

UK INDUSTRIAL ENGAGEMENT WHITE PAPER GUIDELINES

As part of its UK Industrial Engagement program, Boeing International Strategic Partnerships (ISP) will assist UK companies that are positioned to compete to sell their products and services to Boeing as well as into our supply chain. The ISP Team will help locate the part of the business, or indeed the part of the supply chain, where the product or service best fits and then identify if there is interest in progression to more formal conversations.

Boeing's expectations to new potential suppliers include:

- Organizations who understand how their products and services can directly benefit Boeing and the solutions Boeing offers our customers
- Share Boeing's commitment to performance excellence in terms of cost, quality and delivery

As an important step of the process, Boeing ISP requires a brief (one or two page) white paper to help the UK Company identify their "business targets." The intention of the "white paper" is to advise the product or services direct benefit and to include enough information to interest the reader in taking the next step, preferably to engage in "on-going dialogue". The paper can be written text or bullet format, whatever the "writer" believes will best communicate and create interest within Boeing or a Boeing supplier.

The following information should be included:

I. Core competency/ potential product line/service of interest to Boeing.

- Why your firm (and not someone else). A brief description of why your company and your product, service, capability, etc., will be of interest to Boeing or our supply chain. (Please be specific enough but not "overly technical" to assist Boeing in getting it to the right areas within its broad scope of activities)

II. Customers – brief list

III. Certifications/Achievements

It would be helpful to consider the following questions:

- Will this add value to Boeing or its suppliers? If so where, how and why?
- Will this position Boeing or its suppliers to improve its products, add value, lower cost, capture new business, open new markets, etc.? If so, where, how and why?
- Why are you "better" than others are in the same field? That is to say, what makes you better than your competition? If so, what are your compelling or competitive discriminators?

IV. Lastly include:

- POC and full contact information within your organization or project team.
- Any web links that may be useful but recognizing that the reader may not follow or access them.
- Suggest or briefly describe what you believe to be next steps such as a follow-up phone call, more detailed, information, etc.
- If possible, draw a relationship to "other success" that you may have had within Boeing, its suppliers or other relative firms.