

## SOLUTION

- ✓ Consultants trained to understand core services and Airbus's unique sales proposition
- ✓ Database of enterprise-sized prospects created

## QUOTES

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### Victor Start, Sales Lead, Airbus Defence and Space

"ProspectAware are always very professional and friendly when they speak to prospective clients, staying within Airbus' strict brand guidelines. Our aim is to help stop our customers being hacked, but also analyse the forensic information if they are hacked. If customers don't want the fully outsourced service, our consultancy business can help to develop their systems to conform to the appropriate regulations, such as Cyber Essentials."

2

### Ben Vaughan, Marketing Manager, Airbus Defence and Space

"In a short space of time, ProspectAware were able to get us meetings with more than 55 companies from a list of over 350 direct targets. This is a good conversion rate within our marketplace. I am confident in ProspectAware's abilities and we will continue with the campaign, narrowing down the market segmentation."