Expanding From Defense To Other Markets

NDIA Conference, May 2008

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Speaker Background

Gregory Nelson

- Background in large IBM software (IBM 360/370/390)
- QUICKSTART, DL/2, Hourglass 2000, IDEAL/Datacom to COBOL/DB2 conversion
- First two customers: Wal-Mart & Kodak
- Some of my Government Customers:
  - NSA and CIA
  - Dept of Veteran Affairs
  - United Space Alliance
  - US Government Printing Office
  - IRS
  - State & City Governments
- Chairman, SCORE Naples (www.scorenaples.org)
Why Expand?

- Improve the bottom line
- Increase your options in difficult times
  - Much like a balanced portfolio
  - Expand the uses for your products/services
What’s Going to be Different?

- Speedier contracts
- Potential for more competitors, including major competitors from international companies (that DOD contractors may not be used to dealing with).
- The commercial market requires a different mind set for marketing, engineering and distribution.

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The commercial customer is interested in meeting their needs at the lowest possible cost and not buying the best technical solution regardless of price.

You will have to fund research, investment, overhead, training and other expenses that might have otherwise been reimbursable on government contracts.

You need to stop focusing on reimbursed expenses and focus on smart investment.
What’s Going to be the Same?

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- Importance of understanding how the buying decision is made
- Best solution doesn’t always win
- Importance of “past performance”
The more vertical the markets, the better for the marketers, but the stronger the competition might be.

Take the time to research your opportunities to create your niche.
Secrets to Success

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- Find your niche and be the best
- Treat your customers like Gold
- Listen and Act, as time DOES matter
- Use strategic partners for both marketing and implementation
Utilize professionals to help you succeed

- Make use of CPA’s, Attorneys, Insurance Agents, Bankers and Consultants to help you make good business decisions
- Domain experts need to be hired as a supplement to current staff;
Almost 400 Chapters Nationwide with 10,500 volunteers.
Face-to-Face Counseling
Cyber Counseling
Free and Low-Cost Workshops
Online Resources (Nationally and Locally)
SCORE Can Help!

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- How do you find us? Visit www.score.org and use the FIND SCORE box
- Use us regularly or use us spontaneously as a sounding board
- www.scorenaples.org and www.score-sandiego.org

Live Your Dream. SCORE Can Help.

To find the office nearest you, call SCORE toll-free at 1-800/634-0245, or visit www.score.org and click on “Find SCORE.”
Whether you want to start or grow your business, SCORE workshops are a valuable way to learn more about doing business and a convenient forum for networking with other business professionals who can help you succeed.

SCORE offers more than 6,500 local business workshops each year across the country. These low-cost seminars focus on important small business issues, ranging from business planning and marketing to Web-based retailing.
Panel Discussion

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Our Panelists:

- Gregory Nelson, Naples, FL
- Monty Dickinson, San Diego
- Dick Leslie, San Diego
- Mary Lou O’Keefe, San Diego