



WHITETREE

TRUST | INTEGRITY | INNOVATION | EXCELLENCE

CLIENT INTRODUCTION

CLARITY, CONFIDENCE, AND DELIVERY IN COMPLEX ENVIRONMENTS

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Independent, practitioner-led advisory supporting confident decisions and assured delivery.

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THE CHALLENGES



Complex, regulated environments

Multiple stakeholders, assurance regimes and delivery constraints operating simultaneously.



Decisions with Lasting Impact

Choices taken today lock in cost, risk and performance for years — often decades.



Pressure Without Margin for Error

Demand for speed and capability growth alongside strict governance and scrutiny.

***In these contexts, getting it wrong is not just expensive —
it undermines confidence and credibility.***

CORE PRINCIPLES

Our work is guided by four enduring principles that inform every engagement.



TRUST

Doing the right thing, reliably.



INTEGRITY

Transparent, ethical and accountable — even when the message is difficult.



INNOVATION

Finding better ways to solve hard problems.

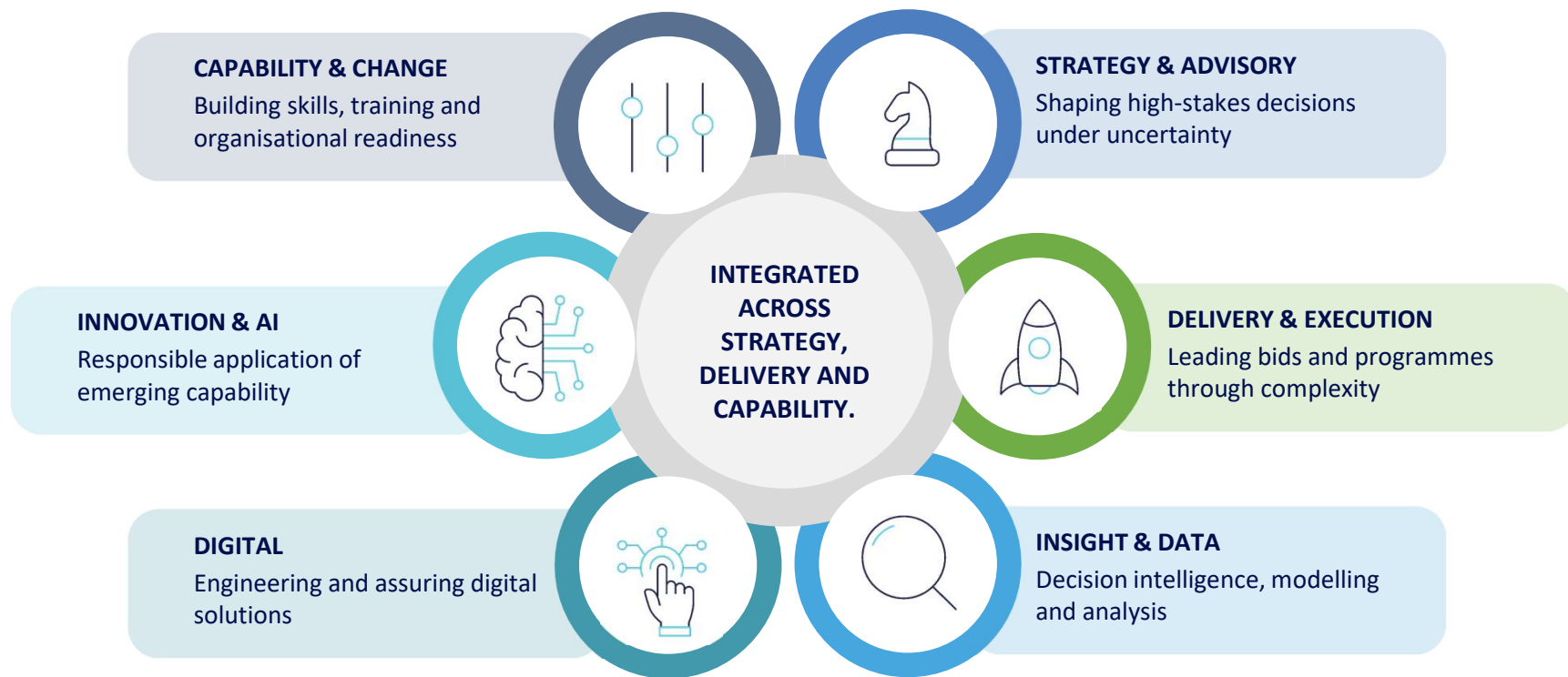


EXCELLENCE

High standards, measurable outcomes and relentless quality.

SIX PILLARS FOR CONFIDENT DELIVERY

Whitetree's integrated service offering addresses distinct aspects of complex delivery while functioning collectively to support end-to-end confidence.



OUR SERVICES

Whitetree's capabilities are structured across six integrated pillars, bringing together strategy, delivery, engineering, data and people to support confident decisions and assured outcomes.

STRATEGY & ADVISORY

- Competitive wargaming
- Strategic options analysis
- Investment strategy & portfolio decisions
- Business cases (OBC / FBC – Green Book aligned)
- Business winning & capture strategy
- Strategic challenge & assurance

DELIVERY & EXECUTION

- Bid delivery leadership
- Programme & project delivery
- Programme mobilisation & recovery
- Solutions engineering & systems integration
- Support engineering & through-life delivery

INSIGHT & DATA

- Scenario analysis & wargaming
- Decision support & investment modelling
- Bid, capture & price-to-win analytics
- Supportability, LSA, AR&M & whole-life cost modelling
- Performance, benefits & outcomes analytics

DIGITAL

- Digital strategy & enterprise architecture
- Digital & model-based engineering (MBSE)
- Product, platform & tool development
- Digital assurance, security & compliance

INNOVATION & AI

- Operational innovation & emerging technology
- AI strategy, automation & intelligent workflows
- Innovation supporting bids and delivery
- Ethical, safety & security assurance

CAPABILITY & CHANGE

- Training analysis & assurance (DSAT / ADDIE)
- Training system design & digital learning
- Training delivery in safety-critical environments
- Organisational change & capability uplift

CLIENTS & FRAMEWORKS

Amey

AllanWebb

JACOBS



TEKEVER



algeco



MASS
A COHORT PLC COMPANY



AtkinsRéalis



KPMG

smiths
detection
bringing technology to life

Ministry
of Defence

ASTRID
ANALYSIS FOR SCIENCE & TECHNOLOGY RESEARCH IN DEFENCE

babcock™

DRAKEN

L3HARRIS™

THALES



stsdefence

AURORA
ENGINEERING PARTNERSHIP
Ginetti | Atkins | BMT

BAE SYSTEMS

Balfour Beatty



EKA

Submarine
Delivery Agency

Capita



METROPOLITAN
POLICE

Supacat

LANDAU MARINE
COMMERCIAL • HISTORIC • LEISURE



equinox PDP-S



CASE STUDY

STRATEGY & ADVISORY

STREAMLINING PROCESSES AND ENHANCING COMPETITIVENESS

CHALLENGE

- The client identified several challenges within their bidding process which included an inconsistent approach, resource constraints, missed deadlines and competing with larger firms.

SOLUTION

- Whitetree's approach included completing a comprehensive review of the existing process and opportunities for standardisation, working with the bid management team on resource allocation, delivering proposal writing, competitor analysis and presentation technique training, implementing a bid portal and knowledge library and establishing a systematic process for competitive analysis.



5 FTE



18 months



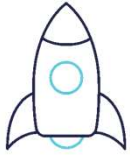
UK



T&M

WHITETREE ADDED VALUE

- Whitetree's approach delivered significant results which included a 30% win rate increase within a year.
- The client benefited from consistent, high-quality proposals, no missed deadlines, improved ability to compete with larger firms and lower overall bid management costs due to greater efficiencies.



CASE STUDY

DELIVERY & EXECUTION

SSN AUKUS SYSTEMS & SUPPORT ENGINEERING

CHALLENGE

- To support the Detailed Design and Long Lead (D2L2) programme, ensuring the client was able to rapidly mobilise with the necessary technical expertise in support of this critical programme.

SOLUTION

- Whitetree assembled a highly skilled and integrated team of consultants to provide leadership across key technical disciplines, including Logistic Support Analysis (LSA), Through-Life Costing (TLC), Asset Management, Configuration Management, Training, Facilities & Infrastructure, Project Management and Requirements Management.
- Whitetree embedded a Model-Based Systems Engineering (MBSE) approach into the programme, leveraging the capabilities of Sparx Enterprise Architect (EA) software.



10 FTE



14 months



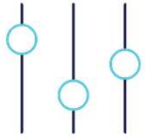
UK



T&M +
FIXED PRICE

WHITETREE ADDED VALUE

- The client benefited from enhanced collaboration and integration with industry partners through use of MBSE visualisation, fostering more effective communication and shared understanding.
- Whitetree's approach also supported improved adaptability to change, optimised support solutions and streamlined and clearly defined shoreside interfaces.



CASE STUDY

CAPABILITY & CHANGE

TRAINING NEEDS ANALYSIS (TNA) IN COMPLEX AND UNCERTAIN LANDSCAPES

CHALLENGE

- A UK defence client needed to replace several legacy aviation platforms and wanted a common platform. They needed to understand the training needs associated with replacing several aircraft types with a single solution.

SOLUTION

- A Stage 1 and 2 TNA was required for air crews, ground crews and maintainers that was single-service agnostic. This needed to facilitate subsequent discussions between the client and future suppliers on design and delivery of training upon New Medium Helicopter (NMH) contract award.
- Whitetree intelligently applied JSP 822 (Defence Systems Approach to Training). This included navigating several challenges, not uncommon for a complex futures programme, including the platform not yet being selected, the future detailed employment of the NMH being in draft form and training audiences being unclear until the client finalised which platforms would be replaced.



4 FTE



9 months



UK



FIXED
PRICE

WHITETREE ADDED VALUE

- Whitetree's extensive experience in conducting TNAs, combined with our understanding of the Defence sector coupled with our focus on partnership and collaborative working with the client, enabled us to respond to changing demand signals, remain focused on the aim, and deliver a high-quality product on time and within budget.



CASE STUDY

INSIGHT & DATA

DEVELOPING A DATA COLLECTION, COLLATION AND VISUALISATION SOLUTION

CHALLENGE

- To create an agile data architecture that changed as requirements evolved. The existing process for collecting data was a manual task and the data quality of returns was varied.

SOLUTION

- Whitetree created a user-friendly app with simple forms and inbuilt data validation rules to ensure consistency. Integrated help and guidance tool tips within the reinforced data requirements.
- Whitetree utilised Power BI to create a dashboard for easy data review, allowing the client to focus on insights rather than manual data processing



3 FTE



2 months



UK



FIXED PRICE

WHITETREE ADDED VALUE

- Provided a flexible data architecture that adapted to evolving requirements.
- Allowed the team to focus on developing the overall data capture requirements without worrying about the specifics of how the data would be collected.



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Thank you for listening – any questions?

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