

MANAGING TECHNOLOGY INNOVATION

Assessing Opportunities, Addressing Risks

Evolving technology results in opportunity for visionary companies, smart choices lead to better market positioning and a greater return on investment, yet determining which options to pursue is challenging. Disruptive technologies, open standards, and shifting demand coupled with an investor's need for strict accountability requires precise and timely investments with a solid promise for profit.

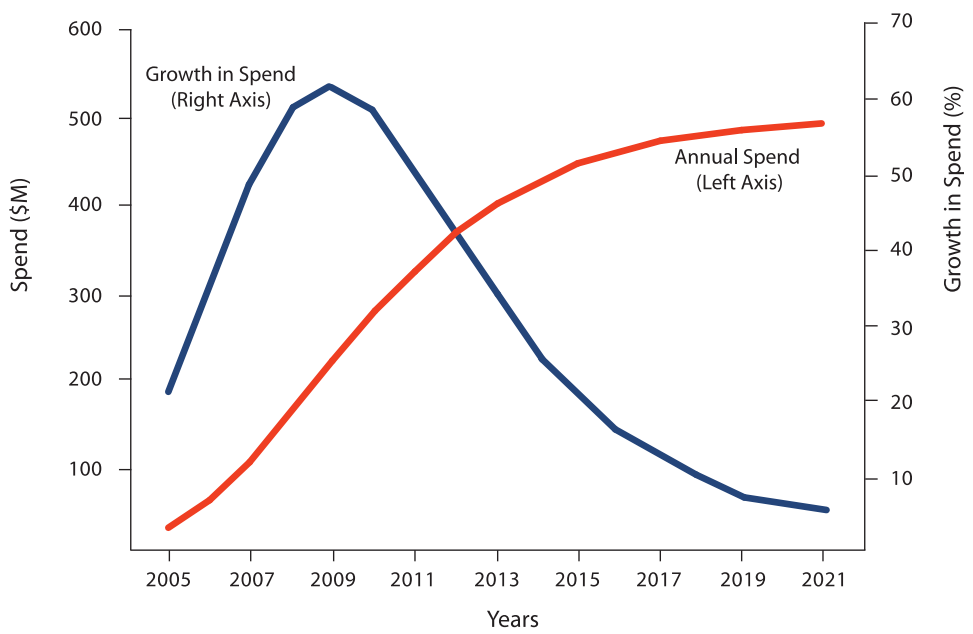
SUPPORTING STRATEGY WITH SCIENCE

Booz Allen Hamilton, a global strategy and technology consulting firm, presents a distinctive offering of leading-edge business strategists and world-class scientists who collaborate with clients to construct a powerful, comprehensive understanding of emerging opportunities, market potential, and technology risk.

Combining commercial and government experience, Booz Allen provides an integrated perspective on every area that affects your mission. We work with defense agencies, the intelligence community, the Department of Homeland Security, and civilian contractors on strategy, operations, and technology. We understand the market because we are in the market.

Booz Allen's technology and industry experts guide clients through tough technology choices; our depth and breadth of expertise in emerging technologies combined with deep domain knowledge leads to unparalleled results.

Penetration Curve: Example for a Specific DEW Technology



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We have the depth and breadth of expertise to address the full spectrum of technologies that impact the modern business enterprise. Our technology experts are at the forefront of today's scientific and technical research, working with senior government and military clients in fields as diverse as quantum dots, next-generation launch vehicles, social network theory, and genomics.

A ROADMAP FOR RESULTS

Whether the focus is commercial aerospace, defense, or homeland security, Booz Allen helps clients make the right technology decisions. We work with established companies to develop new capabilities and with smaller firms to assist them in finding their place in the market. We target the opportunities—and the timing—that keep you ahead of the competition.

Our business and technology services are designed to help clients:

- Align technology investments with corporate strategy
- Discover technology synergies across business units
- Identify new applications and customers
- Articulate value to potential customers
- Prioritize R&D investments and address potential technology capability gaps
- Find profitable opportunities in emerging trends and disruptive technologies
- Assess the technology value of prospective acquisition targets

SUCCESS STORIES

Strategy for success. Booz Allen helped a Fortune 500 aerospace and defense firm set a strategic roadmap to strengthen its position in the US military and government markets. We deployed teams of science and technology specialists to each of 14 client sites to identify promising technologies and portfolio gaps. Together with a business analysis, this allowed us to construct an actionable plan for achieving the client's goal.

R&D optimization. We implemented a methodology allowing a Fortune 100 aerospace and defense manufacturer to assess both the market and the financial

impact of its technology investments. Booz Allen also instituted a governance structure allowing the client to identify the technologies most consistent with corporate strategy and business opportunities. The company now produces data allowing it to make technology choices more rapidly and justify R&D expenditures to investors.

Acquisition assessment. A client needed to make a rapid, yet informed, decision about a potential acquisition, sought for its subsystem technologies. Booz Allen's technology experts analyzed the product offerings of the acquisition target, based on the products' cost effectiveness, technical differentiation, and intellectual capital value. The client was able to make a timely decision that served its business interests, thanks to our ability to quickly access and apply leading-edge technology resources within Booz Allen.

ABOUT BOOZ ALLEN

Booz Allen Hamilton has been at the forefront of management consulting for businesses and governments for over 90 years. Booz Allen, a global strategy and technology consulting firm, works with clients to deliver results that endure.

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