



Booz Allen and Small Business Teaming

This document is confidential and is intended solely for the use and information of the client to whom it is addressed.

Today's Discussion Objectives

- ▶ Booz Allen Small Business Teaming Objectives
- ▶ Overview of Booz Allen's Small Business Organizations
- ▶ Booz Allen Key Small Business Initiatives
- ▶ Contract Vehicle: OASIS

Relationships with small businesses is the right thing for Booz Allen, for our clients, and for the national and regional economies in which we work. Our priorities are to:

- ▶ Expand outreach to those socioeconomic categories that are the most difficult to engage
- ▶ Continue to advise and educate the small business community on government contracting requirements
- ▶ Work collaboratively with business leaders across Booz Allen to identify meaningful subcontracting opportunities for small businesses
- ▶ Aggressively track performance against small business goals and take quick and deliberate corrective action
- ▶ Celebrate success with our small business team members

Booz Allen constantly seeks out businesses to supplement in-house professional, technical, and support capabilities

- ▶ To identify and explore teaming opportunities, Booz Allen reviews procurements and considers:
 - Government contracting requirements
 - Booz Allen’s capabilities
 - Small business goals
 - Small business capabilities and client knowledge
 - Prime or Subcontracting Role
- ▶ This approach produces specific small business opportunities tailored to each procurement

To be the absolute best management and technology consulting firm, measured by the value we deliver to clients and by our spirit of partnership

Booz Allen strives to identify companies with “best-in-class” skills and management capabilities

- ▶ Booz Allen’s teammates typically possess the following characteristics:
 - A well defined business strategy and complementary corporate capabilities
 - An understanding of the government market with expertise or recognition within a specific client organization
 - The potential for a long-term, reciprocal relationship
 - Compatible business ethics and philosophy
 - Financial stability and viability

Team building is key

- ▶ It's about Mutual Trust

- We develop and discuss proposal building strategies with our team early in the process
- We assign various proposal lead roles to the most qualified member of the team
- We maintain high energy and team spirit throughout the proposal process
- We maintain open communication with the team through various proposal meetings throughout the entire proposal process
- We place our Small Businesses in challenging roles from proposal support to contract implementation

- ▶ Team Building

- Being personally committed to the development of small businesses through an integrated team approach to fulfill the client's mission.

....and, it's supported 100% by our Firm's Officers and leadership team

A few things to consider when marketing your firm

- ▶ Tailor the presentation to the audience—one size does not fit all
- ▶ Low hanging fruit mentality does not resonate
- ▶ Arm your employees with company knowledge
- ▶ Know your target client
- ▶ Leverage and reveal relationships
- ▶ Don't accept anything less than a name
- ▶ Lead with technical capability, not socio-economic category
- ▶ Don't take your credentials for granted
- ▶ Be aware of budget trends—follow the money trail
- ▶ Identify and seek out stakeholders—decision makers

Register your company....

<http://doingbusiness.bah.com>

After submitting your registration, please let us know that you've done so. Schedule a call with our office to discuss and review your profile to make recommendations of POCs to contact

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Address <https://doingbusiness.bah.com/sbp/jsp/index.jsp> Go Links msn

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small business programs

home register help contact us

Login

Already registered?
Please login.

Username

Password

If you have an existing profile,
but have forgotten your
password,
please click [here](#).

Register

Welcome to the Booz Allen
Hamilton Small Business
Programs Registration Website!
If you are a new user and have
not yet created an account,
simply select the registration
button below to create your
firm's profile. Please make note
of the required data elements
listed in the welcome message
to your right prior to initiating the
process.

Small Business Programs

Welcome to the Booz Allen Hamilton Small Business Programs Registration Website! In order to maintain a competitive advantage, Booz Allen teams with best-in-class large and small businesses to complement our service strategy and to offer our clients comprehensive, innovative solutions.

We invite you to create, update, and manage your firm's profile which will be searchable by Booz Allen's Program Managers and the Small Business Office personnel. Once created, your firm's profile will be housed in a database which is a helpful tool for Program Managers and the Small Business Office in identifying potential subcontractors.

As business opportunities arise, we will review the profile you submit against our upcoming subcontracting requirements and will contact you if your technical qualifications meet our needs. Submitting a profile does not obligate Booz Allen nor guarantee any business with Booz Allen.

Please note that you will be required to complete your registration in one sitting. Some information you may want to gather in advanced is your firm's:

EIN
DUNS
Cage Code

Done Local intranet

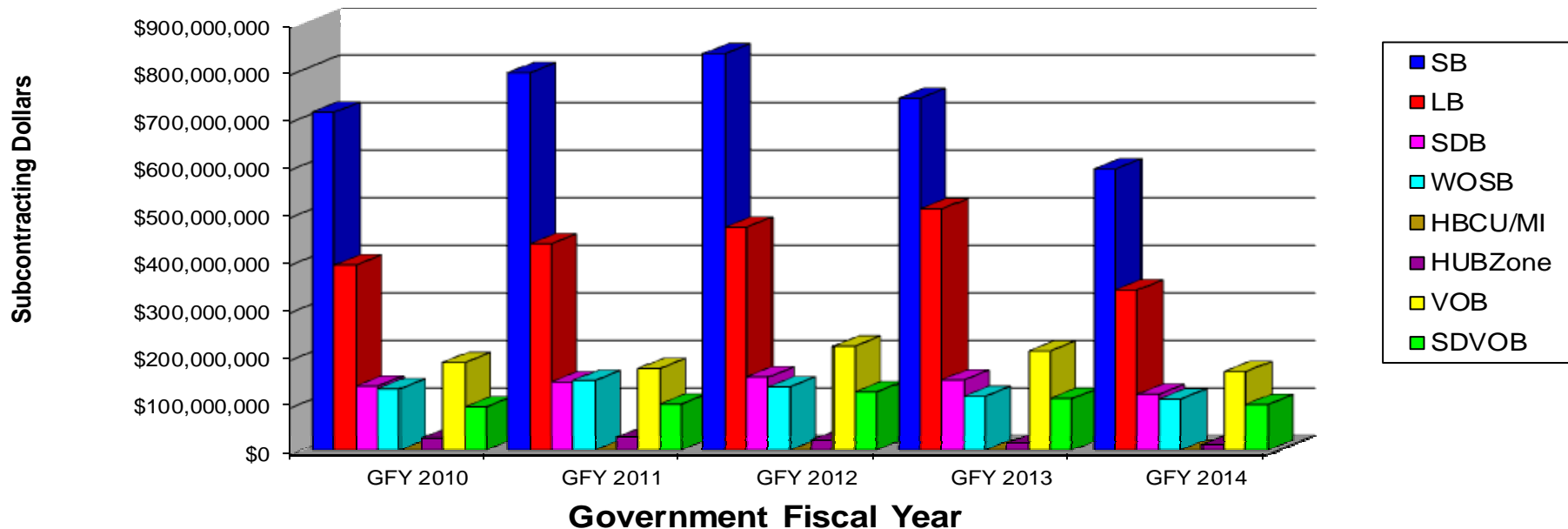
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Booz Allen's two distinct SB organizations have service offerings to educate client staff and capitalize on teaming with SB, increasing competitive posturing and ensuring compliance



Booz Allen's Overall Subcontracting Performance 5 Year Trend



	GFY 2010		GFY 2011		GFY 2012		GFY 2013		GFY 2014	
SB	\$712,115,309	64.6%	\$794,741,017	64.6%	\$834,952,455	64.0%	\$741,199,626	59.3%	\$592,299,755	63.7%
LB	\$390,665,101	35.4%	\$435,084,652	35.4%	\$470,058,333	36.0%	\$508,629,910	40.7%	\$338,183,217	36.3%
Total	\$1,102,780,410	100.0%	\$1,229,825,669	100.0%	\$1,305,010,788	100.0%	\$1,249,829,536	100.0%	\$930,482,972	100.0%
SDB	\$136,079,758	12.3%	\$144,519,147	11.8%	\$155,228,893	11.9%	\$149,119,093	11.9%	\$118,888,893	12.8%
WOSB	\$130,341,830	11.8%	\$147,864,185	12.0%	\$134,636,145	10.3%	\$114,558,220	9.2%	\$108,619,196	11.7%
HBCU/MI	\$42,030	0.0%	\$101,526	0.0%	\$82,672	0.0%	\$39,888	0.0%	\$0	0.0%
HUBZone	\$25,657,699	2.3%	\$27,788,103	2.3%	\$21,041,449	1.6%	\$14,674,045	1.2%	\$11,818,126	1.3%
VOB	\$185,561,839	16.8%	\$173,184,949	14.1%	\$220,208,119	16.9%	\$209,820,127	16.8%	\$166,308,024	17.9%
SDVOB	\$92,360,097	8.4%	\$98,302,770	8.0%	\$123,660,938	9.5%	\$109,945,355	8.8%	\$97,319,221	10.5%

Our clients and corporate partners have recognized our efforts to maximize opportunities for small businesses

Booz Allen Small Business Awards

- ▶ *U.S Department of Defense Office of Small Business Programs* – 2010 Nunn-Perry Award for accomplishments in the department's Mentor-Protégé Program with National Security Agency protégé, PROTEUS Technologies, on March 10, 2010; previous winner 2008, 2005
- ▶ *Department of Veteran's Affairs* – "Corporate Champion Award" - for our substantial contributions to expanding business opportunities for veterans and service-disabled veterans, also presented in June 2008 for the second consecutive year
- ▶ *Vetpreneur* - recognized Booz Allen Hamilton for the ninth consecutive year as one of the "10 Best Corporations for Veteran-owned Businesses" (2005-2014)
- ▶ *Department of Defense* - "Prime Subcontracting Award" – for subcontracting excellence with Service-disabled veteran-owned small businesses for the second consecutive year, 2008
- ▶ *Morehouse College* recognized Booz Allen with the "2010 Corporate Trailblazer Award" in recognition of the firm's successful utilization of HBCU institutions as strategic partners. The award was presented on February 26, 2010.
- ▶ The *National Veteran Small Business Coalition (NVSBC)*, recognized Booz Allen Hamilton's subcontracting performance with Veteran-Owned Small Businesses and Service-Disabled Veterans Owned Small Businesses by awarding their Champions of Veterans Enterprise Award to the firm for three consecutive years (2012-2014)

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Booz Allen Mentor-Protégé Program Participation Background

Booz Allen has mentored 41 total firms with 6 of those agreements currently active

▶ Past Mentoring Activity

- The Firm has 33 past agreements which included DISA (17), DHS (2), MDA (1), Navy (1), Air Force (1), Army (1), Treasury (6), Energy (1), NSA (1), EPA (1), DCMA (1)
- Three agreements have been honored with a DoD Nunn-Perry award, Artech Information Systems (DISA 2005), USfalcon, Inc., (DISA 2008), Proteus Technologies (NSA 2010)

▶ Current Mentoring Activity

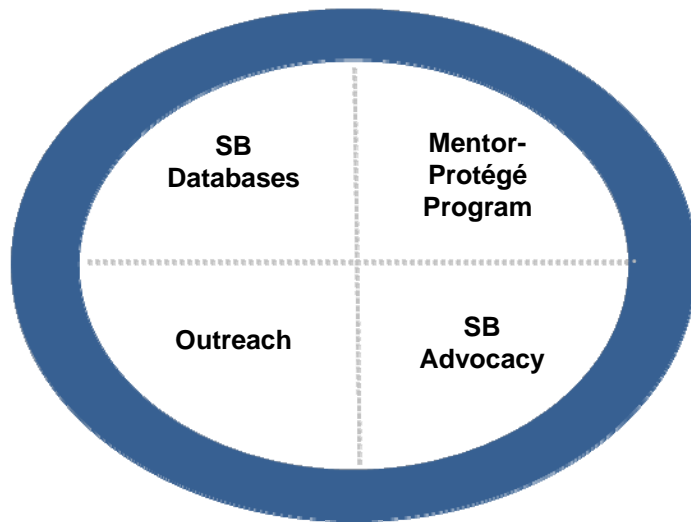
- The Firm has 6 active agreements which included DHS (1), DIA (1), DCMA (1), Army (1) GSA (1) and SBA (1)
- The Army and DIA agreements are reimbursable with all the rest being credit agreements

Booz Allen's Strategy as a Mentor in the Mentor-Protégé Program

Booz Allen provides valuable assistance to each protégé based on their individual needs

- ▶ Enhance technical and business capabilities of our protégé firms by helping them develop their business skills and infrastructure, transferring technology, integrating them into Booz Allen's business and marketing activities, and expanding their resources
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- ▶ Expand business development and subcontracting opportunities by encouraging subcontracting with our protégés across all business segments of Booz Allen, enhancing the personnel and resource capabilities of the protégés. This expands our protégé's breadth of expertise and experience in order to increase competition in the technology market
- ▶ Develop productive, long-term strategic relationships by developing and enhancing capabilities of our protégés so that together we may provide high-quality support to mentor-protégé team clients
- ▶ Establish mutually beneficial teaming arrangements by opening up new opportunities for our protégés and helping Booz Allen gain access to new markets
- ▶ Assistance is based on protégé needs and the budget established during agreement formation
- ▶ Success is measured by protégé growth and delivery of planned assistance

Booz Allen's SB initiatives provide innovative ways to team with and support small businesses



- ▶ Created and manage expansive databases of small business partners to ensure we work with the most qualified SBs to support the government's prime and subcontracting goals
- ▶ Created education/training materials for PMs (teaming strategies, working with SB, etc.) to enhance our teaming processes
- ▶ Manage a robust MPP to build strategic SB relationships with our valued SB partners
- ▶ Initiated an internal communications campaign with firm leadership and staff to build awareness and promote the importance of teaming with SBs both as prime and subcontractors
- ▶ Maintain relationships with SB community through outreach events

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OASIS Contract Overview

- ▶ **Host Organization:** General Services Administration (GSA)
- ▶ **Authorized to Issue Orders:** All Federal Government Agencies
- ▶ **Scope:** Spans all professional services domains and includes any and all components required to formulate a total solution for a professional services based requirement. Core Disciplines include: Program Management, Management Consulting, Scientific, Engineering, Logistics, and Financial – see back-up slides
- ▶ **Prime Contractors:** 74 unique contractors across 7 pools; 44 contractors are in more than 1 pool (Booz Allen is in all pools)
- ▶ **Place of Performance:** Worldwide
- ▶ **Labor Categories:** 104 labor categories
- ▶ **Contract Types:** FFP, CR; T&M

- ▶ **Period of Performance:** 09/03/2014 – 09/02/2024; 10-year POP with additional 5 years for TO execution
- ▶ **Government/Contractor Site Rates:** On-site and off-site T&M rates for sole source T&M only; Competitive bids priced by task
- ▶ **Contract Number:** Each pool has its own contract number
- ▶ **Government Fees:** 0.75% unless otherwise negotiated with GSA OASIS PMO (GSA Assisted Services, Air Force and Army is 0.1%; DHS .25%)
- ▶ **Contract Ceiling:** None
- ▶ **SB Goals:** 50% of subcontracted dollars, measured at contract level
- ▶ **Booz Allen Website:** <http://www.boozallen.com/oasis>
- ▶ **Government Website:** <http://www.gsa.gov/oasis>

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