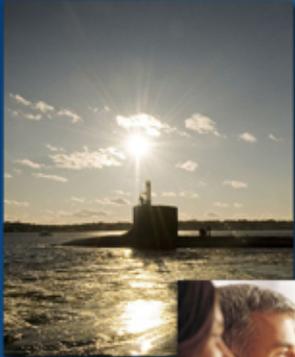




CODE 25 INDUSTRY DAY BRIEFING JUNE 23, 2015



Deputy Competition Advocate/Director, Small Business, Code 00K
Naval Undersea Warfare Center, Division Newport

AGENDA

- **ROLE OF THE DEPUTY COMPETITION ADVOCATE (DCA)/DIRECTOR, SMALL BUSINESS (DSB)**
- **CONTRACTING WITH DIVNPT**
- **“DIVNPT NETWORK”**
- **GOALS, METRICS AND UPDATES**
- **RECENT/UPCOMING EVENTS**
- **TAKEWAYS**
- **CLOSING REMARKS**

ROLE OF THE DCA/DSB

- **The Deputy Competition Advocate (DCA) has been appointed to ensure and increase competition across the DIVNPT “enterprise”**
- **The Director, Small Business (DSB) has been appointed to manage the Office of Small Business Programs (OSBP), and to ensure the achievement of Small Business goals assigned by SEA00K**

ROLE OF THE DCA/DSB (CON'T)

- Both positions report directly to the DIVNPT CO, demonstrating senior leadership commitment and support
 - DSB has corresponding accountability to SEA00K
- DCA and DSB are complimentary roles
 - Pro-actively engaged at the earliest stage(s) of the procurement process
- Critical part of an IPT with:
 - Contracts Department, Office of Counsel, Technical Departments, Public Affairs, SBA, RI PTAC, Local Trade Groups, etc.

Bottom Line: Create an environment that facilitates competition and entry into the market

CONTRACTING W/DIVNPT

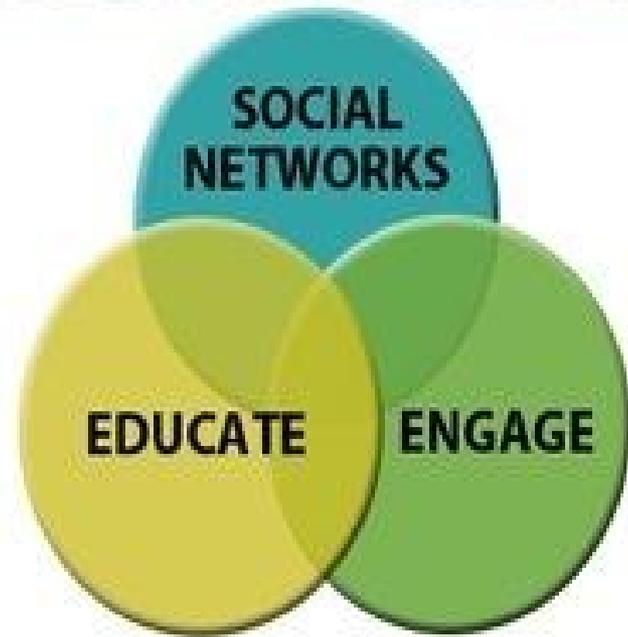
- **Sources Sought**
- **Pre-Solicitation Conferences**
- **Industry Days**
- **DIVNPT does not award “Cross Departmental” TO’s**
- **DIVNPT typically does not allow adding subcontractors after task order award**

“DIVNPT NETWORK”

OLD SALES MODEL



NEW SALES MODEL



Source: Forbes

***“DIVNPT Network” Parallels the
New Sales Model***

“DIVNPT NETWORK” (CON’T)

- “Social Networks”

- LinkedIn

- DIVNPT:

- <https://www.linkedin.com/company/naval-undersea-warfare-center-newport>

- OSBP:

- <https://www.linkedin.com/profile/view?id=88371739>

- RI Chapter of the National Contract Management Association (NCMA)

- <http://ncma-ri.org/contact-us/>

- <http://ncma-ri.org/list-companies/>

- “On-Line Matchmaker”

“DIVNPT NETWORK” (CON’T)

- “Social Networks” (Con’t)
 - Southeastern New England Defense Industry Alliance (SENEDIA)
 - <http://www.senedia.org/contact-us.html/>
 - Armed Forces Communication and Electronics Association (AFCEA)
 - (781) 862-2465
 - RI Procurement Technical Assistance Center (PTAC)
 - <http://www.riptac.org/>

“DIVNPT NETWORK” (CON’T)

- **“Educate and Engage”**
 - Each September: **SENEDIA Defense Innovation Days**
 - Each October: **Small Business Product Vendor Industry Day**
 - Each November: **SDVOSB/VOSB Conference**
 - Each Dec and May: **SeaPort-e Council Meeting**
 - Each April: **NCMA/DIVNPT Reverse Matchmaker**

“DIVNPT NETWORK” (CON’T)

- **“Educate and Engage” (Con’t)**
 - **Every other June: NCMA/DIVNPT Industry Day**
 - **Every other June: NCMA Training and Education Event**
 - **Numerous Ad-hoc Pre-Solicitation Conferences, Facility Tours and Industry Days**
 - **NCMA, SENEDIA, SBRT and AFCEA Luncheons and Events**

“DIVNPT NETWORK” (CON’T)

- “Educate and Engage” (Con’t)
 - Electronic Reading Room (ERR)
 - <http://www.navsea.navy.mil/nuwc/newport/pages/ElectronicReadingRoom.aspx>
 - Supplements/complements information on FBO and SeaPort-e
 - Provides Unrestricted access to UNCLASSIFIED Distribution Statement “A” documents. Examples include:
 - Industry Day Presentations, SeaPort-e Council Documents, Pre-Solicitation Conference Slides,

“DIVNPT NETWORK” (CON’T)

- “Educate and Engage” (Con’t)
 - Electronic Reading Room (ERR) (Con’t)
 - Examples include (Con’t):
 - DIVNPT Long Range Acquisition Forecast (LRAF)
 - » Updated on a quarterly basis, provides an up-to-date status of all procurements for the next 5 years
 - DIVNPT Resource Sheet
 - » Updated, at least monthly, with a list of useful links and upcoming events

***DIVNPT Competition Initiatives Facilitate
Entry into the DIVNPT Market***

“DIVNPT NETWORK” (CON’T)

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Value of the “DIVNPT Network”: fifteen (15) events FY15 to date, at least (10) more this FY

GOALS, METRICS AND UPDATES

- Increase overall competition by ensuring all companies have a fair opportunity to compete
- Encourage new vendors to bid
- Reduce/eliminate SeaPort-e RFP responses by (1) vendor
 - FY12 to Date Results:
 - Reduced SeaPort-e RFP responses by (1) vendor (i.e. “tripwire”)
 - Every RFP that had received multiple bids previously received multiple bids again
 - Reduced “(1) bids” by 72%
 - Significantly expedites contract awards
 - Several new incumbents
 - Five (5) new Prime vendors have entered the market

GOALS, METRICS AND UPDATES (CON'T)

- **FY 14**
 - Awarded a total of \$135M to small businesses for Products and Services
 - Increase of \$2M from FY 13
 - SEA00K-assigned goal: set-aside 25% for small business
 - Achieved 35%
- **FY 15**
 - SEA00K-assigned goal: set-aside 35% for small business
 - Currently achieving 34.8%
 - Compared to this time FY 14: awarded additional \$6.7M to SB, representing an additional 4%

RECENT/UPCOMING EVENTS

- **May 13, 2015: DIVNPT SeaPort-e Council Meeting**
- **June 10, 2015: NCMA Ocean State Workshop**
- **June 23, 2015: Code 25 Industry Day**
- **Aug 26 -28: SENEDIA Defense Innovation Days**
- **Oct TBD, 2015: Small Business Product Vendor Industry Day**
- **Nov 5, 2015: Code 70 AUTECH Industry Day**
- **Nov 6, 2015: SDVOSB/VOSB Training Event**

DIVNPT events are advertised via: NCMA, LinkedIn, SENEDIA, AFCEA, SeaPort-e, FBO, RI PTAC. Posted to DIVNPT ERR

TAKEAWAYS

- **DIVNPT has implemented a comprehensive and on-going program to encourage, ensure and increase competition**
 - **Visibility and support at the highest DIVNPT leadership level**
- **DIVNPT is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The DIVNPT DCA/DSB is the ideal entry point for any business (large or small) that wants to do business with NUWCDIVNPT**
 - <http://www.navsea.navy.mil/nuwc/newport/pages/OSBP.aspx>
 - **(401) 832-7372**
 - NUWC_NPT_OSBP@navy.mil

CLOSING REMARKS

- Thank you Code 25
- Thank you for attending the Code 25 Industry Day
- Plug into the “DIVNPT Network”
- Q&A and Feedback Forms, and WFC Small Business Tri-folds
- The attendees list and “Q&A” (today’s and any subsequent) will be posted to the SeaPort-e and FBO Portals
- All briefings will be posted to the SeaPort-e and FBO Portals and the NUWCDIVNPT Electronic Reading Room
- DO NOT contact today’s presenters
 - All further dialogue will be accomplished via the Q&A feature on the SeaPort-e and FBO Portals