

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

**IMRI** TECHNOLOGY  
& ENGINEERING  
SOLUTIONS



NDIA SAN DIEGO PRESENTS-

NAVY

SMALL BUSINESS  
OPPORTUNITY CONFERENCE

Small Business:

Innovation, Agility, and Commitment:

The Warfighter's Advantage

August 22-24, 2011

Co-Hosted by  & 

San Diego Convention Center San Diego, California

<http://www.navygoldcoast.org>



*Delivering Comprehensive Mission Focused  
Technology and Engineering Solutions  
since 1992*

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

Martha Daniel, President & CEO

 NSF

# Report Documentation Page

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The way I see it, if you want the rainbow, you gotta  
put up with the rain. ***Dolly Parton***



***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.
- 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.

**Lesson Learned:**  
**The Government is real big!**

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



## **POISED FOR GROWTH**

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

- **Establish a business plan to include realistic expectations for growth**
- **Hire the necessary skills needed to achieve the next level of growth**
- **Utilize the skills and knowledge of your mentor for areas of growth.**

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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  
Company's  
Capabilities

• 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 sell, 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.**



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

*Hero Award - Army Corp of Engineers*

*Outstanding Support - Eclipse Project*

*Outstanding Leadership – Army HPCC*

*Star Performer Award – EDS ENCORE*

*Outstanding Performance - DISA DECC*

*Small Business Administration  
- U.S. Small Business of the Year*

*Semi-Finalist - Ernst & Young  
Entrepreneur of the Year*

*Hall of Fame - National Assoc. of  
Women Business Owners*

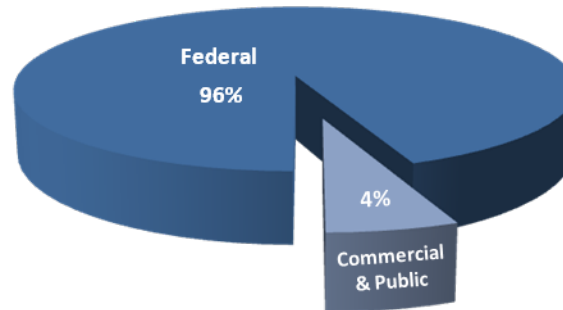
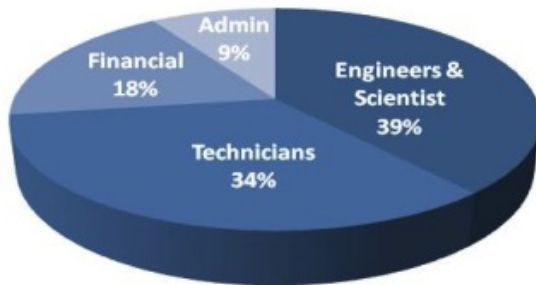
# IMRI AT A GLANCE

## *Technology and Engineering Integration*

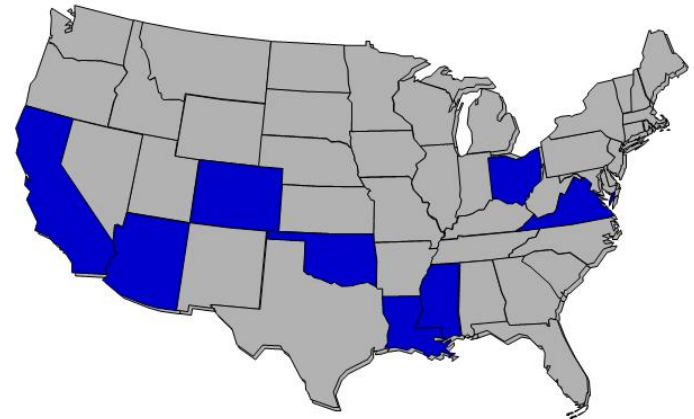
*"Innovative Technology, Design, Integration, & Development"*

FY 2009-FY 2010

### IMRI Staff Distribution



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



*Certified Service Disabled Veteran, Small Disadvantaged, Minority, and Woman-Owned Business*

- 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

# 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

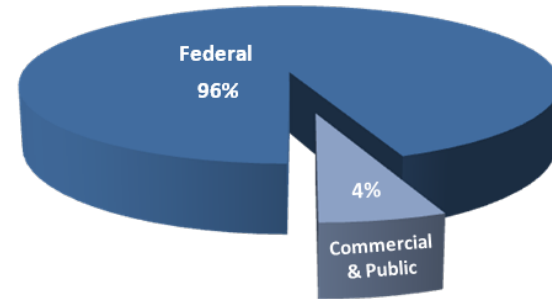
### Energy

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

### Other

- Bank of America
- International Paper

FY 2009-FY 2010



## 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

## Areas of Emphasis

### TECHNOLOGY



- Program Management
- Enterprise Technology
- IT Service Management

### CYBER SECURITY



- Information Assurance
- Vulnerability Management
- Secure Architecture Design

### ENGINEERING



- Communications
- Unmanned Systems
- Power & SCADA

## 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