



Case Study: Strategic Product Database at Saab

Saab serves the global market with world-leading products, services and solutions from military defence to civil security. With operations on every continent, Saab continuously develops, adapts and improves new technology to meet customers' changing needs.

In 1937, it was clear that Europe was on the brink of a major conflict. In Sweden, neutral and at peace for more than a century, government and industry decided to prepare for the worst. Saab was founded with the mission to secure the nation's supply of military aircraft as part of our drive to maintain our national security and sovereignty. Since then, Saab creates and develops cutting edge solutions for a safer society.

Saab has divided operations into six business areas:

- Aeronautics;
- Dynamics;
- Electronic Defense Systems;
- Security and Defense solutions;
- Support and Services; and
- Combitech (an independent subsidiary).

Saab competes in an international market, which requires a strong international presence. Therefore, Saab has established market areas around the world. These are Americas, Nordic & Baltic, Europe & Greater Middle East, Sub-Saharan Africa, India and Asia Pacific. Saab's common sales and marketing functions are also divided into geographical market areas. The purpose of the market areas is to create a stronger local presence and increase focus on the customer.

Earlier, each business area used to have its own marketing unit with knowledge about the products in its product portfolio. Today's new marketing organisation needs a common picture of Saab's commercial products, so as to be able to offer more synergistic solutions to customers.

Saab has recently developed and launched a commercial product database.

The aim of the study is to analyse the architecture of this solution in relation to usability, availability and security and also reflect on the ability to expand the functionality and usage of Saab's commercial product information.

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