

# Striking Hard, Staying Safe: Faster and Smarter Solutions



**Kevin Kennedy**  
Vice President of International Business  
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American multi-industry conglomerate Textron Systems is one of the world's best known solutions integrator offering a wide-range of products, services and full-spectrum solutions and broad end-to-end support. With facilities and presence worldwide, they fulfill the needs of defence, homeland security, aerospace and infrastructure protection with ingenuity and agility. Textron India Private Limited is a state-of-the-art engineering, business development and sourcing centre, supported by both Textron Systems and the larger Textron enterprise in Bangalore's Global Village. In an interview with Aeromag Asia, Kevin Kennedy, Vice President of International Business Development for Textron Systems, speaks about their key innovative solutions and growth prospects in India. Excerpts from the interview:

## **What are key innovative solutions of Textron Systems?**

Textron Systems has been a leading original equipment manufacturer for the US Department of Defense for more than a decade. This record can be attributed to Textron Systems' many innovative solutions, which directly address the needs in many of the warfighting domains, spanning land, sea, air and even over the electromagnetic spectrum. Our commitment to build, field, and sustain our innovative solutions keeps us engaged with our customer and committed to addressing those evolving requirements. We consider it our duty.

## **Could we discuss Textron Systems' affordable solutions for border security and intelligence?**

Effectively securing a border requires three basic capabilities: awareness, decision making and synchronized response. With our cross-domain manned and unmanned platforms, as well as the addition of our unattended ground sensor systems, we are able to address awareness and synchronized response capabilities. In addition, our software solutions, like *iCommand*™, provide leading edge decision making tools. We believe our system solutions help warfighters make informed decisions and execute them with agility and effectiveness.

## **How do you see India as a market?**

Every operational and market research report I read expresses the same truth: India is a growth market. We believe this and have

a dedicated team helping us foster the relationships to profitably grow our presence in India. We have a solid foundation of past performance within the region that we aspire to continue to building upon, including our many current encouraging efforts underway there.

## **What are the new Textron Systems initiatives?**

Every year, Textron Systems conducts detailed operational and market research in order to focus on a specific market space that we believe we are uniquely qualified to address. We believe our newest initiatives fit squarely within the "seamless human-machine collaboration" market space, which the Department of Defence is calling its "third offset." We are excited about our future!

## **What are the steps taken to sustain future growth?**

The world is a very competitive and rapidly changing market space. Our future growth depends upon many elements. The first element is focusing on your first job – meaning keeping a clear focus upon the fact that we build, field and sustain system solutions. We must never forget our customers and ensure we give them the support they need. Secondly, we must remain aware and agile. The information age is filled with market place "disruptors" generating significant changes. We need to remain aware of subtle shifts within the market's dynamics and recognize how they may be indicating a new "disrupting" presence then agile enough to respond appropriately. We are striving to do both of these.