



# LUMERIC™ Project Summaries—Aerospace

**Project Type:**

Commercial Due Diligence

**Sector:** Aerospace

**Company Size:** \$7B

**Company Position:**

Market Leader

**Client Level:**

VP of Strategy and Business  
Development

**The Critical Decision:**

Should the client acquire a business in a parallel segment as a platform for entering that area of the market?

**The Answer:**

No. Although the Target was the segment leader, new technologies from emerging competitors were positioned to rapidly capture significant share from the company.

**The Discussion:**

The client was a major, global leader in the Aerospace sector. The Target had approached the client to explore an acquisition. Target management suggested there were significant synergies between the two businesses which offered measurable upside and bottom line growth opportunities. The client engaged Lumeric to evaluate these assertions before engaging in negotiations.

Through an extensive interview program with customers of the Target and its competitors along with industry experts, Lumeric determined that the Target's technology was about to be leap-frogged by emerging technologies considered superior by market participants and that customers were likely to switch to these new entrants. 