

Major Programs



- Developing system advocacy in the International arena
- BAL educated a European Government on the benefits, resulting in a reversal on purchasing a competing European system

BAL's joint team of U.S. and European Associates succeeded in developing and presenting an overwhelming operational case for AMRAAM



- Assisted in developing proposal themes and strategy
- Led Red Team effort prior to proposal submission

BAL client was awarded multi-billion dollar contract



- Developed operational concepts for use of the B-1 in conventional warfare, demonstrating the true potential of the aircraft
- Worked evolving requirements issues

BAL built support for the program by briefing key Government Agencies and Theater CINCs



- Developed operational concepts for use of the B-2 in conventional warfare
- Demonstrated the value to the Theater CINCs through operational scenarios, creating advocacy for the use of the B-2 in plans and exercises

BAL built support for the program by briefing key Government Agencies and Theater CINCs



- Suggested alternative approach for building C-17 support among CINCs by developing detailed Operational Concepts and Scenarios
- Briefed CINCs and other agencies to assist planners in preparing for best use of C-17 unique capabilities

BAL succeeded in building CINC support and convincing JROC/DAB to increase program to 120 aircraft



- Reviewed operational rationale for F/A-18 E/F
- Developed independent assessment and perspective on the value of F/A-18 E/F
- Developed and presented ELB to CINCs

Received unanimous CINC agreement with the need for F/A-18 E/F



- Developed operational concept for the M1A2's major increase in Army Force effectiveness due to the use of IVIS and the digitized battlefield
- Built support with Army, OSD and congressional agencies for the conversion

Resulted in the very successful M1 to M1A2 conversion program