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## Our Ethos

*We cut through the fog of traditional ATM research, development and implementation to get to the core of the issues.*

At Think Research we don't try and use smoke and mirrors to make the issue (and therefore our role in helping) as complicated as possible. In fact, we will work to make it appear as simple and understandable as possible. We will aim to Crystallise your Objectives, Simplify the Complexity of the challenges and Apply Innovation in delivering a Solution.

We constantly question ourselves to make sure we are doing the best job we possibly can. If there is a better way of doing something, we will find it. If there is a better answer for the client, we will come up with it.

## Operation, Investigation, Simulation, Innovation

*We strive to be the best consultancy you can choose to help develop and improve your ATM Operations.*

At Think Research we have a deep and extensive knowledge of operations across the ATM domain; encompassing current operational systems and implementations, through to future systems and concepts up to around the year 2030. Our in-house research programme is looking even further into the future.

We understand ATM from both the users' and the customers' points of view and we will gain an in-depth understanding of your operations along with the challenges you face in delivering your service.

We have a range of specialist skills based around ATM Validation, Human Factors and Safety that are designed to develop and deliver a solution to your particular needs.

As Associate Partners to the SESAR JU and co-authors of the European Validation Methodology (E-OCVM) we use a combination of scientific evidence and operational context to establish whether your concept, system or project is 'fit for purpose'.

We are simulation specialists with vast experience of modelling, visualisation, fast-time simulation and real-time simulation. We know what technique to apply and when – ensuring our customers get the most cost effective results.

Applying our ethos to our work leads to Innovation. Unlike other consultancies we conduct and fund our own Research. We develop products that improve ATM analysis and understanding; we fund research programmes that challenge the 'accepted' and the 'ordinary'.

We have a proven track record and reputation having worked on some of the world's biggest ATM projects with some of the world's biggest ATM Stakeholders.

## What Makes Us Different?

*We could just say we are not like other consultancies, but that's what all consultancies say!*

We accept that the type of work we do and the projects we are involved in might be the same as other consultancies – we don't try and say otherwise.

Our services differ from those you would find in other consultancies, with our wide range of operational expertise, supported by simulation and innovation and tied together through a well-defined validation methodology.

Most importantly, the way in which we conduct ourselves as consultancy and as people is totally different. We are the modern consultancy with old fashioned virtues. We believe in transparency, simplicity, clarity, honesty and value.

We are built on being the best we can be – for our clients and for ourselves. We are built on being Quicker; Better; Cheaper.