

## GKN Westland Aerospace Finds “Ideal Strategic Planning Tool”

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GKN Westland Aerospace (GKN WAe), a division of GKN plc, is an engineering led specialist supplier of aerostructures and propulsion systems for the global aerospace market. GKN WAe regards PRICE H as the ideal tool in the front-end bidding process for aircraft structure design and manufacture projects. Time and quality of response are critical to the success of GKN, and PRICE H enables accurate and repeatable estimates to be produced within the tight timescales imposed by customers. There have been dramatic improvements in bidding response times. This, combined with excellent support and training, has enabled GKN WAe to maintain a comprehensive database of relevant information, which enables greater visibility of the impact of any proposed design changes. Since PRICE H allows accurate estimating from minimal information, it is also an ideal tool for producing future business volumes and turnover projections and hence enhance the future strategy planning of GKN WAe’s business.



### CASE STUDY

“As well as giving a greater visibility of any design change implications, PRICE H allows accurate estimating from minimal estimation, making it an ideal strategic planning tool.”

*Tom Gibbs,  
Pricing Manager,  
GKN Westland Aerospace*

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