



ODYSSEY SYSTEMS

managing the technology challenge

Maximizing the Prime-Subcontractor Relationship

A Subcontractor's Perspective

NDIA National Small Business Conference

May 9, 2006

Michael Sweat, CEO

Odyssey Systems Consulting Group



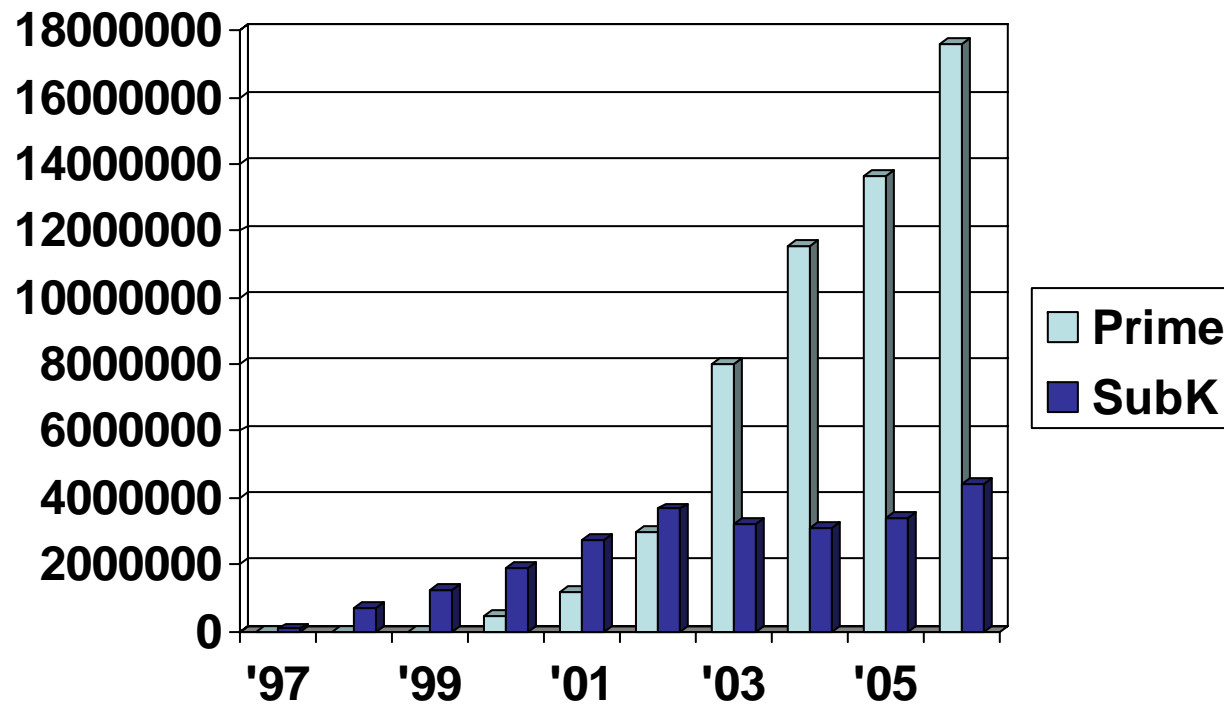
Who is Odyssey?

- **Privately-Held Technical Consulting Firm founded in 1997**
- **160 Employees**
- **#388 on the *Inc. 500* in 2004**
- **Projected 2006 Sales: \$22.0M**

Our Large Business Team Partners



Historical Revenue Distribution





What Makes a SB Partner Attractive?

- **Fills a Niche**
- **Contributes to the Team**
- **Delivers What They Promise, When They Promise**
- **Acts with Honesty and Integrity**
- **Makes Doing Business Easy**
- **Recognizes Business is a Two Way Street**



Growth Through Subcontracting - Tips

- **Market Your Company on the Basis of What You Can Do for the Prime, not What S/he Can Do For You**
 - **Demonstrate Knowledge of a Specific Opportunity**
 - **Share Intelligence**
 - **Listen**
 - **Help the Prime to Understand how your Qualifications will contribute to the team's success**
 - **Quality in all you do**
 - **Samples, Handouts, Leave Behinds, White Papers**



Growth Through Subcontracting - Tips

- **Common Sense Ways to Succeed in Subcontracting**
 - **Support Prime's Proposal Development**
 - **Give Something for Nothing**
 - **Produce Perfect Invoices – on-time and accurate**
 - **Produce Perfect Reports – in the Prime's Format**
 - **Make the Prime's Life Easy**
 - **Stuff Happens – Don't Demand and Don't Whine**
 - **It's More Fun to Do Business With People You like**



Summary

- **Subcontracting is the springboard for small business growth**
- **Large Businesses Need Qualified Small Businesses**
- **Demonstrate how your firm can ADD VALUE**
- **Give something to get something**
- **Make it easier for the Prime to give the work to you than to your competitor**