Business Models for Delivering Technology and Innovation-based Services

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AGENDA

- INTRODUCTION
- GOVERNMENT SERVICES MARKET
- BUSINESS MODELING
TECHNOLOGY & INNOVATION-BASED SERVICES

• TECHNOLOGY SERVICES
  – COMMODITY
  – TENDS TOWARD LOW COST, TECHNICALLY ACCEPTABLE AWARDS

• INNOVATION-BASED SERVICES
  – HIGH VALUE – HIGH SKILL
  – TENDS TOWARD BEST VALUE AWARDS
BUSINESS MODELS

• SET OF BUSINESS LOGIC THAT DRIVES VALUE TO THE ENTERPRISE

• RESULTS IN PROFITABLE AND SUSTAINABLE REVENUE STREAM

• PRICING OF SERVICES
COMPETITIVE AWARDS

- DESIGN TO PRICE

- FLEXIBILITY AND INNOVATION
  - ONE SIZE DOES NOT FIT ALL
COST & PRICE ANALYSIS

- CUSTOMER
- COMPETITOR
- COMPANY
CONCLUSION

• SMALL COMPANIES ARE MORE ADEPT TO OFFER INNOVATION AND FLEXIBILITY IN BUSINESS MODELS

• BIG COMPANIES NEED TO LEARN TO ACT SMALL IN THESE WAYS

• SMALL COMPANIES NEED TO LEARN TO ACT BIG IN EVALUATING WHAT BUSINESS MODELS TO APPLY