GVH Aerospace takes marketing and sales success to the next level with a reliable fleets database
GVH Aerospace is a global aerospace company that provides aftermarket aircraft modifications and associated services. For the past 25 years they have provided a range of solutions to airlines, lessors and helicopter operators from simple lease redelivery modifications to complete cabin reconfiguration, electrical/avionics system installation and special mission/aeromedical conversions.

They believe in helping their customers achieve competitiveness and meet their business objectives by tackling the challenges associated with managing aircraft assets, including differentiating services, responding to rapidly changing market demands, complying with regulatory requirements, minimizing costs and maximizing return. Their goal is to continue to provide innovative and cost-effective solutions to all their customers globally.

The Challenge

GVH Aerospace provides services across both Airbus and Boeing aircraft - 70% of their work is with single-aisle commercial aircraft - as well as business jets and helicopters. They also receive requests to provide services to regional aircraft depending on the age of aircraft.

The sales team at GVH Aerospace are looking to take the marketing and sales efforts to the next level, beyond traditional customer and market research that relies on painstaking identification of potential customers using public information and aircraft registry. To achieve the level of marketing and sales success requires developing deeper macro insights into the target markets and deeper micro insights into individual customers, developing the ability to identify potential customer pain points, fleet utilization and planning considerations.

“We are able to gain much deeper customer and industry insights.”

– Cher Min Teo, Chief of Strategy and Marketing
The Solution

To inform their strategic decision making, GVH Aerospace looked into a variety of analytics solutions to gain an understanding of:

- The history of each aircraft in an operator’s fleet;
- The proportion of owned versus leased aircraft in the operator’s fleet;
- The fleet composition and age, and any discernable pattern of aircraft procurement and utilization.

Gaining more in-depth knowledge of how an operator plans, structures, operates and finances their fleet of aircraft allows GVH Aerospace to discern their primary needs and value adding strategy. As a result, the sales team can tailor the solution offering to the customer, and the company can make better business decisions.

“It was only after some trials that we settled on using Fleets Analyzer as our preferred platform,” said Cher Min Teo, Chief of Strategy and Marketing at GVH Aerospace. “We were comparing the quality of the data and the accuracy based on the customers that we knew of and then we arrived at the decision to stay with Cirium℠ Fleets Analyzer. A high level of accuracy is important but the main advantage is that all the Commercial, Helicopter and Business Jets are all accessible via a single interface where we can access data on aircraft types, operators and geographic regions that we are interested in. We have a single source of the data of the global fleet. This allows us to refine our plans, and when combined with more targeted customer and sales research, we are able to gain much deeper customer and industry insights than before.”

Fleets Analyzer allows GVH Aerospace to identify macro industry trends for different aircraft types and in different regions, and perform deep dives into specific targeted customers to understand their business and requirements.
Thanks to a reliable, comprehensive fleets database, GVH Aerospace can:

- Conduct medium-to-long term research. They research potential customers, aircraft order and utilization trends to develop insights into developing trends, identify new opportunities and inform the business strategy.

- Inform short term decisions. The data allows the team research their potential customers ahead of meeting, identify potential competitors and partners, and assess opportunities and tenders.

Fleets Analyzer has enabled GVH Aerospace to improve their business intelligence and their marketing and sales effectiveness. This information has contributed to saving the marketing and sales team time by providing reliable data through a single source and is helping form the basis of strategic decision making.

Fleets Analyzer enables you to:

- Understand the global fleet
- Identify aftermarket opportunities
- Gain a competitive advantage
- Inform your fleet and investment strategy

About Cirium

Cirium brings together powerful data and analytics to keep the world in motion. Delivering insight, built from decades of experience in the sector, enabling travel companies, aircraft manufacturers, airports, airlines and financial institutions, among others, to make logical and informed decisions which shape the future of travel, growing revenues and enhancing customer experiences. Cirium is part of RELX PLC, a global provider of information-based analytics and decision tools for professional and business customers. Find out more at cirium.com.

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