

**NORTHROP GRUMMAN**

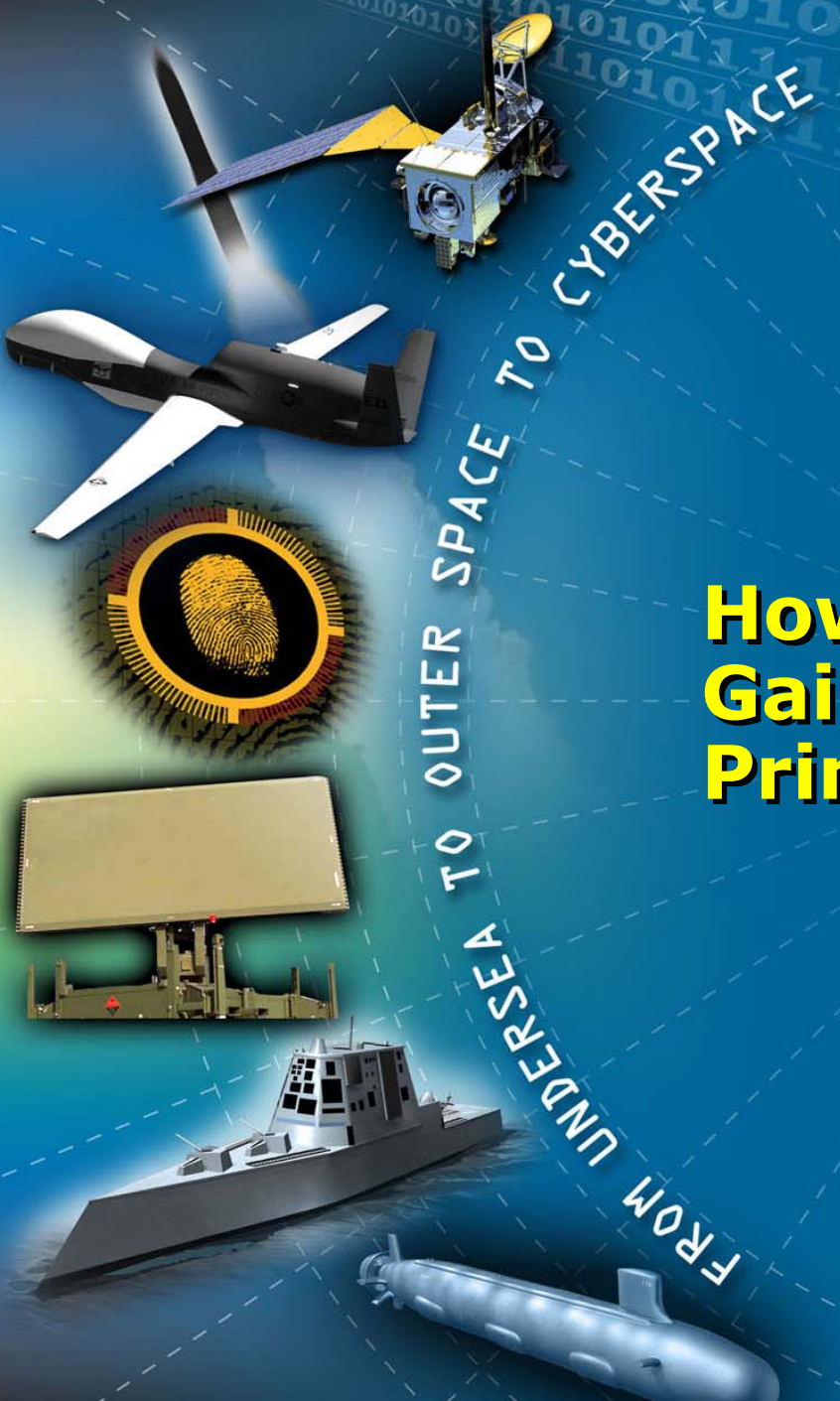
DEFINING THE FUTURE

# How Small Businesses Can Gain Access to Aerospace Prime Contractors

June 1-2, 2005

Al Boldon, Sector Director  
Socio-Economic Business Program

FROM UNDERSEA TO OUTER SPACE TO CYBERSPACE



# Who is Northrop Grumman?



**Ron Sugar**  
CHAIRMAN, CEO  
AND PRESIDENT

## Electronic Systems



**Bob Iorizzo**  
PRESIDENT

## Information Technology



**Jim O'Neill**  
PRESIDENT

## Mission Systems



**Don Winter**  
PRESIDENT

## Integrated Systems



**Scott Seymour**  
PRESIDENT

## Newport News



**Mike Petters**  
PRESIDENT

## Ship Systems



**Phil Dur**  
PRESIDENT

## Space Technology



**Alexis Livanos**  
PRESIDENT

# Northrop Grumman Today

- \$30 billion sales in 2004
- \$60 billion total backlog
- 125,000 people, 50 states, 25 countries
- Third largest U.S. defense contractor
- Leading capabilities in:
  - Systems integration
  - C4ISR and battle management
  - Information technology and networks
  - Defense electronics
  - Naval shipbuilding
  - Space and missile defense



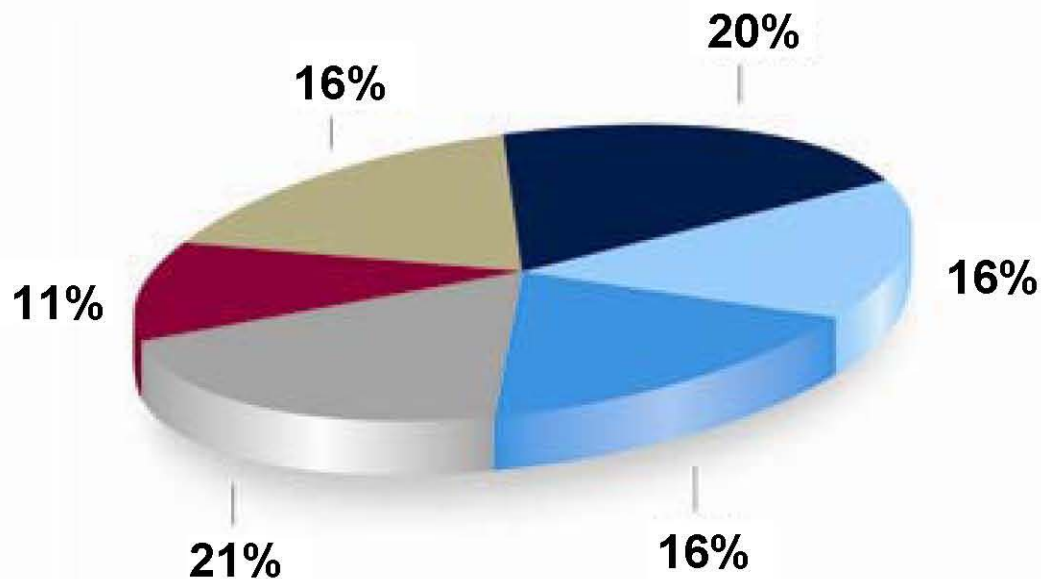
***Focus on Performance***

**NORTHROP GRUMMAN**

# Leadership In Key Business Areas

Electronic Systems	Information Technology	Integrated Systems	Ship Systems/ Newport News	Mission Systems	Space Technology
<ul style="list-style-type: none"><li>▶ Airborne Radars</li><li>▶ C<sup>4</sup>ISR</li><li>▶ Electronic Warfare</li><li>▶ Navigation &amp; Guidance</li><li>▶ Military Space</li><li>▶ Homeland Security</li></ul>	<ul style="list-style-type: none"><li>▶ C<sup>4</sup>ISR</li><li>▶ Government IT Infrastructure</li><li>▶ Science &amp; Technology</li><li>▶ Information Security/ Assurance</li><li>▶ Enterprise Solutions</li><li>▶ Homeland Security</li></ul>	<ul style="list-style-type: none"><li>▶ Tactical Aircraft</li><li>▶ Long Range</li><li>▶ Unmanned</li><li>▶ Airborne Early Warning &amp; Surveillance</li><li>▶ Air-to-Ground Surveillance</li><li>▶ Airborne Jamming</li></ul>	<ul style="list-style-type: none"><li>▶ Naval Systems Integrator</li><li>▶ Aircraft Carriers</li><li>▶ Attack Submarines</li><li>▶ Surface Combatants</li><li>▶ Amphibious Assault Ships</li><li>▶ Auxiliary Ships</li></ul>	<ul style="list-style-type: none"><li>▶ Command, Control and Intelligence</li><li>▶ Digitized Battlefield</li><li>▶ ICBM Sys. Mgmt.</li><li>▶ Missile Defense BMC<sup>3</sup></li><li>▶ Defense/Civil Software Application Dev.</li><li>▶ Information Warfare</li><li>▶ Homeland Security</li></ul>	<ul style="list-style-type: none"><li>▶ Intelligence, Surveillance, Reconnaissance</li><li>▶ Laser Weapons</li><li>▶ Military SATCOM</li><li>▶ Scientific Satellites</li><li>▶ Military Avionics</li><li>▶ Advanced Technologies</li></ul>

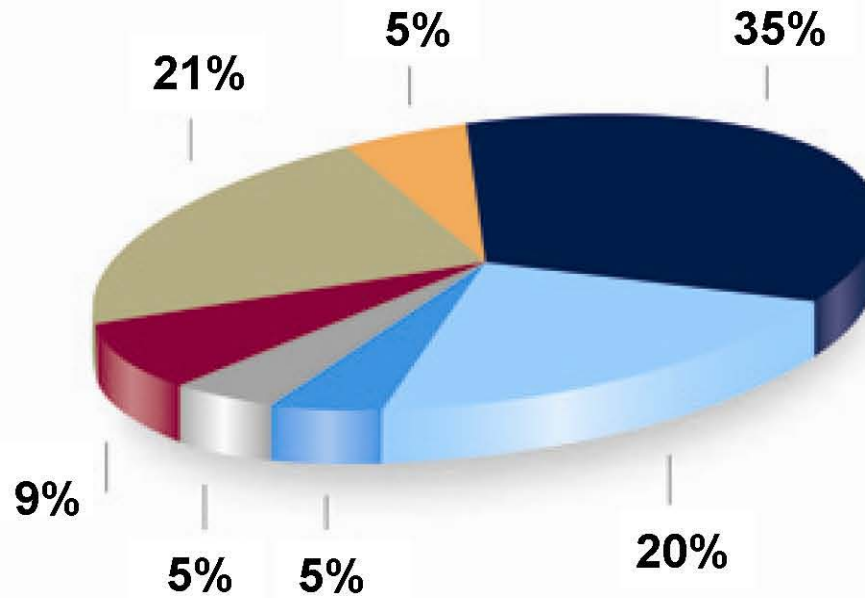
# Balanced, Diversified Portfolio by Sector



- Electronic Systems
- Information Technology
- Integrated Systems
- Ships
- Space Technology
- Mission Systems

2004 Revenues \$29.9B

# Balanced, Diversified Portfolio by Customer



- Navy
- Other Department of Defense
- Air Force
- International
- Army
- Other Government
- U.S. Commercial

2004 Revenues \$29.9B

# Key Recent Corporate-Wide Wins

- J-UCAS
- BMC2
- NATO AGS
- NETCENTS
- Prometheus / JIMO
- Restricted programs
- Command Post Platform



# How to Gain Access to Aerospace Prime Contractors

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- 1. How do you select the right company to solicit for business?**
- 2. How do you get to the right person to sell your idea or product?**
- 3. What kind of presentation should you make?**
- 4. How do you prepare for your initial presentation?**
- 5. How should you follow-up after the presentation?**
- 6. What can you do to position your company to receive new subcontracting opportunities.**



# How do you select the right company to market?

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- **Look for a company that has specific technical skills, processes, or manufacturing capabilities that complement your small business.**
  - **Look at the company's website for current contracts and customers.**
  - **Determine how your company can add technical value to enhance what the Prime is doing.**
  - **Make a case of why your company should be used over other companies.**
  - **Have proven evidence of what your company can bring to the table.**

# How do you get to the right person to sell your idea or product?

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- **Find out who the people are from Marketing or Technology Development and SBLO, etc.**
- **Do your homework prior to approaching the company.**
- **Request meeting with SBLO to provide current relevant data pertaining to your company.**
- **Request capability briefing to Business/Technology Development personnel.**

# What kind of briefing should you make?

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- **Briefing should not be general; it should specifically apply to the company you are soliciting subcontracts.**
- **Be specific as to what you can do.**
- **Emphasize how your company brings added value to the Prime.**
- **Outline areas in which your company may act as discriminator from other companies.**
- **Be cognizant of time and schedule; do not prolong briefing past the time set, unless requested to do so by the Prime corporation**

# How do you prepare for your initial technical briefing?

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- **Research information about the company, find out as much as possible about the company**
  - **Active Programs**
  - **Proposal Outstanding**
  - **Teaming Arrangements**
  - **Partnerships**
  - **Mentor/Protégé Participation**
  - **Customers**
  - **Main Product Line**

# How should you follow-up after the briefing?

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- **Provide the corporation a market assessment matrix**
  - How best to work together (business plan)
  - Enter the market together
  - Penetrate new market together
  - How your company will create a competition differentiation(?)
  - How you may target and capture new markets, maybe Small Business Set-Aside Contracts, SBIR, etc.

# What can you do to position your company to receive new subcontracting opportunities?

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- **Develop strategic alliances with other small businesses**
  - Teaming arrangements
  - Partnerships
- **Participate in small business workshops and seminars**
- **Obtain necessary certifications i.e, SDB, HUBZone, etc.**
- **Register in CCR (Pro-Net) @ [www.ccr.gov](http://www.ccr.gov)**
- **Participate in Mentor-Protégé Program**