The Success Story: Seeing the Rainbow

A SERVICE-DISABLED VETERAN / ECONOMICALLY DISADVANTAGED WOMAN-OWNED / SMALL DISADVANTAGED CORPORATION

Martha Daniel, President & CEO

Delivering Comprehensive Mission Focused Technology and Engineering Solutions since 1992

The Success Story: Seeing the Rainbow

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**Title:** The Success Story: Seeing the Rainbow

**Performing Organization:** Information Management Resources, Inc. (IMRI), 85 Argonaut #200, Aliso Viejo, CA, 92656

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If you want to see the rainbow, you must put up with the rain.
SUCCESS AS DEFINED BY IMRI... 

MENTOR PROTÉGÉ CONTRACTS

BUSINESS DEVELOPMENT FOCUSED

POISED FOR GROWTH
MENTOR PROTÉGÉ CONTRACTS

Choose the right partner……..

- Chose a partnership that compliment your company’s strategic direction

- Chose a partner that respect your company and it’s management

- Chose a partner where the management is dedicated to the program

- Chose a company that is geographically near your corporate offices.

Lesson Learned:
A Mentor Protégé Relationship

It can only work if you have a good partnership.
BUSINESS DEVELOPMENT FOCUSED
Select on a few Agencies and Stay Focused

- We selected a few agencies to market our services to and completed research to establish a pipeline to target.
- Aligned our organization and business development activities accordingly.

Lesson Learned:
The Government is real big!

Target a selected few agencies aligned with your service offerings – Stay Focused!

- Develop more strategic relationships with larger primes and small businesses.
- Acquire and utilize tools that will improve the tracking and management of business development and practice development efforts.
# POISED FOR GROWTH

*Establish a three (3) year plan* . . . .

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**Lesson Learned:**

*Growth requires planning*

*Take your time! It’s more fun when it is planned.*
SUCCESS BY DEFINITION OF WHOM?

Define Your Own Success

What Does My Company Really Do?

• Define your **core areas of expertise**
• Use past performances to describe your company - **examples**
• Make it **simple** and align your capabilities to the agency you are meeting with
SUCCESS BY DEFINITION OF WHOM?

Define Your Success • SET REALISTIC GOALS

• Learn to do business with government
  - Budgets
  - FARS
  - Contracting Vehicles
  - Small Business Rules
  - Subcontracting
  - Bidding process – How Contracts are Awarded

• Performance is the key to success

• Establish realistic goals – the government moves slow

• You must have patience....
SUCCESS BY DEFINITION OF WHOM?

Know Your Customer

• What Are The Rules To The Game?

• Take time to determine if a customer is truly a customer for your business – Mission - Forecast - Websites - Funding Appropriations - Strategic Plans - Industry Meetings - Small Business POC

• Don’t just meet to meet - Have An Agenda
Six Steps to a Good Golf Swing if Practiced will the RAIN

Feet and Shoulders • Realistically Line Up Goals To Resources

Bend at the Knees • Line up your business development to the right customer

Back Swing • Keep even pace. Don’t over sale, over price, over commit, or underpay your employees

Down Swing • Follow the same path; create and document repeatable processes

Contact • Visit your customers, employees, join associations, attend seminars, network

Follow Through • Say what you mean and do what you say. If you “snooze” you will “loose.”

...and You Will See the Rainbow
Since 1992, IMRI has successfully delivered over $93 million in Federal and Commercial contracts.

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IMRI AT A GLANCE

Technology and Engineering Integration
“Innovative Technology, Design, Integration, & Development”

FY 2009-FY 2010

IMRI Staff Distribution

- Over 19 years experience
- DCAA audited and approved accounting system
- ISO 9001 / AS9100 Certified Quality Management System
- Facility Clearance and procedures IAW National Industrial Security Program Operating Manual (NISPOM)
  - 42% of staff - Top Secret
  - 27% w/ Special Access
  - 18% of staff - Secret

Successfully delivered over $92 million in federal and commercial technology services

Certified Service Disabled Veteran, Small Disadvantaged, Minority, and Woman-Owned Business
PARTIAL CLIENT LISTING

FEDERAL AGENCIES
- Army Corp of Engineers
- Army Test & Evaluation Command (ATEC)
- Air Force Logistics
- Defense Finance and Accounting Service (DFAS)
- Department of Homeland Security
- Defense Information Systems Agency (DISA)
- Defense Logistics Agency (DLA)
- Department of Interior
- Navy Meteorology & Oceanography
- NASA
- Veterans Affairs

LARGE BUSINESSES & INTEGRATORS
Aerospace & Defense
- Boeing
- Booz Allen Hamilton
- Unisys
- Electronic Data Systems
- Lockheed Martin
- Northrop Grumman
- Intergraph

Computing / Telecommunications
- IBM
- AT&T
- Toshiba

Energy
- Pacific Gas & Electric
- Atlantic Richfield Company (ARCO)

Other
- Bank of America
- International Paper

PUBLIC SECTOR
- State of California
- L.A. Department of Water & Power
- Los Angeles Airport
- Southern California Edison
- Metropolitan Water District
- City of Chicago
- City of Los Angeles
- City of Memphis
Our Focus and Capabilities

TECHNOLOGY
- Program Management
- Enterprise Technology
- IT Service Management

CYBER SECURITY
- Information Assurance
- Vulnerability Management
- Secure Architecture Design

ENGINEERING
- Communications
- Unmanned Systems
- Power & SCADA

Areas of Emphasis:
- Program Management
- Enterprise Technology
- IT Service Management

Services & Capabilities:
- Program Management – Acquisitions & Operations
- Systems Development, Integration, & Sustainment
- Information Assurance
- Process Management
- Telecommunications Infrastructure
- Training
- Systems Engineering
- Software Engineering
- Design Engineering
- Research & Development
- Test & Evaluation
- Modeling & Simulation