Transitioning Industry Into New Markets: Focus on Defense and Homeland Security

Deborah Rosenblum
Vice President
The Cohen Group
Agenda

- Addressing On-Going Challenges
- Key New Homeland Security Market: The Private Sector
- Green IT
Addressing On-Going Homeland Security Challenges

- 360 Global Supply Chain Security
- Intermodal Cargo Transportation
- Defending and Protecting Against IEDs
- Anti Identify Theft
Private Sector as a New Market

- The private sector is set to become the 2nd largest market for Homeland Security (HLS) products by 2011 behind DHS
- The private sector’s procurement growth is expected to total $28.5B between 2007-2011
- The largest private sector customers will be the chemical & petrochemical industries, the "Defense Industrial Base" and the IT Industry.

Source: Homeland Security Research Corp.
Green IT

- What Does “Green IT” Mean?
  - Optimizing Power Consumption
  - Improving Power Management
  - Reducing E-Waste
  - Developing and Implementing a Certification Process

- Gartner predicts that by 2010, environmental-related issues will be among the top 5 IT management concerns for more than 50 percent of state and local government organizations

- Federal guidance likely to become more stringent