

Divisions

Navy/Air Force Division

Key Customers:

- Navy Sys Coms
- Navy Labs
- Operating Forces
- AF HQ
- Wright Patterson AFB
- Hanscom ESC
- Wireless Customers

Major Programs:

- USAF NETCENTS
- USAF GTS
- Navy Aegis BMD
- USAF A5X Wargaming
- Navy ONE-Net
- USCG Rescue 21

Army Solutions Division

Key Customers:

- PEO STRI
- PEO EIS
- FORSCOM
- TRADOC
- USA Med Cmd
- ISEC
- CENTCOM

Major Programs:

- Army Warfighter FOCUS
- Pentagon Renovation
- Army I3MP
- Army Medical Communications for Combat Casualty Care
- Walter Reed

Intelligence Solutions Division

Key Customers:

- DIA
- Military Intel
- SOCOM
- COCOM J2s
- CIA
- NGA

Major Programs:

- DIA ICE2
- CENTRIX
- NGA New Campus East
- Restricted Intelligence Programs

Civilian/Homeland Security Solutions Division

Key Customers:

- DHS
- US Senate
- FBI
- VA
- HHS Medicare

Major Programs:

- DHS TOMIS
- FBI ITMS
- Senate IT Support
- CBP NOC/SOC
- VA Wireless & IT Support
- TRWI Info Opns
- Medicare/Medicaid

Who We Serve

Today we serve more than 50 government agencies and over 1,000 customers in various markets transforming enterprises to navigate the challenges of the future.

- **Defense:** U.S. Army, Air Force, Navy, Marines, Joint, Reserve, National Guard, Department of Defense (DoD)
- **Intelligence Community:** Director of National Intelligence; National Security Agency; National Geospatial-Intelligence Agency; Defense Intelligence Agency; Department of State
- **Federal Civilian:** U.S. Departments of the Treasury, Justice, Commerce, Transportation and Energy; Federal Bureau of Investigation; Veterans Affairs
- **Homeland Security:** U.S. Coast Guard; Citizenship and Immigration Services; Customs and Border Protection
- **Healthcare:** U.S. Department of Health & Human Services; Centers for Medicare & Medicaid Services; Centers for Disease Control and Prevention; Military Health System; U.S. Army Medical Department
- **Public Sector:** States of New York, Maryland, Pennsylvania and Florida; NY/NJ Port Authority; Los Angeles World Airports; Delaware State Police
- **Commercial:** AT&T, Sprint, Verizon, T-Mobile



GENERAL DYNAMICS
Information Technology

Cost-effective and Easy-to-use Contract Vehicles

Full IT and systems integration support for federal agencies worldwide

GWACs – including Alliant, Millennia Lite, CIO-SP2

GSA Schedules – including IT, PES, MOBIS, LOGWORLD

IDIQs – including SeaPort-e, ITES-2S, NETCENTS, EAGLE, DESP II, ICE2, IMOD, ITSS-3, STOC II, TEAMS, ADCS

Wide Selection of Task Order Contracts

- Best-in-class GWAC service center
- Strong small business alliances
- Center of Excellence for managing key contracts

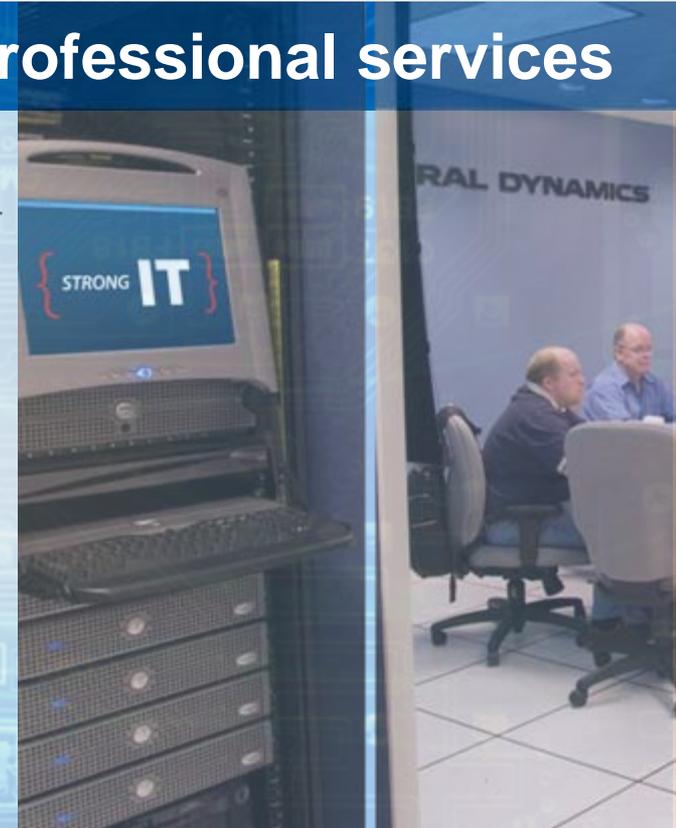


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Core Capabilities

Delivering the strength of IT and professional services

- **Information Technology and Communications**
 - Trusted solutions and services to meet IT requirements for missions and enterprises
- **Network Systems Integration**
 - Advanced network systems integration solutions driven by in-depth mission and enterprise experience
- **Professional and Technical Services**
 - Comprehensive range of professional and technical services to meet critical planning, staffing, management, technology and operational needs
- **Simulation and Training**
 - Leading-edge simulation, training, IT and systems integration solutions that help transform training and deliver operational readiness



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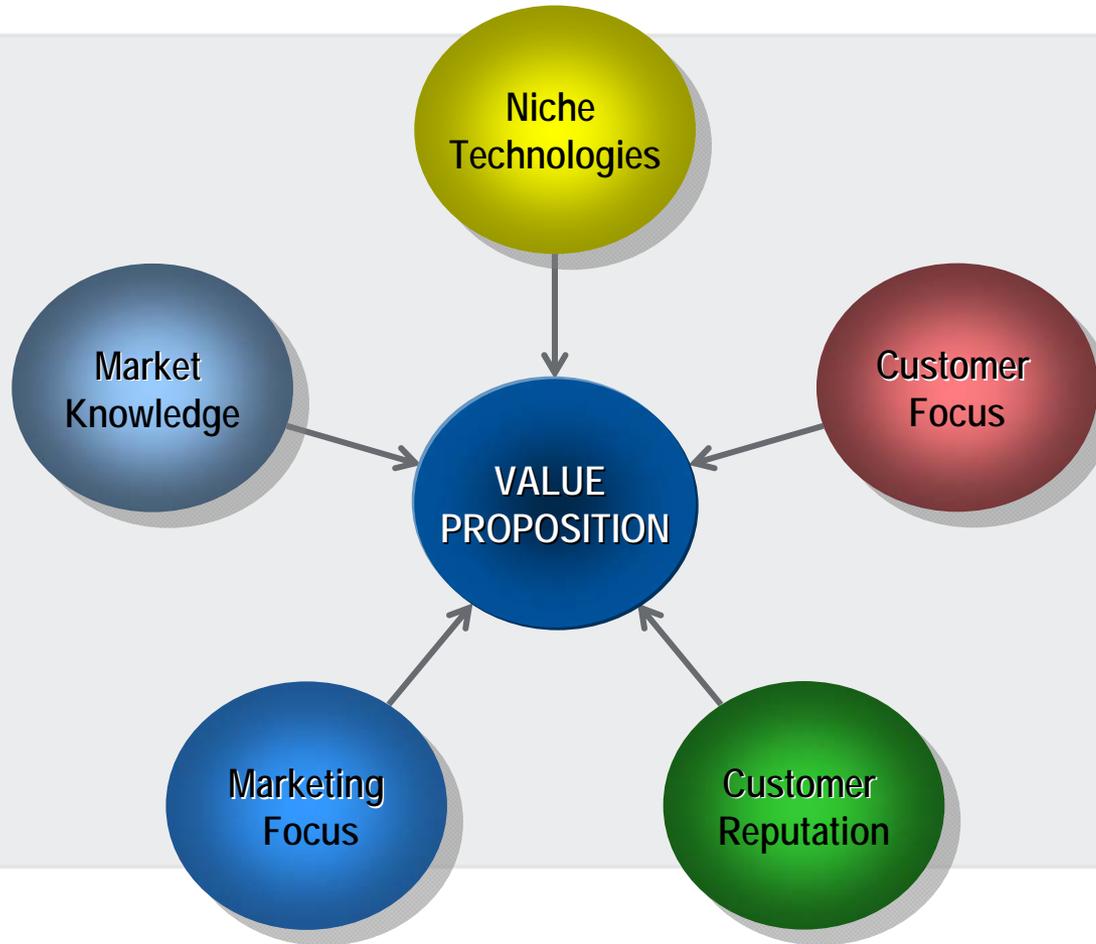
A Good Small Business Partner

Considerations

- Core capabilities and past performance
- Cost
- Personnel experience
- Resource availability and HR stability
- Locations
- Financial solvency
- Reputation
- Organizational conflict of interest (OCI)
- Dependable, a team player, and responsive
- Easy to work with on projects
- Follow-through and follow-up!

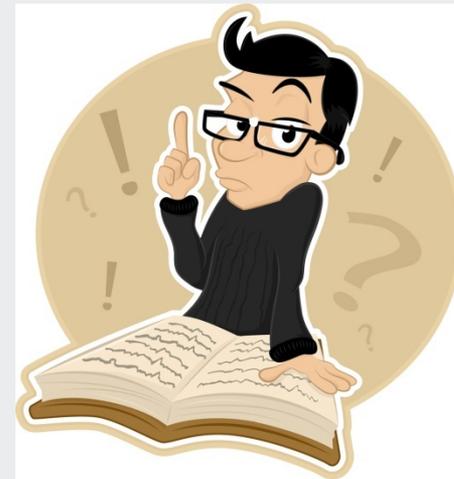


How Can You Add Value?



Understand Your Market Focus

- **What are your strengths and core capabilities?**
- **What types of past performance do you have?**
- **Where is your current work today?**
- **What areas do you want to grow in?**
- **Is the market growth there to support it?**



Understanding the Customer

- **Utilize Market Research**
- **Read and Learn about your customer**
 - Reports, Performance Plans
 - Articles / Websites
 - Understanding of mission, goals, objectives and programs
- **Network through conferences and professional associations**
- **Develop a core of trusted teaming partners**
- **Obtain knowledge of U.S. government contracting**
 - Understanding of rules / agreements
 - Government purchase cards
 - Line of credit
 - CAGE Code, Dun and Bradstreet, NAICS, ITAR Certification
 - Databases: CCR, DSBS (Pronet), ORCA, VetBiz

Do Your Homework First!



**Focus, Focus,
Focus!**

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Capture Planning

Develop Specific Opportunities

- Develop a **contact** plan
 - **What** issues for discussion
 - **Where** is the information
 - **When** should we get the information
 - **Why** talk with specific people
- Make **contacts**
 - **Listen** to prospective customers
 - Develop a **trust** relationship with customer
- Gather **information**
 - Incumbent strengths and weaknesses
 - Grow trusted relationship with the customer
 - Customer priorities
 - Funding sources

- **Plan**
 - When to show how you will solve a customer's problem
 - Strategic and contingency hires
- **Gather other data**
 - Competitor analysis
 - Cost estimates
 - Win theme



Getting the Prime's Attention

- **Opportunity-driven approach**
- **Research first!**
 - Check company web sites
 - Talk to contacts
 - Read the government and technology journals
 - Know “hot buttons”
 - Attend government industry days and focused events
- **Prepare “elevator” speech but cater it to organization and/or company**
- **Prove real interest**
 - **Follow through on actions and requests!**
 - Be responsive
 - Show enthusiasm!

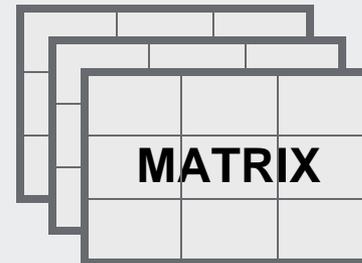
Do your homework first!



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Steps to Successful Teaming

- **Focus on a customer area – narrow it down...**
 - Map out who has what contract – exercise that allows you to focus on the customer
 - Do you know the customer? Do you know how to obtain information?
- **Timing – teaming way ahead of the deal (18-24 months out)**
 - Working on next year and beyond
 - Know who you are talking to? Understand roles of:
 - Capture mgrs
 - Proposal mgrs
- **Be prepared for discussions**
 - Read the RFP first, if available (or know what the real opportunity is about)
- **RFP requirement and your fit — tell us:**
 - Related niche or capability areas
 - Related past experience
 - Customer knowledge and experience
 - Why your company?
 - Why are you seeking out this Prime to team?
- **Make sure you are registered with the Prime (if applicable)**
 - For example: Go to www.gdit.com — Partners page



Key to Teaming - Be proactive and selective in your marketing efforts!

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MYTH: Presentation and approach is not that big a deal!

- Think again..... How do you view a potential new hire? How do you see their approach to your company?

- Time for a first impression? Where can first impressions come from?

- MYTHS:

- No need to worry about the SBLOs – they're just gatekeepers, they never do anything for SB
 - Registering in databases is a total waste of time – they're just a bunch of big black holes! No one ever uses them, so don't bother....
 - The more emails I send out, the more responses I should get....it's the law of numbers. I deserve a response to all my emails!
 - No one does this better than us, we offer outstanding customer service and have superb capabilities, so you need us.
 - We're busy so responding later when we get a chance, is understandable.
 - The large primes need us, they have to meet their goals, right?



The Real Key to Teaming....

**Be proactive and selective
in your marketing efforts!**

Do your homework!

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Our Database Provides Teaming Partners

- Go to www.gdit.com
- Select “Partners” page
- Register
- INCLUDE:
 - Descriptive capability keywords
 - E.g.: Network engineering, not IT
 - Not: See attached brochure
 - Specific customer areas
 - E.g.: DOD / Navy/ NAVSEA /NUWC not Federal Government
 - Can add **corporate briefings** and other documents – **highly recommended**

This Database is searchable – We DO use it to find teaming partners!

So How Can You Work With Us?

- Review www.gdit.com, understand what we do and fit with your company
- Always present yourself **professionally**
 - CEO or senior executives – develop relationship with prime
 - Clear emails, voice messages
- Use good business **etiquette**
- Send **informative, concise, well-written and purposeful emails**
 - Focus on past performance, capabilities, customer knowledge, added-value
 - Show understanding of company to which you are sending email
 - Limit attachments, watch grammar, spelling, full signature, show email trail
- **Register** and keep information **up to date**
- Focus on having **opportunity-driven** meetings
- **Network** at selected events that fit your marketing focus – meet managers
- Develop **relationships**, outstanding past **performance** and **TRUST!**

Conclusion

- Winning (with or without a Prime) is “brain surgery” & “rocket science” rolled together ... it’s **not easy**
- Focus, FOCUS, FOCUS - **opportunity-driven** approach
- Understand Government business, contracting and rules of engagement
- Attack Needs - discuss solutions, **not just capabilities**
- **Fit In - Primes processes, tools & interests**
- The five Ps:
 - **Plan** your strategy and approach
 - **Prepare** and implement your action plan
 - Stay **persistent** in your efforts
 - Remain **patient** with time
 - Practice **proactive** marketing
- **Prior Planning Prevents Poor Performance**

GO WIN!

Contact Information

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Small Business Partnerships
(703) 246-0948

General Dynamics Sectors

Information Systems and Technology:

www.gd.com/overview/ist/Default.htm

Aerospace:

<http://www.gd.com/overview/aerospace/default.htm>

Marine Systems:

www.gd.com/overview/marine/Default.htm

Combat Systems:

www.gd.com/overview/combat/Default.htm

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