

# **GENERAL DYNAMICS**

## C4 Systems

### **Approaches to Successful Prime Contractor Relationships**

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## General Dynamics C4 Systems Supplier Diversity

[www.gdc4s.com/SupplierDiversity](http://www.gdc4s.com/SupplierDiversity)  
Information related to:

- Doing Business With Us
- Calendar of Events
- GD Registration site (common for all GD) – Capabilities information
- Small Business Resources
- EDGE Innovation Network

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## General Dynamics – SUPPLIERS

[www.gd.com/Suppliers](http://www.gd.com/Suppliers)

Information related to:

- SBLO Locator – by GD Business Group and Unit
- Expectations
- Overview of each Business Group and Unit
- Mentor-Protégé Program
- FAQs and GD Registration
- Events

# General Dynamics – A Proven Market Leader

Four Business Groups, customer-aligned to address  
mission-critical needs



Business Aviation



Land and Expeditionary Combat Vehicles  
and Systems, Armaments and Munitions



Shipbuilding and Marine  
Systems



Mission-Critical Information  
Systems and Technology

## General Dynamics C4 Systems:

- Command and Control
- Communications Networking
- Rugged Computing
- Information Assurance
- Cyber Defense

# Areas of Interest

**Focus on Commodity Procurements:** COTS, Software, Cables, Electronics, PWB, Semiconductor

**Diverse small business inclusion in important areas, including:**

- System development technology insertion and maturation
- Authorized distributors of electronic component manufacturers or authorized diversity partners to OEMs
- Machining and sheet metal fabrication suppliers within the East Coast region
- Development of nanotechnology
- Circuit card assembly capabilities
- Fiber optic cables

# Decision Making Approach

- **Core Capabilities and Past Performance**
- **Competitive Pricing/Best Overall Value**
- **Program Risk**
- **Reputation**
- **Cost and Cycle Time Reduction Programs**
- **Quality Procedures/Certifications and Continuous Improvement**
- **Technological or Service Advantages and Innovations**
- **We encourage our large and small technology suppliers to collaborate to provide alternative supply channels**

# Selection Process: Risk Factors, Risk Mitigation

- **Financial solvency/risk/strength (DnB, SAM)**
- **Business Experience in Defense Industry**
- **Counterfeit Compliance**
- **Conflict Minerals Compliance**
- **International Traffic in Arms Regulations (ITAR) Compliance**

# Recommendations

## Do Your Homework First

*Opportunity  
Driven Approach*



- Differentiate yourself (Add Value)
- Know your strengths & core capabilities

*Research First*



- Company websites
- Talk to contacts
- Government and technology journals
- “Hot buttons”
- Government industry days and targeted events
- Understand what we do!

*Prepare “Elevator”  
Speech But Tailor  
it to Company*



- Unique capabilities
- Past experience
- Customers served
- Added value

*Prove Real  
Interest*



- Follow through on actions and requests!
- Be responsive!
- Show enthusiasm!