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2003

13th Annual

CONFERENCE

2003



Murray J. Schooner
Corporate Director, SBLO
Supplier Diversity Program
April 23, 2003

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Making The Connection

... AND MARKETING
METHODOLOGIES



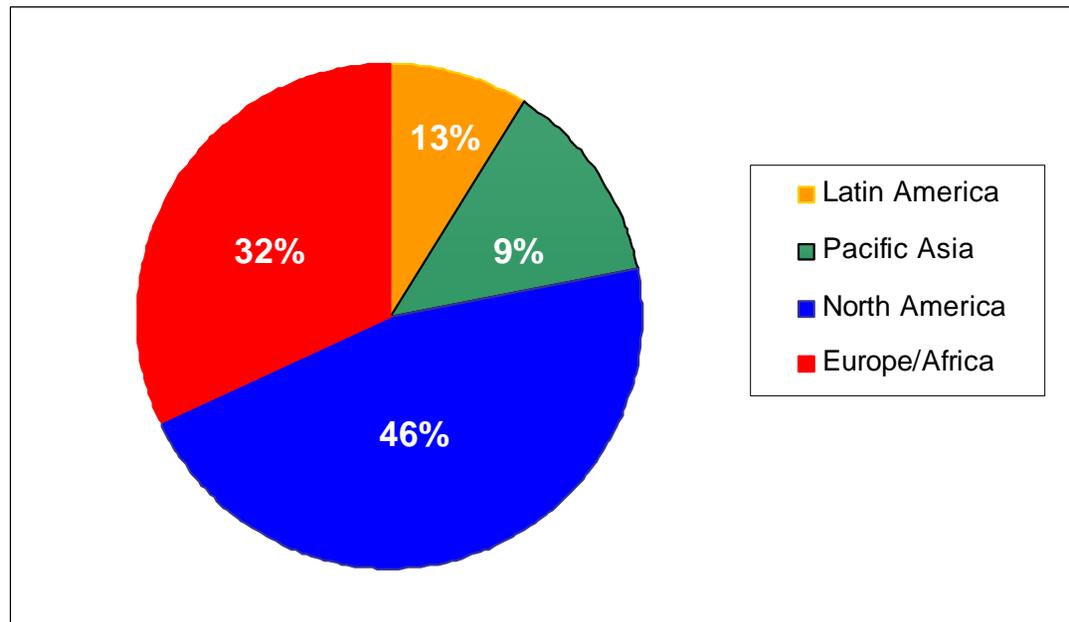
Unisys – Providing Information Technology Solutions

- **\$5.6 billion in revenue**
 - **76% services**
 - **24% technology**
- **36,000+ people**
- **Global presence ... 100+ countries**
- **Solutions in Systems Integration, Consulting, Outsourcing, Network and Desktop Infrastructure and Maintenance**

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2002 Revenue by Geography = \$5.6 Billion



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Unisys Today

Providing IT Solutions to:

- 50% of the world's insurers
- 41 of top 50 world banks
- More than 200 newspapers in 18 countries
- 1500 government agencies
- 200 airlines - 21 of top 25 airlines
- 9 of top 10 Telecommunications Companies.
- 100 of the worlds airports

Unisys IT Solutions Process:

- 18% of world voice messaging and 30 billion voice/data messages per year
- 50% of world's checks
- 250 million income tax returns annually
- 85% of traditional carriers cargo
- 50% of worlds insurers



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Socioeconomic/Diversity Business Development Program

MBE's
WBE's
DVBE's

Outreach

Mentor Protégé
Programs: Chicago, GA.,
FL., RMSDC's, etc.



SB's
SDB's
WOSB's
HBCU/MI's
HUBZone's
VOSB's
SCD/VOSB's

2nd Tier

8(A)'s

Mentor Protégé Programs:
DOD, NASA, DOE,
SBA, GSA, Treasury

Reporting

Certification

Bundling

FEDERAL CONTRACTS SPECIAL REPORT

Outlook 2003:

The top 3 procurement issues for the Office Of Procurement Policy (OFPP) for 2003 are Small Business Issues.

FEDERAL CONTRACTS SPECIAL REPORT continued

OFPP's Top 10 Procurement Issues of 2003:

1. Revision of OMB Circular A-76
2. Department of Homeland Security procurement issues
3. Enhancing small business procurement/curbing contract bundling
4. Stemming abuse in the government purchase and travel card program
5. Legislative and regulatory changes affecting service contracts/performance-based contracting

FEDERAL CONTRACTS SPECIAL REPORT continued

OFPP's Top 10 Procurement Issues of 2003:

6. Rewrite of DOD major systems acquisition guidance (former 5000 series)
7. Revisions to the DFARS
8. Reform of Federal Prison Industries
9. CAS Board substantive, organization issues
10. Preparations for BRAC '05

Three Basic Marketing Steps

- 1. TARGET MARKETING**
- 2. MARKETING INTELLIGENCE**
- 3. MARKETPLACE CREDIBILITY**

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Three Basic Marketing Steps

1. TARGET MARKETING –

- Do your necessary homework.
- Identify specific capabilities, focusing on one or two strengths.
- Determine which primes need what you have to offer.
- Learn more about them.
- Get their Annual Report.
- Determine their strengths.
- Find out their weaknesses.

You can most likely get this information from the company's, or Federal Agency's WEB Site.

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Three Basic Marketing Steps

- 2. MARKETING INTELLIGENCE IS THE KEY TO SUCCESSFUL SUBCONTRACTING**
- 3. MARKETPLACE CREDIBILITY (OR TOTAL QUALITY MANAGEMENT) IS SOMETHING TO BEAR IN MIND WHENEVER YOU LOOK AT SUBCONTRACTING OPPORTUNITIES.**

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Marketing Strategy

Once you have determined your marketplace talents and what Unisys/the Prime Contractor/the Federal Government Agency needs/wants, using your skills, you need to develop your marketing strategy. This needs to be done BEFORE calling the Prime.

This strategy may include teaming with another SB, WOSB, etc.

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Marketing Strategy

Select the primes best suited for your company. Perhaps they have a contract in an agency you work with or want to work with, or they are the incumbent prime on a re-compete effort. Or you feel you would like a long term relationship with this firm.

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Marketing Strategy

Determine if you want to subcontract under an existing contract, for an upcoming effort, or perhaps you need assistance in a set-aside program where the Prime's expertise will help you win the contract.

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Marketing Strategy

Most importantly, you need to determine what talents you bring to the table to make the combined effort a win/win scenario.

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SOME DOs



DON'Ts

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DO PROVIDE A DETAILED CAPABILITIES BROCHURE THAT IS NEAT, ACCURATE, AND TO THE POINT AND MAKE SURE IT INCLUDES WHAT YOU WANT THEM TO KNOW ABOUT YOU.

Better yet ... CONSIDER THE DEVELOPMENT AND USE OF A WEB SITE.

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DO INCLUDE RELATED EXPERIENCE
SUMMARIES/SUCCESSSES - THESE PROVIDE
UNISYS VALUABLE INFORMATION
REGARDING THE TYPE OF WORK YOU'VE
BEEN DOING AND WHERE -

AND THAT CAN MAKE A DIFFERENCE.

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IF YOU SEND INFORMATION TO A GOVERNMENT AGENCY, OR PRIME CONTRACTOR TO THE FEDERAL GOVERNMENT, DO NOT BE SHY ABOUT YOUR STATUS AS A MINORITY OR WOMAN-OWNED SMALL BUSINESS. THAT'S WHY WE'RE HERE TODAY. SOME OF US HAVE COME A LONG DISTANCE TO FIND YOU.

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DO INCLUDE A CORPORATE PHILOSOPHY STATEMENT – A BRIEF HISTORY OF THE COMPANY AND HOW IT WAS FOUNDED AND DO INCLUDE YOUR BUSINESS CLASSIFICATION NAICS CODE. LARGE BUSINESSES ARE REQUIRED TO REPORT ON HOW MANY SMALL, WOMAN-OWNED, OR MINORITY-OWNED BUSINESSES, HUBZone COMPANIES, VETERAN, DISABLED VETERANS THEY IDENTIFY AND SUBCONTRACT WITH EACH YEAR. HIGHLIGHT SUCCESSES IF YOU’VE HAD THEM.

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Best Idea

**DEVELOP YOUR OWN WEB PAGE
USE E-MAIL EFFECTIVELY**

**YOUR SUCCESS IN THE FUTURE
WILL DEPEND UPON YOUR
EFFECTIVE USE OF E-COMMERCE**

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- MORE IS NOT BETTER - **QUALITY IS**
- DON'T SEND FORM LETTERS
- **BETTER YET USE E-MAIL**
- DON'T SEND GENERIC LETTERS WITH NO SPECIFIC INDIVIDUAL IDENTIFIED
- **DON'T SIT BACK AND WAIT FOR THE PRIME TO CALL YOU**

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Imagine it. Done.

*YOU ARE IN THE BUSINESS
OF MARKETING*

*YOU MUST CONTINUALLY
MARKET YOURSELF*

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Teaming and Partnering

- Unisys often teams with other companies to secure business.
- Competitors today, partners tomorrow.
- Small business must do the same: team with each other to compete for larger, consolidated requirements.



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Largest Small Business Award Goes to Three Vendors - \$2.1 Billion

- Largest combined small business set-aside acquisition in the history of the federal government
- Defense Information System Network (DISN) Satellite Transmission Services - Global
- Consortium of Three Small Businesses
 - **Artel, Inc., an SDB**
 - **Spacelink International, LLC, a Small Business**
 - **Arrowhead Space and Telecommunications, a Woman-owned SDB**

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Truth of the Matter

- We cannot offer contracts to everyone.
- We already have over 1500 established MWBEs that have or are providing goods and services to us.
- Your marketing is not a guarantee of business.
- Timing can be crucial to success, marketing is successful when the need exists.
- However, you must keep your name in front of the decision makers.
- If you receive an RFP, you must respond, even if you do not intend to bid.
- You should be working on building relationships.

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Challenges for the Future

- Proliferation of Business to Business E-Commerce Sites used by Corporations and Federal Government
- Need to register with each to broaden marketing approach and not be left out
- Reduction of Procurement Staffs of major corporations through the use of E-Commerce
- Continued consolidation of the supplier base
- Bundling of contract requirements

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***If you are a Minority Business, you must join a
Regional Minority Supplier Development Council***

***If you are a Woman-owned Business, you
should join National Association of Business
Owners (NAWBO) or the Women's Business
National Council (WBENC)***

ALSO:

**See "SDIRG" from Diversity Information Resources
Publications**

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**THE MOST COST
EFFECTIVE WAY
TO MAKE
CONNECTIONS
IS AT
OPPORTUNITY
FAIRS**



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Opportunity Fair Tips

TIP 1: Determine if you have a match.

TIP 2: Pick up brochure on how to do business with the prime or how to be a prime to a government agency. Be sure you have the name of the small business coordinator. You should now have some good leads and the phone #'s of people who want you to call them. Try to get names and phone #'s of program managers or ask how to get an introduction.

How else can you meet, face to face, 100 or more potential primes/partners/agencies in one day?

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Dates to Remember

- **SBA Week – Sept 15-20, 2003 “50th” Anniversary in Wash DC**
- **MedWeek – Sept 28-Oct 1, 2003 in Wash DC**
- **RMPC Events – A must for Minority Businesses**
 - **VBOF May 5-7, 2003 in Richmond, VA**
- **Woman-owned Businesses**
 - **WBENC – Jun 24-26, 2003 in New York, NY**
 - **NAWBO Procurement Conference – Mar 10-14, 2003 in Savannah, GA**
- **NMSDC Week – Oct 28-31, 2003 in Los Angeles, CA**
- **High Tech Opportunity Fairs & Conferences – I.E.:**
 - **NASA/JPL – Mar 4-5, 2003 in Los Angeles, CA**
 - **NASA New England – Aug TBA, 2003 in Albany, NY**
 - **13th Annual OSDBU Procurement Conference – April 23, 2003 in Upper Marlboro, MD**

Key Internet Resources

- www.fedbizops.gov
- www.sba.gov
- www.gsa.gov
- www.arnet.gov
- www.first.gov
- www.unisys.com/sdp
- www.onlinewbc.gov (from the SBA.gov site)
- www.federal.unisys.com/itms

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**To Stay Knowledgeable in
“Socioeconomic Business Development”
in the Federal Government and For Other Upcoming Events:**

- **Set Aside Alert**
- **MBE Magazine**
- **Minority Business Insider**
- **The Numerous Corporate/Association/Agency Websites**
 - **www.unisys.com/sdp**

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Imagine it. Done.

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TSA ITMS

Overview

The Transportation Security Administration protects the Nation's transportation systems to ensure freedom of movement for people and commerce.

Using the TSA's Information Technology Managed Services (ITMS) contract, Unisys and its team members will be delivering world class IT services that enable world-class transportation security. The Unisys Team's performance-based approach couples our services and solutions to TSA's achievement of its business goals and program objectives as shown below.

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TSA ITMS (continued)

TSA Mission and Program Objectives	How Our Solution Benefits TSA
TSA Mission Objectives/Legislative Mandates	
Meet Congressional mandates to stand up TSA organization	Three top-tier leaders in customer service-driven, world-class IT and security services
Improve safety and increase customer satisfaction of the traveling public	Partners with experience assisting agencies in standing up new mission-focused organizations
Implement world-class security with world-class customer service	Technology leaders in the transportation industry offering complete end-to-end capabilities including outsourcing, data center operations, enterprise solutions, seat management, and network infrastructure
Protect passengers, cargo, people, and physical assets at airports	
Ensure public trust	

TSA ITMS (continued)

TSA Mission and Program Objectives	How Our Solution Benefits TSA
Partnership Philosophy	
Understand TSA's business issues and opportunities	Dedicated PMO and Customer Advocate who will work with TSA to craft goals and objectives held to a mutually agreed upon timeline
Share risks and responsibilities	Dedicated, co-located PMO space for TSA available in our Reston facility on Day 1 of the contract
Ensure products/services deliver business benefits	Incentives and disincentives link Unisys rewards to TSA objectives -- our SLAs are based on industry best practices, are comprehensive, and will enable us to monitor the level and quality of performance to achieve TSA's business objectives
Resolve complexities and difficulties for mission critical systems/solutions	

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TSA ITMS (continued)

TSA Mission and Program Objectives	How Our Solution Benefits TSA
ITMS Program Objectives	
Performance-based arrangement ensuring reliable secure IT services	Managed services solution using ISO 9000 certified processes will improve customer satisfaction, lower cost, and improve mission performance
Partner-focused working relationship with TSA	Access to team's resource base provides flexibility and readiness to respond quickly and efficiently
Apply IT to improve mission performance	Our solution offers scalability to meet the immediate demands of ITMS stand up (red phase) and accommodate increased functionality required in white/blue phases
Improved performance, reliability, security, and reduced cost	Centralized call center provides single point-of-contact for all TSA employees
Contract arrangement that easily accommodates change	
Highest level of service consistent with cost effectiveness	

TSA ITMS (continued)

TSA Mission and Program Objectives	How Our Solution Benefits TSA
ITMS Program Objectives (continued)	
Provide an effective and efficient management information system	Leverage commercial best practices to increase customer service and lower cost by applying repeatable processes
Effectively utilize subcontract and teaming arrangements including small businesses, etc.	A subcontracting approach that fully utilizes small, SDB, women-owned, and disabled veteran-owned businesses

Unisys ITMS Third Party Supplier Registration Questionnaire

Unisys Global Public Sector is pleased to provide this Third Party Supplier registration system which enables you to inform us of your interest in supplying to Unisys on the Transportation Security Administration ITMS Contract.

Important note for [Small Businesses:](#)

Prior to registering on this website, you must be registered in the Unisys Supplier Diversity database at <http://www.unisys.com/sdp> then click on **Marketing To Unisys** and follow the steps.

DISCLAIMER: Completion of the Unisys ITMS Third Party Supplier Registration Questionnaire does not imply or guarantee a potential business relationship with Unisys.

Sample TSA Solution Provider Questionnaire

<http://www.federal.unisys.com/itms/form/>

Company Detail

▶ = Required Fields

Company Legal Name ▶

Address ▶

Street Address 1

Street Address 2

City ▶ State ▶

Zip Code ▶ Country ▶

Web Address

Federal Tax ID

Dun & Bradstreet #

Contact Detail

▶ = Required Fields

First Name ▶

Last Name ▶

Job Title ▶

Phone ▶ e.g. 123-555-1234

Sample TSA Solution Provider Questionnaire (continued)

<http://www.federal.unisys.com/itms/form/>

Employee Detail

Enter the Total Number of Employees in the following areas:

General Employees		For Federal / Public Sector Employees	
Commercial	<input type="text"/>	Sales / Marketing	<input type="text"/>
Federal	<input type="text"/>	Management	<input type="text"/>
Other Public Sector	<input type="text"/>	Technical / Engineering	<input type="text"/>

Revenue (If publicly available)

Enter the Total Revenue in US\$ for the following:

Commercial	\$	<input type="text"/>
Federal	\$	<input type="text"/>
Other Public Sector	\$	<input type="text"/>

Small Business Classification

Does your company qualify under any of the following programs
(select all that apply):

- Small, Disadvantaged Business (S&A)
- Small Business
- Women-Owned Small Business
- Veteran-Owned Small Business
- Service Disabled Veteran-Owned Small Business
- Hub Zone

TSA ITMS SUBCONTRACTOR SELECTION INITIATIVE

Alliance Partners

(As of April 1, 2003 88 Suppliers including 40 Small Businesses)



Technology Partners



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