

# Expanding From Defense To Other Markets



NDIA Conference, May 2008



# Speaker Background

## Gregory Nelson

- Background in large IBM software (IBM 360/370/390)
- QUICKSTART, DL/2, Hourglass 2000, IDEAL/Datacom to COBOL/DB2 conversion
- First two customers: Wal-Mart & Kodak
- Some of my Government Customers:
  - NSA and CIA
  - Dept of Veteran Affairs
  - United Space Alliance
  - US Government Printing Office
  - IRS
  - State & City Governments
- Chairman, SCORE Naples ([www.scorenaples.org](http://www.scorenaples.org))

# Why Expand?

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- Improve the bottom line
- Increase your options in difficult times
  - Much like a balanced portfolio
  - Expand the uses for your products/services

# What's Going to be Different?

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- Speedier contracts
- Potential for more competitors, including major competitors from international companies (that DOD contractors may not be used to dealing with).
- The commercial market requires a different mind set for marketing, engineering and distribution.

# What's Going to be Different?

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- The commercial customer is interested in meeting their needs at the lowest possible cost and not buying the best technical solution regardless of price.
- You will have to fund research, investment, overhead, training and other expenses that might have otherwise been reimbursable on government contracts.
- You need to stop focusing on reimbursed expenses and focus on smart investment.

# What's Going to be the Same?

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- Importance of understanding how the buying decision is made
- Best solution doesn't always win
- Importance of “past performance”

# Brainstorming Your Talents and Your Market

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- The more vertical the markets, the better for the marketers, but the stronger the competition might be.
- Take the time to research your opportunities to create your niche

# Secrets to Success

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- Find your niche and be the best
- Treat your customers like Gold
- Listen and Act, as time DOES matter
- Use strategic partners for both marketing and implementation



# Secrets to Success

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- Utilize professionals to help you succeed
  - Make use of CPA's, Attorneys, Insurance Agents, Bankers and Consultants to help you make good business decisions
  - Domain experts need to be hired as a supplement to current staff;

# SCORE Can Help!

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- Almost 400 Chapters Nationwide with 10,500 volunteers.
- Face-to-Face Counseling
- Cyber Counseling
- Free and Low-Cost Workshops
- Online Resources (Nationally and Locally)

# SCORE Can Help!

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- How do you find us? Visit [www.score.org](http://www.score.org) and use the FIND SCORE box
- Use us regularly or use us spontaneously as a sounding board
- [www.scorenaples.org](http://www.scorenaples.org) and [www.score-sandiego.org](http://www.score-sandiego.org)

# SCORE Workshops

## National Web-based and Local Workshops



Whether you want to start or grow your business, SCORE workshops are a valuable way to learn more about doing business and a convenient forum for networking with other business professionals who can help you succeed.

SCORE offers more than 6,500 local business workshops each year across the country. These low-cost seminars focus on important small business issues, ranging from business planning and marketing to Web-based retailing.

# Panel Discussion

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- **Our Panelists:**
  - Gregory Nelson, Naples, FL
  - Monty Dickinson, San Diego
  - Dick Leslie, San Diego
  - Mary Lou O’Keefe, San Diego