

# **Symbol Technologies, Inc.**

## **Federal Systems Integrator**

### **Management Plan**

Prepared by:

**John Doe**  
555-555-5555  
johndoe@johndoe.com

(Date)

# Introduction

This document is intended to provide a high-level representation of some of the strategies, tactics and methods I would deploy throughout the process of establishing, growing and managing specific Federal Government Systems Integrator's on behalf of Symbol. The accounts primarily include: SAIC, IBM, Lockheed and Raytheon. I believe I am the ideal candidate for this position for the following reasons:

- Knowledge of how to conduct business in the Federal Market
- Existing Federal Systems Integrator relationships
- Sales Track record

## Knowledge of how to conduct business in the Federal Market

Since 1991, I have sold to and supported Federal Systems Integrators and called directly on many of the Government's DOD and Civilian Agencies. Throughout my career, I have successfully leveraged my existing relationships into new contacts, sales, and contract vehicle's. These relationships span the entire breadth of a number of large and influential agencies, allowing me to 'call' at both the technical level as well as at the CIO and program level. This ability to call both 'low' and 'high' maximizes the effectiveness of the pitch as well as provides opportunities to leverage into other agencies with similar IT goals.

## Existing Federal Systems Integrators relationships

<u>Integrator</u>	<u>Agencies Supported</u>
IBM	DHS
SAP	Navy, Air Force, Army
SAIC	DHS, NASA, USGS, NGA,
Lockheed	DHS, Postal, Navy, DOD, Air Force
Raytheon	NGA, DHS (EPTS), FAA, Customs, ATF, DEA, FBI, SS, State
NCI	TransCom, NGA, Commerce
EDS	NMCI, DISA
Northrop	NRO, NSA, DIA, DISA
Harris	Census, NGA

These relationships will prove vital in a number of ways, including development of new accounts, qualification of opportunities and reference selling of Symbol's products as these integrators add Symbol product to existing customer opportunities and bid on new IT solution/ services contracts.

## Track Record

I have always been a top producer in the organizations I have served.

### Tangible

- EDS/ Zegato - eTravel
- SAP/ Esker
- Tangible Esker

### SAIC

- Navy/ Compass Enterprise
- SAIC/ Tivoli

- SAIC/ Indus
- SAIC/ EF Technologies
- SAIC/ SAVVIS

**Pictometry**

- SAIC/ NIMA (NGA), USGS
- Intermap/ Puerto Rico

**SRM, Ltd.**

- MTI/ Navy, Army, Air Force
- Intelligent Decisions/ Air Force OSI, Army CID
- DCIS/ SS, Navy, Air Force, Army, US PTO, Sun IBM, Oracle
- Sold the business in year three

**OTG**

- BTG/ Army
- SAIC/ Navy

**BDS/BTG**

- Integrated 30 manufactures products as SI and partnered with Prime(s) on specific opportunities

**PSSI**

- LISC (Lockheed Information Solutions Corporation)
- OCSC (Oracle Complex Solutions Corporation)

**Roadmap to Immediate Success**

I will begin immediately by calling on my contacts at my target Federal Systems Integrator's accounts to build a list of existing; awarded Government Contracts and a forecast of Procurements they are tracking related to products and services Symbol provides. Additionally, I hope to meet each of the Symbol Federal Team Members to educate myself on their sales activities, channel and customer relationships so that I may be an asset to their activities and learn Symbol's strength's. I will need a week or two to:

- Meet with Symbol's sales people individually to learn what applications make up the existing demand for Symbol's products in the Federal space. Which integrators (channel partners) they are working with specific to a customer of theirs. I will use this information to build an understanding of the Federal customer's current needs, and the applications, contracts that drive these needs.
  - Programs: The interview process will help me to surface both known and unknown large procurement opportunities within the government.
  - Software Applications: The process will also surface specific applications Federal customers are using/ deploying that drives in part the use of Symbol's products.
- Once I have a list of existing customer applications, objectives/ programs, Integrator's supporting these customers and the software applications that meet the customer's requirement. I will build and maintain an account/ program matrix that depicts the current sales and future funded and un funded program sales funnel. Example below:

Customer/	Systems	Application	Symbol Product	Contract
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<b>Program</b>	<b>Integrator</b>			<b>Vehicle</b>
NavSea (ERP)	IBM	SAP	?	
NavSea (SNAP)				
DHS (US Visit)				
DHS (Border Control)				
DOD (Military ID)				

- This is my sales/ program funnel that will allow me to communicate with management and the sales team regarding; projected revenue, anticipated close date, likelihood of close/ percentage, etc. From this matrix we can review and strategically sort opportunities and task the required resources to secure the opportunity for Symbol.
- Note: I have learned that Symbol currently has a number of Federal Govt contract vehicles including: GSA Schedule, BPA, and PCHS? an IDIQ, All-2 and EGS-III. I need to become familiar with these vehicles, their contracting office(s), fees; products/ services covered, task order limits, customers affected and remaining affective term. These vehicles will affect our selling strategy with selected Primes and customers.

While I'm getting educated with the specifics of Symbol's products, I will be calling on my target SI's by Federal Customer, Requirement and Program. My Federal Systems Integrator's call schedule is listed below:

<b>Agency Type</b>	<b>30 Days</b>	<b>60 Days</b>	<b>90 Days</b>
Integrators	SAIC IBM Lockheed Raytheon	NCI Northrop	Others as assigned
Application Mfg's	SAP		

Thank you for your time. I look forward to discussing a career with you in more detail.

Respectfully,

**John Doe**  
v. 555-555-5555  
johndoe@johndoe.com