# GENERAL DYNAMICS C4 Systems

# Approaches to Successful Prime Contractor Relationships

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## **General Dynamics C4 Systems Supplier Diversity**

www.gdc4s.com/SupplierDiversity Information related to:

- Doing Business With Us
- Calendar of Events
- GD Registration site (common for all GD) – Capabilities information
- Small Business Resources
- EDGE Innovation Network

#### **CONTACT:**

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#### **General Dynamics – SUPPLIERS**

#### www.gd.com/Suppliers

Information related to:

- SBLO Locator by GD Business Group and Unit
- Expectations
- Overview of each Business Group and Unit
- Mentor-Protégé Program
- FAQs and GD Registration
- Events

# **General Dynamics – A Proven Market Leader**

Four Business Groups, customer-aligned to address mission-critical needs



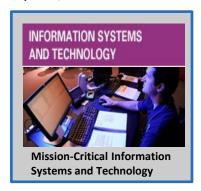
**Business Aviation** 



Land and Expeditionary Combat Vehicles and Systems, Armaments and Munitions



Shipbuilding and Marine Systems



#### **General Dynamics C4 Systems:**

- Command and Control
- Communications Networking
- Rugged Computing
- Information Assurance
- Cyber Defense

#### GENERAL DYNAMICS

### **Areas of Interest**

**Focus on Commodity Procurements:** COTS, Software, Cables, Electronics, PWB, Semiconductor

#### Diverse small business inclusion in important areas, including:

- System development technology insertion and maturation
- Authorized distributors of electronic component manufacturers or authorized diversity partners to OEMs
- Machining and sheet metal fabrication suppliers within the East Coast region
- Development of nanotechnology
- Circuit card assembly capabilities
- Fiber optic cables

## **Decision Making Approach**

- Core Capabilities and Past Performance
- **Competitive Pricing/Best Overall Value**
- **Program Risk**
- Reputation
- Cost and Cycle Time Reduction Programs
- **Quality Procedures/Certifications and Continuous Improvement**
- Technological or Service Advantages and Innovations
- We encourage our large and small technology suppliers to collaborate to provide alternative supply channels

# Selection Process: Risk Factors, Risk Mitigation

- Financial solvency/risk/strength (DnB, SAM)
- Business Experience in Defense Industry
- Counterfeit Compliance
- Conflict Minerals Compliance
- International Traffic in Arms Regulations (ITAR)
   Compliance

### Recommendations

#### Do Your Homework First

**Opportunity** Driven Approach

Research First

Prepare "Elevator" Speech But Tailor it to Company

Prove Real Interest







- Differentiate yourself (Add Value)
- Know your strengths & core capabilities
- Company websites
- Talk to contacts
- Government and technology journals
- "Hot buttons"
- Government industry days and targeted events
- Understand what we do!

- Unique capabilities
- Past experience
- Customers served
- Added value

- Follow through on actions and requests!
- Be responsive!
- Show enthusiasm!