

Due Diligence Sales Assessment



DoD Sales Current State

Weaknesses

Strengths

Sales Staff Analysis

Go Forward Plan

- Focused Client Targeting / Agency Analysis
- Vehicles
- Service Offerings
- Top Opportunities

Current State Weaknesses



New Business focus tied to existing DoD business base consisting of Ops Group 1, Ops Group 2 and Navy

Ops Group 1/ Ops Group 2 business was allowed to atrophy without a revenue replacement strategy

- ▶ Ops Group 1/ Ops Group 2 business is not well integrated in to XYZ Company
- ▶ Few new EXPRESS opportunities, Ops Group 2 margins fall in recompetes
- ▶ Navy structured cabling business is not fully leveraging Passive Optical Networks (PON) technology
- ▶ Nonfunctioning business development process
 - ▶ CRM / pipeline reporting drives current process
- ▶ Lack of Sales focus on all XYZ service and solution offerings
 - ▶ Primary focus is structure cabling and base operations support
- ▶ Virginia Beach sales not supported by focused client targeting
 - ▶ VB/ Global structured cabling opportunity focus
- ▶ Proposal organization in place lacks standards based, quality processes
 - ▶ Supports primary role as a subcontractor, unacceptable errors
- ▶ Overstated pipeline
 - ▶ Current approach is to fill the pipeline vs. focus on closing business



DoD Strengths

- Good reputation in the Huntsville for market expansion
- Charleston and San Diego Navy business has the potential to further leverage core offerings
- XYZ Company has transferable marketable core offerings:
 - ▶ Passive Optical Networks (PON)
 - ▶ ISP structured cable design & installation
 - ▶ OSP site preparation and installation
 - ▶ Healthcare Solutions
 - ▶ Electronic Security Systems
 - ▶ Mission Critical Data Centers
 - ▶ Critical information management networks
 - ▶ Audio Visual and Digital Media
 - ▶ Wireless Networks
 - ▶ Network Engineering
 - ▶ Cyber Security
 - ▶ Onsite Mission Critical O&M Support
 - ▶ Design/Build IT Solutions

Focused Client Targeting / Agency Analysis



Objective: To determine client targeting and sales placement through government agency analysis

Targets:

Washington DC

- DoD

Charleston

- SPAWAR
- Huntsville
- US Army
- NASA
- Missile Defense Agency

San Diego

- Navy

Analysis Process:

- Filter agency NAICS codes data by XYZ Company's NAICS codes for GSA and contract vehicle reports
- Determine preferences to small business and LPTA buying patterns
- Determine top contract vehicles being used for XYZ Company NAICS codes by agency
- Review top five competitors for each agency
- Determine upcoming XYZ prime contractor opportunities (at least six months out) for each agency narrowed down by our NAICS codes
- Explore potential agency use of SWEP V and OASIS

Clearly Define and Focus Service Offerings by Group



Integrated Solutions

Systems integration and engineering solutions for C4ISR and IT system infrastructure, including turnkey project management, design, installation, test, operator training and sustainment.



Engineering and Technical Services

Full range of engineering and technical services including analysis, program support, contract management, new equipment fielding, training, asset management & stock readiness, and innovative testing.



Logistics and Facilities O&M Services

Operations and maintenance services in support of facilities, installations, and platforms. Port and airfield operations, cranes, weapons magazines, tactical and non-tactical vehicles, construction and heavy equipment.



Unmanned Systems

Proven performance record for skilled service in multiple unmanned aerial platforms. Mission-specific applications and a full suite of services to the U.S. military, federal agencies, and a variety of commercial industries.

