

Accelerate the Federal IT Contract Acquisition Process

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**WASHINGTON
TECHNOLOGY**
BUSINESS INTELLIGENCE FOR GOVERNMENT SYSTEMS INTEGRATORS

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government business consultants

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InFocus
The Big Picture

Welcome!

Accelerate the Federal IT Contract Acquisition Process

September 28, 2006



Casey Hughes
Moderator

Our Panelists



Rishi Sood

Vice President, Government
Gartner



Jim Fraser

EDS Account Director
GWAC Programs

Explore key Government industry growth signs and discover **best practices** in expanding partnership opportunities within the Government Sector.

Interact with a Government Market Analyst and IT Executive as they share their expectations and perspectives.

And, learn why/how Gartner's Government Solutions Summit 2006 can help you **gain the competitive advantage**.

NEWS BRIEFS:

The US Federal Government has spent over **\$220 billion on IT goods and services since 9/11**, with an **additional \$66 billion slated** for this year.

The Federal Government IT market has **more than doubled since 2001**.



Rishi Sood

Vice President, Government
Gartner

Federal Government Sales Outlook & Process

Key Federal Opportunity Areas

1. Size

- DoD: 40% of Total IT
- Civil: DHS, Treasury, HHS, Justice, DoT
- Niche: Intel, USAID, R&D

2. Growth

- Net-Centric Warfare
- Business Process Outsourcing
- Government Healthcare

3. Technologies

- Security & Business Continuity
- Remote Video, Ident. Mgmt., Interoperability
- Network/Telecomm/Mobility

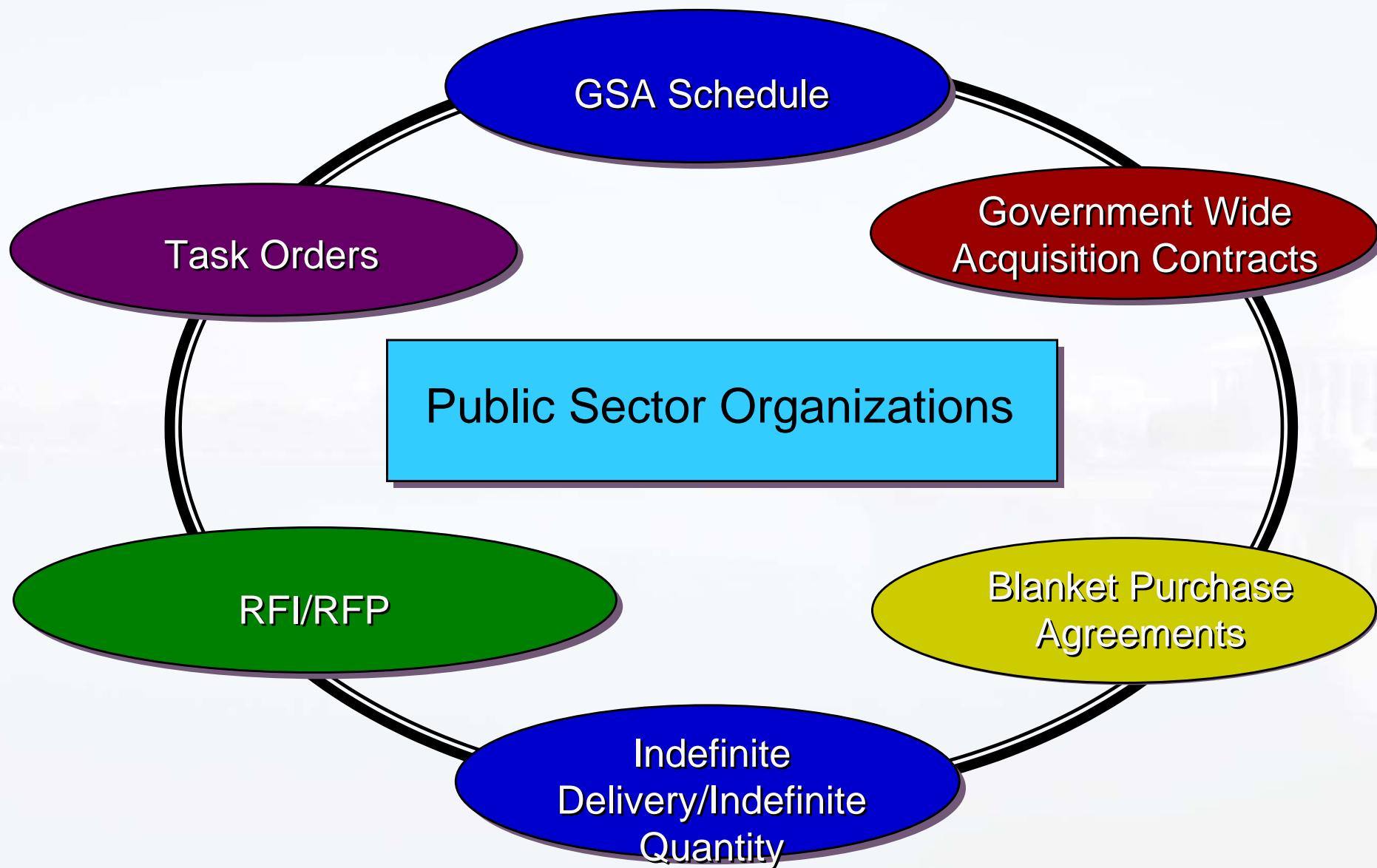
Federal Government: Total IT Spend



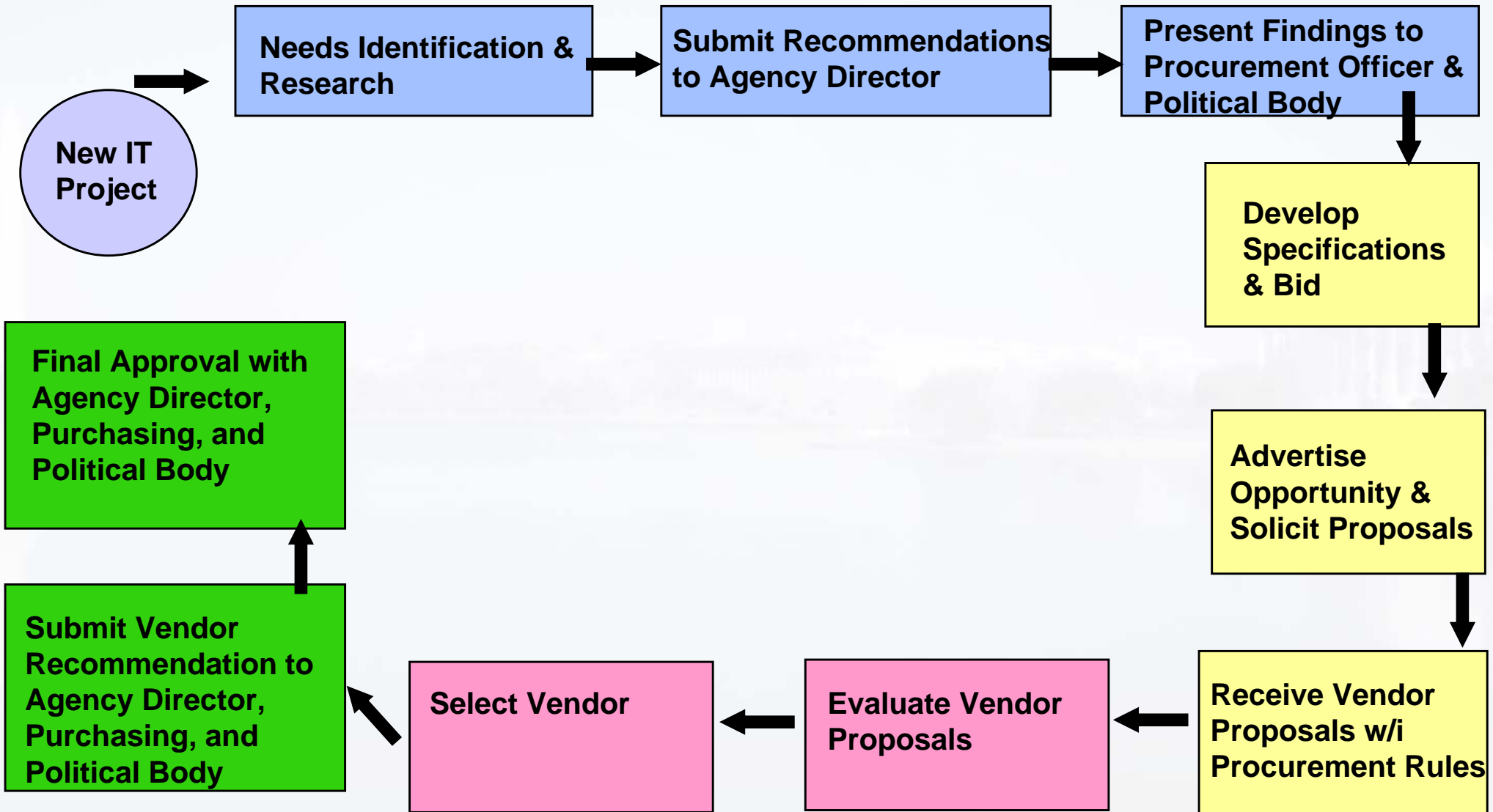
In U.S.\$ billions

Source: Gartner Dataquest

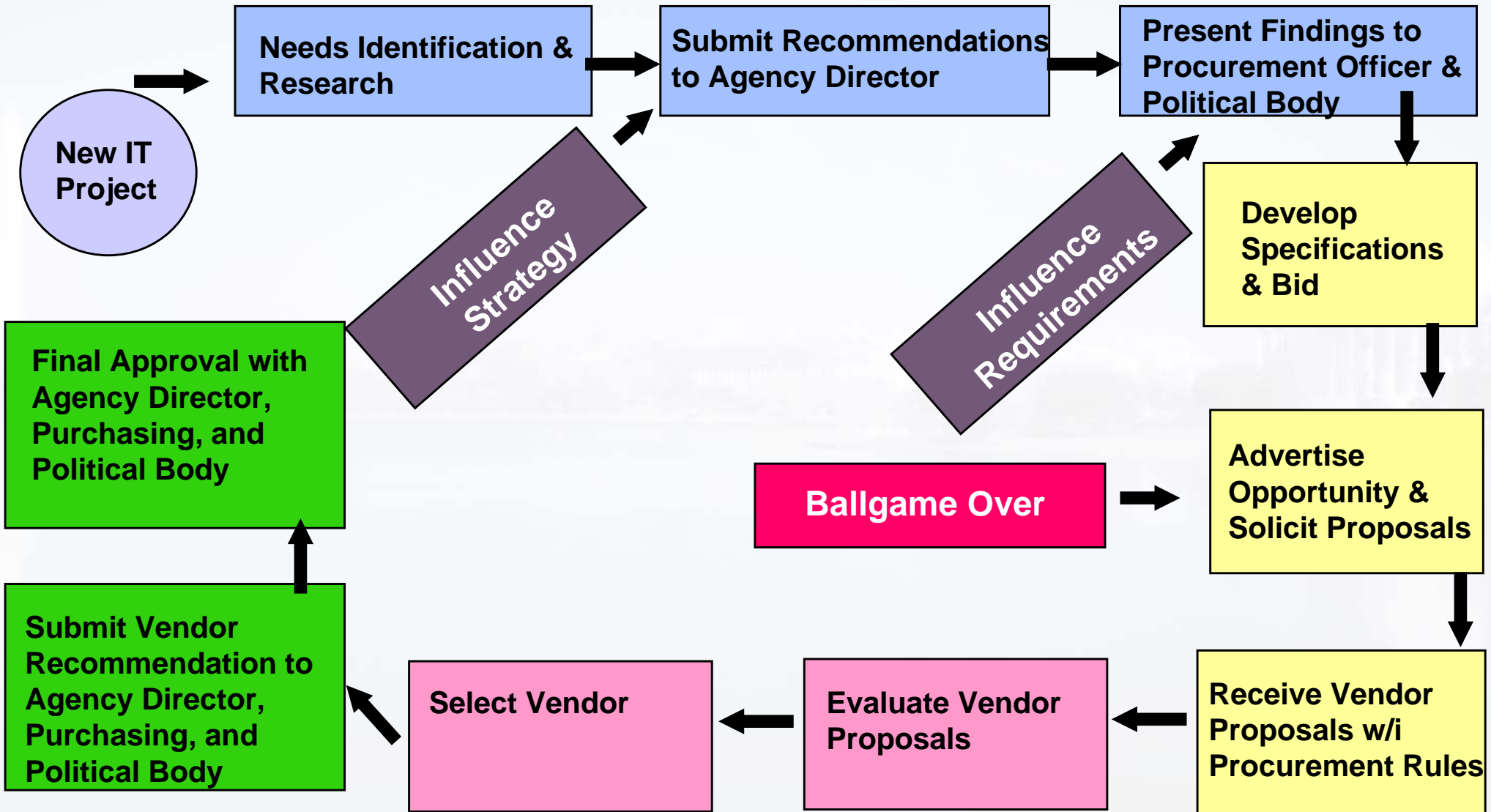
Federal Government Purchasing Options



Preparation is Job #1



Preparation is Job #1



How prepared do you feel your company is to capture your share of the \$68.3B in Federal IT spending in 2007?

- We're ready to GO with all resources in play! 0 0%
- We know what to do and are in process 10 38%
- Need further guidance on the resources available 16 61%

Total responses: 26



Dan McGrath

Sr. Director of Sales

An Event bringing Vendors together with Federal IT System Integrators including Prime Contractors, Large & Mid-Tier VARs & Small Disadvantaged Businesses.

- Private Case Study Presentations
- Peer Exchange workshops and premier Networking Events
- Vendor One-on-One meetings with Hosted Attendees
- Gartner Analyst presentations and One-on-One meetings

*“This was our first year at Government Solution Summit and our experience was **very positive**. The **Boardrooms were excellent forums** for pitching our solution and the Solution Providers were a **captive audience very willing to share ideas on opportunities and have follow-up meetings**. The One-on-One meetings with Gartner Analysts were also **excellent**. The event met our expectations and in many ways **exceeded them**”*

– Caroline Proctor, CMO, Epok Inc.

What are the Top 3 determinants System Integrators use to measure quality vendor relationships? (select 3)

- Opportunity identifiers not “receivers” 1 4%
- Real-time info (systems) to serve and support their govt. customers 0 0%
- Quality service (pre-sales to post) 14 58%
- Ability to provide solution to support a specific opportunity 18 75%
- Lowest TCO from technology implementations 1 4%
- Partnerships not competitors 18 75%
- Existing satisfied Federal Customer 8 33%
- Revenue/Profitability 7 29%
- Solvency (long term player) 2 8%

Total responses: 24

Question #1:

What are your expectations of a Technology Partner?



Rishi Sood

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What is the best method or approach you would use to engage Solution Integrators in the Government sector?
(select top 3)

- Case studies or face-to-face meetings at an industry event 6 23%
- Product or service fit to government directives or mandates 20 76%
- Referrals from peers 0 0%
- Mutual opportunity identification 15 57%
- Hire former SI personnel with experience 2 7%
- Technical staff involved in early engagement 2 7%
- Product demos at trade shows, conferences and seminars 2 7%
- Demonstrated good-fit to the specific customer requirement 14 53%
- Proof of concepts and trials 1 3%

Total responses: 26

Question #2:

What is the best method or approach you expect vendors to use to engage you?



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What are the reasons you would participate in Government Solution Summit? (select all that apply)

- Get a clear picture from the Analysts on market conditions 12 50%
- Expand my revenue in the Government Industry through new partnerships 20 83%
- Explore what my competition is doing 6 25%
- Access the largest SI's in a personal environment 17 70%
- To market my product/service to a focused audience 14 58%
- Learn how to best navigate the Government Sectors 5 20%
- Great resort hotel, food and drinks! 0 0%
- All of the above 1 4%

Total responses: 24

Question #3:

Why do you participate in Government Solution Summit?



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Sr. Director of Sales

- What role do the Analysts play on site?
- How and why do we attract a hosted audience?
- What percentage of the audience is focused on your solution?
- How do I gain access to this EXCLUSIVE audience?

1) What roles do the Gartner analysts play onsite at the event?

- Dedicated Government focused team
- Visionary, vendor neutral, unbiased and provide timely content to the industry/market
- Meet 1-1 with vendors
- Meet 1-1 with VARs to assist with their evaluation of current and new partners
- Provide “power of the 3rd party” + credibility

2) How and why do we attract a hosted audience?

- How? Dedicated Audience Acquisition team that conducts phone and F2F interviews to pre-select and qualify
- Why? Enables GSS to build a program exactly tailored to how VARs want to learn, analyze, compare and decide on new technologies and partners

3) What percentage of the audience is focused on your solutions?

- 120 Federal System Integrators
 - 30% Prime Contractors, 55% Mid-Tier VARs, 15% 8(a)
 - All have decision making authority or strong influence in the Federal IT Channel
 - 23 % President, CIO or Owner, 32% Vice President, 38% Director, 7% Senior Manager .
 - 90% of Top 20 as ranked by *GovernmentVAR*
 - 26 Confirmed Attendees from Washington Technology Top 100

4) How do I gain access to this exclusive audience?

- Boardrooms (25 minutes, 16-20 attendees guaranteed)
- Self Scheduling System-Pre/on-site access to book 1-1s with vendors/VARs etc.
- Networking Opportunities by way of receptions, Golf Classic, and Awards Gala
- Advertisement in the Washington Tech Review

Quantifying Vendor Success

5 Point Evaluation:

Priority

(5 = Most important, 1= Least important)

1. Interacting, maintaining & selling to existing clients _____
2. Qualifying & demonstrating to Prospects currently in pipeline _____
3. Qualifying & demonstrating to Prospects not in pipeline _____
4. RFP & Short List opportunities (vs simply # of leads generated) _____
5. Analyst Exposure _____
6. Media and press exposure _____
7. Perception in market of exhibiting at the event _____
8. Ability to conduct competitor analysis _____
9. Partnership/Strategic Alliance opportunities _____
10. Event investment...vs...cost & reality of off-site F2F meetings _____

Panelist Closing Comments



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Thank You on Behalf of the Government Solutions Summit Team!



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December 3-5, 2006
Hyatt Regency Grand Cypress
Orlando, Florida