

## Experience That Covers the Map

Bringing both warfighter and commercial perspectives to every project, our consultants are actively involved with Vertical Lift recapitalization and modernization planning, budgeting and execution for major programs world wide. Our global experience, broad knowledge base and commitment to quality provide you with effective support across the requirements and acquisition continuum.

### Our team includes experts in the areas of:

- Army, Navy, Marine Corps, Air Force and Special Operations Forces requirements and operations
- DHS experience with the US Coast Guard, FBI, Customs and Border Patrol
- Concept development
- Joint Capabilities and Integration Development System (JCIDS)
- DoD Planning, Programming, Budgeting and Execution process
- Congress and the legislative process
- Interagency coordination
- High-level Service Staffs, Joint Staff, OSD Staff, Combatant Command Staffs

To find out how WBB can help you solve your Vertical Lift challenges, contact Mark Gibson at (703) 448-6081, ext. 230.



Photo compliments of DoD



**WBB CONSULTING**  
*Solutions and Support for a Changing World*

11790 Sunrise Valley Drive  
Reston, VA 20191  
(703) 448-6081

[www.wbbinc.com](http://www.wbbinc.com)

*Vertical Lift Solutions  
From Concept  
Through Capability*

**WBB CONSULTING**  
*Solutions and Support for a Changing World*



## The Challenges of Change

Anticipating demand and requirements for Vertical Lift aircraft is challenging. Helicopters and tiltrotors play vital roles in military operations, humanitarian assistance operations and the global economy. Demand for vertical lift vehicles is high, and improvements in capability will be required in performance, survivability and reliability as demand continues to rise.

Unlike the fixed-wing community, the DoD has not yet developed a strategic plan for Vertical Lift. So how do you know where to spend your research and development dollars? Or maybe your team has a great idea for a new Vertical Lift vehicle, but isn't sure if there's a requirement or a market for it. If you work for government, maybe you've been tasked with developing a Vertical Lift plan, capabilities based assessment, or need help taking the capabilities based assessment through the JCIDS process.

Whether you work in industry or government, navigating in this environment can be difficult, frustrating and often costly.

## Solving Your Toughest Challenges

From concept through capability, WBB Consulting can help you solve your Vertical Lift challenges. We can help with requirements development, acquisition and proposal support, and the development of supportability and Performance Based Logistics strategies.

We are a full service consultancy with our own "Joint Staff" of Vertical Lift professionals who have worked in each Service, the Joint Staff, OSD and Combatant Commands, as well as DHS, Systems Commands and Labs.

Our 300-plus consultants provide operational, capabilities-based and business performance solutions to defense, industry and government customers. For warfighters,

homeland defenders, system developers and process managers, our Vertical Lift experts design and deliver operational solutions throughout the DoD and DHS aviation enterprises.

## WBB Can Help Navigate the Changing Environment

New concepts of operation, advances in threat capability and enemy access-denial strategies can have a profound impact on what you do. Our team knows how to make the requirements process link with a program's development, acquisition and execution strategies, as well as provide assistance with all the external factors that impact your decision process in conceptualizing, designing and developing your aircraft. Our services help DoD and DHS clients determine future requirements and streamline JCIDS and DHS processes. We also help industry clients develop products faster, making them more competitive in the global economy.

### Our products and services include:

- Joint capabilities analysis
- Requirements development
- Strategic planning for future investment, concept development and communications
- Modernization roadmap development for product lines, systems or family of systems
- Acquisition strategy development and milestone support
- Developmental and Operational Test support
- Market penetration strategies and proposal support for the defense and homeland security industries
- Decision analysis to prioritize strategic management actions
- Supportability and performance based logistics strategy development
- Financial strategy development, business case analysis and budget sufficiency reviews
- Legislative strategy development