Operating and Marketing
Your Small Business

November 3, 2005
IEM Corporate Overview

- ~300 scientists, engineers, civilian & military defense experts, former state and county emergency management directors and managers, first responders, software developers and testers, database developers
- Think Tank for DHS, Federal agencies, DoD, state and local governments, industry & international concerns
- 21st year in operation

**Awards and Recognition**
- 2005 Profiles in Progress Award
- 2004 GOVSEC Profiles in Innovation Award
- 2004 Business Leader of the Year
- 2003 Louisiana Technology Leader of the Year
- 2003 Lantern Award (LA Economic Development)
- 2001 DCI Portal Excellence Award Finalist
- 2001 Louisiana Technology Company of the Year
- 2000 Cogswell Industrial Security Award
- 2000 National Reinventing Government Hammer Award
- Member, Defense Science Board for Intelligence on Terrorism
- Moderator, DTRA Chemical and Biological Modeling and Simulation Futures Panel
Necessary Foundation for Success

- Passion
- Vision
- Quality
Keys to Succeeding

- **Get involved and be visible**
  - Join local industry groups
  - Form your own groups

- **Focus on the customer not your product or service**
  - What do your customers really need?

- **Seek feedback on your work**
  - Internal feedback
  - Customer feedback
Growing Your Business

- Take advantage of small business opportunities
  - 8(a) set-asides
  - General Services Administration (GSA) contracts
- Develop a bidding strategy
Growing Your Business

- **Prime whenever possible**
  - Large companies often willing to be subcontractors

- **Subcontract to large companies for large contracts**
  - Provide high-quality, visible service
  - Put your best foot forward with the prime
Marketing to Government & Large Businesses

- Identify strategic targets
- Build relationships
- Market benefits not capabilities
- Leverage 8(a) status
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Managing Risk in a Complex World