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THE ROLE OF AFTER SALES IN RQ-35 HEIDRUN SUCCESS

Powering RQ-35 Heidrun's Global Success

In the competitive landscape of defense technology, the RQ-35 Heidrun extends far beyond the initial sale. A crucial, yet often unsung, component of its continued success lies with our dedicated "After Sales" department. Comprised entirely of ex-military personnel, including veterans from special forces units, this global team brings a unique and invaluable skillset to our Sky-Watch, particularly evident in their work on the ground in Ukraine.

After Sales plays a pivotal role in ensuring that clients around the world maximize the potential of their RQ-35 Heidrun systems. Their core activities revolve around comprehensive training onsite, demonstrations, encompassing operator training, maintenance protocols, and advanced mission planning strategies.

The background of the After Sales team members is particularly noteworthy. As highlighted by the presence of Danish military specialists, their prior service in the armed forces, often in demanding and high-stakes environments, provides them with an intrinsic understanding of our clients' operational realities and challenges. This fireexperience allows them to deliver training that is not only technically proficient but also highly relevant and practical.

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DIRECT IMPACT IN CRITICAL ENVIRONMENTS

The work of the After Sales specialists extends to the most challenging environments, including front-line support in Ukraine. Here, they provide vital training to Ukrainian soldiers on the RQ-35 Heidrun, a tactical military drone designed to operate under harsh conditions and resist electronic warfare.

Training in a live conflict zone presents unique challenges, from navigating air raid alerts to adapting to urgent soldier needs. The After Sales team often delivers bespoke, intensive courses to diverse groups, from combat soldiers to new recruits.

They address the critical distinction between hobby drones and advanced military systems like the Heidrun, emphasizing its specialized capabilities for reconnaissance, surveillance and gathering information.

Keeping the RQ-35 Heidrun at the cutting edge
A key aspect of their support involves real-time troubleshooting and adaptive instruction. For instance, when a drone experienced a crash due to a software calibration error, the team quickly diagnosed the issue, relayed data back to the company's engineers for analysis, and used the incident as a practical learning opportunity for the soldiers.

This immediate feedback loop from the field directly informs software improvements and product development, ensuring the Heidrun remains at the forefront of drone technology, even against sophisticated jamming and spoofing attempts.

The After Sales department's advisory role extends to supporting pilots operating near the front lines, ensuring they are confident and secure even when problems are inevitable.

While Danish-donated Heidruns are part of Ukraine's arsenal, other Western governments have also acquired these drones, with the German government donating 685 units, for example.

The ability of one RQ-35 Heidrun to withstand and endure harsh conditions speaks volumes about their durability and the proficiency instilled by the After Sales team.

Feedback from customers and users in the field are often: The RQ-35 Heidrun is simple to operate, and works consistently under any circumstances.

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AFTER SALES SUPPORT: KEY TO MAXIMIZING RQ-35 HEIDRUN'S MILITARY EFFECTIVENESS

That simplicity and consistency is further enhanced by how easy it is to learn to operate the RQ-35 Heidrun. And when the pressure is on, simplicity and intuitive handling greatly reduces cognitive load – essential for completing missions.

It's therefore no coincidence the After Sales Team has received reports of RQ-35 Heidrun drones that have completed over 500 missions

Ultimately, the work of the After Sales department is essential to solidifying client relationships and driving future sales of the RQ-35 Heidrun.

By offering comprehensive training programs, timely maintenance, and effective troubleshooting, we enable units to maximize the RQ-35 Heidrun's tactical advantages and reduce downtime in the field.

By ensuring our customers are fully proficient and satisfied with their systems, even under the most extreme conditions, they directly contribute to the ongoing success and reputation of our products in the global market. Their dedication and specialized expertise are a testament to our commitment to making sure our customers know what matters.

The expertise of our After Sales team transforms the RQ-35 Heidrun from a mere platform into a strategic force multiplier. By ongoing support, tailored operational advice, and adaptive training, we ensure that each drone operates at peak performance, even in the most contested environments.

Mission Readiness and Extended Drone Lifecycle
This proactive engagement helps prevent potential mission failures and extends the lifecycle of assets, providing a tangible return on investment for our military clients. Their presence on the ground, particularly in complex environments, underscores the vital role of technical excellence combined with tactical insight.

In modern warfare, the resilience and sustainability of systems like the Heidrun are paramount. The After Sales team's focus on training, predictive maintenance, rapid diagnostics, and consulting ensures that drones remain mission-capable despite harsh operational conditions - and that users know what matters.

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