What You Need to Know
Before You Team/Partner

Presented to
12th Annual
Army Small Business Conference

Presented By
Technology Research Consultants, Inc.
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November 13, 2008
- Veteran, Disadvantaged, Woman Owned Small Business
- Established in June 2002
- 8(a) Certification Granted: October 2002
- 2007 Sales: $13.6M  Orders: $46.2M

Locations
- Corporate Headquarters
  2801 US Hwy 17/92 West
  Haines City, Florida 33844
- Bushnell, Florida

NAICS Codes: 334511, 541511, 514210, 514191, 541513, 541330, 541210, 541330, 336411, 541710
TO PRIME DOD CONTRACTS SMALL BUSINESSES MUST:

- USE TIME TO COMPETE
  - Quick Response
    - VMI
    - ECR
  - Synchronous Manufacturing
    - JIT
  - Product Development
    - R & D

- MANAGE THE SUPPLY CHAIN
  - Eliminate Non-Value-Adding Activities
  - Activity Based Costing
  - Separate Info. From Product Flow

- FORM ALLIANCES/PARTNERSHIPS
  - Logistics
  - Manufacturing
  - Marketing

- TQM
- Business Reengineering
- Single Source Solutions
TIE ALLIANCE STRATEGIES TO THE CORPORATE BUSINESS PLAN

ENTRY                     SUSTAINING                      EXIT

• Diversification         • New Discriminator           • Alternative for Customer
• Leveraging              • Current Cost Reduction     • Buyer/Seller Transition
  - Customer Base         • Pushes Innovation          • Novations
  - Infrastructure        • Turn Key Solutions           • Reduces Exit Cost
• Acquisition Trial       • Lower Risk Exposure           • Stepping Stone
• DOD PRIME vs. SUB       • Reduces Transition Cost
Teaming/Alliance Considerations

Customer Service
- Responsiveness
- On-Time Performance
- Time Based Competition
- Outside Expertise
  - Infrastructure
  - Transportation
  - Combine Technologies

Economics/Costs
- Productivity Gains
- Improved Cost Controls
- Economies of Scale
  - Labor, Insurance
  - Overhead
  - Purchasing Power
  - Asset Utilization

Business Reengineering
- Refocus on Core
- Rationalization
- Integrated Supply Chain
- Rightsizing
- Downsizing
- Cost Reductions

Quality
- Variability
- Damage
- Information
- Customer Interfaces
IDENTIFY GOALS
Customer Service
Channel Network
Labor Issues
Investment Alternatives
Operating Costs
Capacity Constraint
Product/Process Technologies
Marketing Access
Functional Expertise
Internal Organization
Vendor Base

IDENTIFY REQUIRED SERVICES
Inbound Transportation
JIT Pickup / Delivery
Information Systems
Ordering Admin
Import/Export Activities
Production / Assembly

IDENTIFY SPECIFIC OBJECTIVES
Improve Financial Performance
Reduce Investment
Improve Productivity
Improve Customer Service
Improve System Flexibility
Gain Distinctive Competencies
Improve Work Environment
Improve Control Over Operations

DETERMINE SELECTION CRITERIA
Size of Firm
Financial Performance and Stability
Efficiency of Operations
Capacity
Experience / Past Performance Record
IT & Quality Organizations
Compatibility of Corporate Cultures
Managing Long Term Partnerships

Key Factors

- Sense of Trust
- Mutually Beneficial Written Agreement
- Mitigate Affiliation Issues First
- Pricing Strategies
- Management Commitment
- Shared Risk
- Clearly Defined Goals
- Teamwork/Task Force - P&L Center
- On-Going Performance Measurement
- Two-Way Feedback/Communication
- Incentives That Reinforce Goal Structure

Identify Partner’s Major Expectations
Identify Barriers to a Successful Long Term Partnership
Mutually Identify and Set Performance Standards
Monitor and Measure Performance
Evaluate Variances/Gaps
Communicate Problems and Performance Levels
Create Environment Based on Mutual Trust
SB PRIMES FACE:
• LARGER CONTRACTS
• PREAWARD SURVEYS
  - PAST PERFORMANCE
  - FINANCING AGTS
  - QUALITY INFRASTRUCTURE
• DFAR/FAR ALLOWS:
  - LG/SB TEAMING
  - SMALL BUSINESS JV
  - MENTOR INVESTMENT

THE SEAMLESS PARTNERSHIP

AMC – AN ACQUISITION ENVIRONMENT ENCOURAGING SMALL BUSINESS TEAMING

Technology Research Consultants, Inc.
A Veteran Woman Owned Small Disadvantaged Manufacturing & Integration Business
Small Business Benefits

• Infrastructure Support
• Larger Contract Award $’s
• Lower Cost of Capital
• Increase Facility Capacities
• Subsidized Marketing Costs

Large Business Benefits

• Increased Market Share
• Participate in Small Business Segment
• Lowers Material Handling Factor

Alliance Benefits

• Innovative Cost Pool
• Leverages Core Competency Synergies

ALLIANCE EXAMPLE

Large Business Alliance Partner

Small Business Alliance Partner

Machining Center Operations

Human Resources

Accounting

Contracts

Business Development

Sub DL $’s

Material Purchasing

Small Business Contract Awards
Question and Answer Session

Sample SBA Approved Alliance Business

Teaming Agreement at

[www.sba.gov](http://www.sba.gov)

Special Recognition and Thanks Given To:

University of Alabama

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