



CSC

Positioning Power of Partnerships


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Not for distribution

CSC Today

CSC Is a Global Leader in IT and Business Services



Global, end-to-end capabilities in consulting, IT and business process outsourcing, and systems integration

\$16.7 B in revenue
for the 12-months ended January 2, 2010

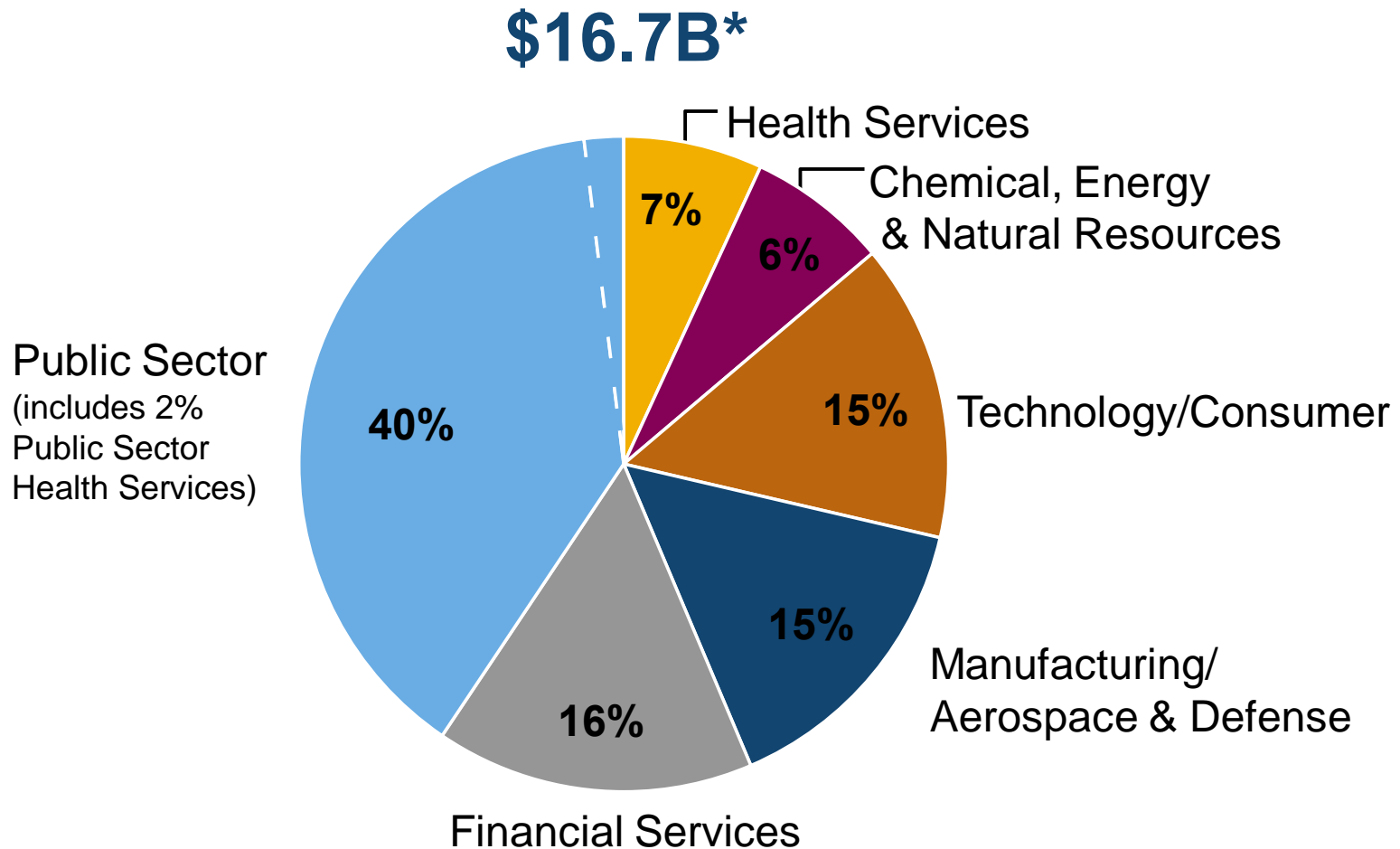
Serving **15 industries**
on six continents

91,000 employees
in 90 countries worldwide

Founded in
1959

**CSC has a strong reputation for performance, technical depth,
customer focus and partnering**

CSC is Diversified Across Six Key Industries



*CSC: \$16.7B (USD) in revenue, trailing 12 months ended January 2, 2010

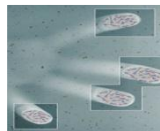
Cross Disciplined Portfolio Spanning Mission , Operation, and Enterprise Services and Solutions



Base Operations & Range Services



Command and Control



Identity Management



Defense Mission Engineering and Transformation



Government Financial Services



Training



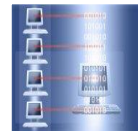
Federal Consulting Practice



IT Infrastructure Solutions



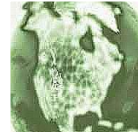
Science & Engineering



Enterprise Modernization



Government Health Services



Cybersecurity



Logistics



Transportation

How Do We Do This?



Advantages/Benefits to Closer Relationships

Joint Marketing

Joint Client Calls

Joint Investments

Extended Footprint on the Street+

Joint Logo Placement/Collateral

Technology Road Mapping

Joint Opportunity Reviews

Economies of Scale



Together , we can gain advantages and market share through a more collaborative approach early in the “game”

Teaming- The Proper Approach

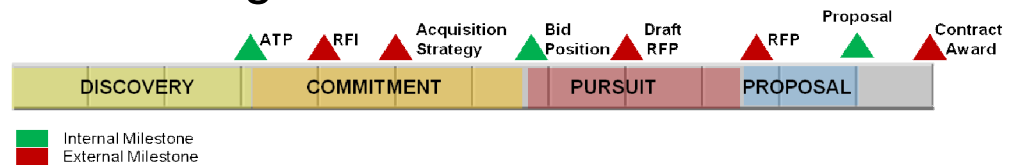
“ WHAT . Articulate services and/or solutions

Know that potential partner is approached by numerous vendors - be able to differentiate value add



“ WHEN . Engage potential partner @ right time to maximize return

Understand the potential partner's capture process- processes may differ slightly across the industry



“ WHO . Understand the roles involved in making teaming decisions

Capture Manager is the central figure in winning large contracts- BDE/SE is key to majority of opportunities



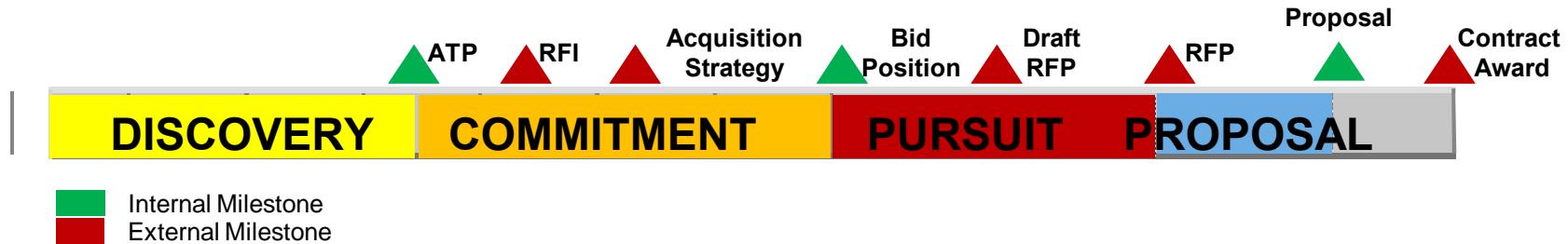
The right **WHAT** at the right **WHEN** to the right **WHO**

Services and Solutions – Identify WHAT



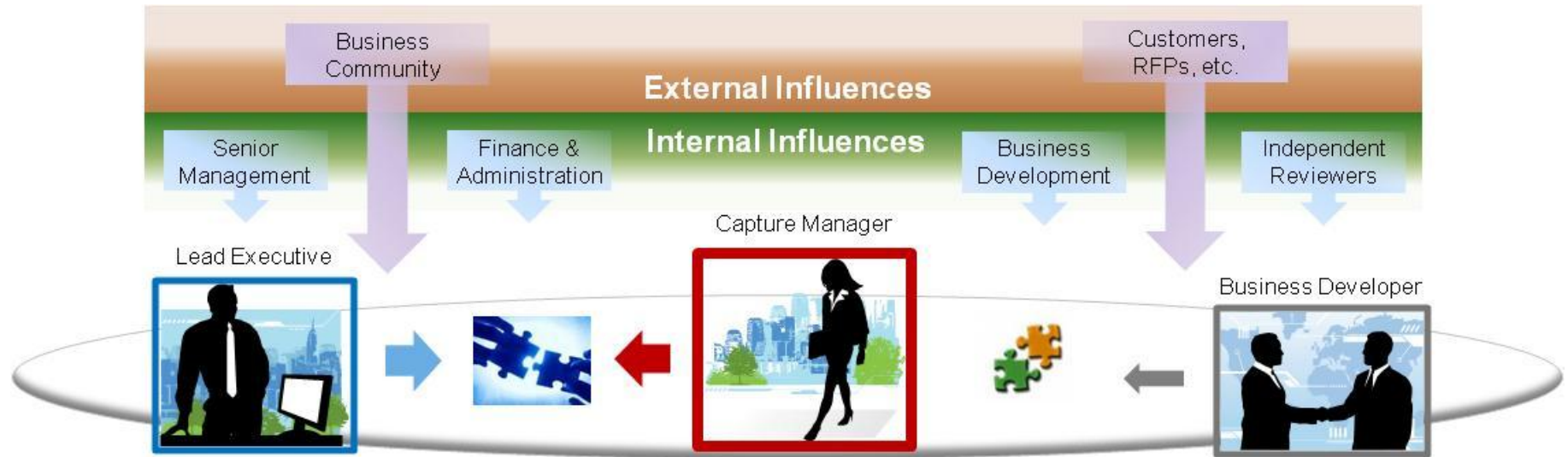
- “ Highlight current install base . what, where, how long and feedback
- “ Provide insights as to customer needs and wants . what is customer willing to buy
- “ Educate potential partner about services and/or solutions . relate to opportunity and unique ability offered
- “ Identify resources available . people, marketing, funding and H/W-S/W
- “ Demonstrate value-add . why you versus others, cost competitiveness

Business Development Life Cycle- Understand WHEN



Phase	Description	Main Objectives	Key Participants
DISCOVERY	~ 18 -24 months prior to award ~ Minimal information available <i>~ Emphasis - identify potential strategic partners</i>	~ Determine investment required for Authority to Proceed (ATP) ~ Leverage existing customer relationships ~ Identify Capture Manager	~ Business Development ~ Lead Executive
COMMITMENT	~ 12 months before RFP ~ Customers available to meet <i>~ Emphasis - secure potential major team members</i>	~ Determine Bid Position: PRIME vs. SUB vs. NO BID ~ Sign up strategic partners ~ Develop win/teaming strategy	~ Capture Manager ~ Lead Executive ~ Business Development
PURSUIT	~ 6 months before RFP ~ Perform gap analysis <i>~ Emphasis - establish teaming agreements with major teaming partners and identify potential niche and gap-filling team members</i>	~ Hone win and pricing strategies ~ Sign up major team members ~ Finalize teaming needs	~ Capture Manager ~ Lead Executive ~ Business Development
PROPOSAL	~ Intense 30-60 day period following RFP	~ Articulate winning solutions ~ <i>Tie up loose ends</i>	~ Capture Manager ~ Lead Executive

Key Participants/Decision Makers – Know WHO



- “ Ensures balance between winning and executing
- “ Participates in strategy development
- “ Supports sourcing of capture effort
- “ Provides customer POV
- “ *Works with BDer in Discovery Phase to evaluate potential teaming partners*
- “ *Reviews and approves all teaming agreements*
- “ Reviews final technical and cost proposals

- “ Ensures highest probability of win
- “ Visits key customers and end-users
- “ Develops technical and pricing win strategies
- “ Assembles capture and proposal teams
- “ *Develops subcontracting strategy and establishes teaming agreements*
- “ Selects Past Performance references
- “ Develops KEY personnel approach and obtains KEY commitments
- “ Ensures proposal reflects win strategies
- “ Leads BAFO effort

- “ Maintains client and market intimacy
- “ Identifies and qualifies potential bids
- “ Leads competitive assessments
- “ *Provides teaming recommendations*
- “ Provides input on strategy
- “ Reviews final technical and cost proposals

Partner 101 – Know Your Audience

- “ When you call on a BDE/SE, be aware of what is important to him/her
- “ The world of BD revolves around their customers . and knowing everything about their customers
- “ BDEs and SEs are under pressure to:
 - . Manage a pipeline of opportunities in their customer space
 - . Constantly grow the pipeline of opportunities
 - . Know everything there is to know about their customers
 - . Meet with their customers; add new contacts at all times
 - . Identify technologies to support opportunities
 - . Know when opportunities will be released
 - . Know competition . in the customer space and for each opportunity
 - . Move opportunities through the pipeline from identification to proposal to win
- “ BDEs/SEs are measured by Pipeline - size, progress, bids, and WINS

Know how your call fits in

Partner 101 – Know Your Value

- “ BDEs want to have a value-added conversation
 - . BDEs do not have time for capabilities briefings+
 - . BDEs focus on a limited number of customer organizations and are interested in knowing only about those organizations
 - . BDEs want to have peer-to-peer conversations with other BD representatives equally focused on same customers
- “ Know the customer you want to discuss
 - . Know the organization and the relevant end-user and buying organizations
 - . Know key contacts in those organizations
 - . Know what opportunities are coming up or be prepared to talk about specific opportunities you are pursuing in those organizations
- “ Be prepared to talk about a specific opportunity or a known customer need
 - . Know the SOW
 - . Be prepared to discuss exactly where your company fits

Bring an opportunity for discussion to peak interest

Partner 101 – Know Your Opportunity


“ Research. Research. Research

- . Review Fed Biz Ops, Research Services, Contracting Sites, etc to determine upcoming opportunities
- . Request copies of RFPs or background information and read prior to meetings
- . Attend Bidder's Conferences to meet company representatives
- . Become familiar with companies past and current contracts
- . Determine realistically what role your company can fill
 - . Understand general requirements
 - . Who else is bidding? Teaming?
 - . Is your company qualified? What aspects? What value do you bring?

“ Network and Follow Up

- . Have marketing collateral that can be tailored to opportunities
- . Identify clear topics and purpose for meetings
- . Rely heavily on relationships and contacts
- . Complete action items in a timely manner

Be PROACTIVE, Be PUNCTUAL, Be PREPARED- then PERFORM



Together- we can work together
to go the distance

Thank you,
Tina Jordan