



SPAWAR / PEO C4I SMALL BUSINESS PROGRAM FACT SHEET



<http://www.public.navy.mil/spawar/Pages/SmallBusiness.aspx>

SMALL BUSINESS PROGRAM TEAM

SPAWAR Headquarters

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SPAWAR Systems Center Pacific

Dean Dickau, Deputy for Small Business

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Simplified Acquisition

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SPAWAR Systems Center Atlantic

Robin Rourk, Deputy for Small Business

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TEAM SPAWAR OVERVIEW

SPAWAR is the Navy's Information Dominance systems command and the Navy's technical authority and acquisition command for command, control, communications, computers, intelligence, surveillance and reconnaissance (C4ISR), business information technology and space systems.

SPAWAR develops, buys, installs and integrates Information Dominance capabilities for the Fleet and other Navy partners. Team SPAWAR supports the entire acquisition lifecycle of C4ISR products and services – building affordable future Information Dominance capability.

The command, consisting of Team SPAWAR consisting of diverse Program Executive Offices (PEOs), directorates and field activities, is uniquely composed to deliver Information Dominance capabilities to the Navy, the Department of Defense and other government agencies:

- SPAWAR Headquarters (San Diego, CA)
- PEO C4I (San Diego, CA)
- PEO Space Systems (Chantilly, VA)
- PEO Enterprise Information Systems (Arlington, VA)
- JPEO JTRS (San Diego, CA)
- SPAWAR's Systems Centers are located in San Diego, CA and Charleston, SC

FLEET SUPPORT: Best Value Programs (Examples only)

Navy's C4I Provider

- Move to one provider of common C4I equipment across the fleet - for both new construction and equipment overhaul

CANES - Consolidated Afloat Networks and Enterprise Services

- Will achieve an open, agile, flexible and affordable architecture that is the cornerstone for the Navy's tactical afloat networks

Design Budget Strategy

- Provides current C4I equipment later in construction period benefiting the Fleet by avoiding "rip out and replacement" prior to first deployment

MUOS - Mobile User Objective System

- Next generation satellite communication system that provides mobile users with higher data rates and improved operational availability

Bandwidth Improvement

- Commercial Broadband Satellite Program

HOW TO DO BUSINESS WITH SPAWAR

Visit our website to view current and future business opportunities: <https://e-commerce.sscno.nmci.navy.mil>
Select from the left side of the main menu, one of three SPAWAR buying offices:

- Headquarters San Diego, Calif.
- SSC Pacific
- SSC Atlantic

Acquisitions for the PEO C4I are included on the SPAWAR Headquarters website.

Market Surveys & Future Opportunities – View “Sources Sought Notices,” “Pre-Solicitation Notices,” “Request for Information,” or “Draft Solicitations”. Sources Sought Notices are requests for capability statements evaluated for purposes of determining the level of competition available. Results from these notices are frequently used to determine the possibility for an 8(a), HUBZone, Service Disabled Veteran Owned, or small business set-aside. Be sure to “**Subscribe**” to any opportunity you would like to electronically track. When you subscribe you will automatically be added to the “Bidders’ List.”

Open Solicitations – View current solicitations including the statement of work. You may also view the electronic “Prospective Bidders List” for a solicitation to locate teaming partners or points of contact for subcontracting opportunities. The list will include all those who have subscribed to the solicitation.

Simplified Acquisitions (SAP) – View supply or service acquisitions with an anticipated dollar value between \$2,500 and \$150,000. These purchases are normally reserved for small business concerns.

Closed Solicitations – View solicitations that have closed and are currently under “Evaluation.”

Awarded Contracts – View contracts that have been awarded since May 2002.

i-Services:

Subscription Services - You may choose to anonymously browse our website. However, we also offer “Solicitation Subscription” services to notify you by electronic mail when SPAWAR solicitations are updated (e.g. issuance of Amendments to solicitations, messages regarding Pre-Solicitation Conferences, issuance of Statement of Work and other associated data, etc.).

NOTE: The Government makes no guarantee of e-mail notification. Best practice would be to visit the site frequently.

Registered Users - You must be a registered user...contract specialist, contracting officer and author to ask questions and submit electronic proposals on-line. On-line proposals are protected by 128-bit Secure Socket Layer encryption and may be viewed only by the Contract Specialist, Contracting Officer, and Author.

FREQUENTLY ASKED QUESTIONS

What do I need to do to get started?

The Department of Navy Small and Disadvantaged Business Utilization Office has developed a “**TEN STEPS TO SUCCESS**” Guide to the Department of the Navy Marketplace which is available on the SPAWAR Small Business Office website.

Watch our Small Business website for other useful tools!

What resources are available to me?

- SPAWAR Small Business Office Team – We operate as the SPAWAR advocate for small business and we offer one-on-one counseling. See page 1 for contact information.
- Small Business Administration Office
<http://www.sba.gov>
- Procurement Technical Assistance Centers
<http://aptac-us.org/new/> or call **619-285-7020**
- Small Business Development Center – North San Diego County
<http://www.sandiegosmallbiz.com/index.html>
or call **760-765-8740**

Where do I find more information about SEAPORT-ENHANCED (Seaport-e)?

The official website <http://www.seaport.navy.mil> will be the home of all Official SeaPort Enhanced Rolling Admissions information, including the Solicitation, industry briefs, and other notices to industry. Please check the website frequently for the latest information.

What is the JPEO JTRS program?

The Joint Program Executive Office for the Joint Tactical Radio System’s ultimate goal is to produce a family of interoperable, modular, software-defined radios that operate as nodes in a network that provides secure wireless communication and networking services for mobile and fixed forces consisting of joint, U.S. allies and coalition partners and, in time, disaster response personnel. Information can be found at <http://JPEOJTRS.mil/>

Does SPAWAR participate in the Small Business Innovative Research (SBIR) Program?

Yes, the SPAWAR SBIR Program Manager (Acting) is Elizabeth Altmann, email: elizabeth.altmann@navy.mil or telephone (619) 226-5296. All DoD SBIR/STTR solicitations are available in electronic format ONLY at <http://www.acq.osd.mil/sadbu/sbir> <https://www.zyn.com> (Sign up for newsletter) <http://www.navysbir.com/selections.htm>

Need information about SPAWAR’s Robotic Program?

Information about SPAWAR’s robotic and unmanned vehicle program can be found on our web site at: <http://www.spawar.navy.mil/robots/>

How do I register in the Central Contractor Registration (CCR) for multiple branch offices?

Only one profile may be entered for the Main office and must have a Dun & Bradstreet number with a +4 number of “0000”. Separate Profiles for Branch offices may be registered by using the Dun & Bradstreet number with a different +4 number (e.g., 0001) and entering a different address, phone number, etc.

NOTE: You must update/edit CCR for each office individually every six months.

SOUTHWEST REGIONAL SMALL BUSINESS TEAM

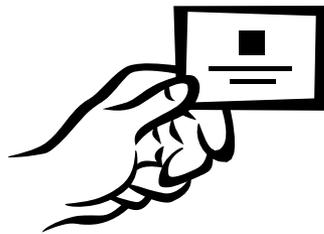
TEAM MEMBER	ORGANIZATION	CONTACT INFO	EMAIL	MISSIONS
Faye Esaias, Director Small Business Programs	Space and Naval Warfare Systems Headquarters (SPAWAR HQ)	(619) 524-7701 Fax (619) 221-5521	faye.esaias@navy.mil	Provide contracting services for Navy, Joint and Coalition Interoperability, C4I, IT-21, NMCI and Web-enabled Navy Integration
Robert “Zack” Zaccaria Deputy for Small Business Programs	Space and Naval Warfare Systems Headquarters (SPAWAR HQ)	(619) 524-7701 Fax (619) 221-5521	robert.zaccaria@navy.mil	Provide contracting services for Navy, Joint and Coalition Interoperability, C4I, IT-21, NMCI and Web-enabled Navy Integration
Mark McLain Deputy for Small Business Programs	SPAWAR HQ	(619) 524-7701 Fax (619) 221-5521	mark.mclain@navy.mil	See above Mentor Protégé Program
Dean Dickau Deputy for Small Business Programs	Space and Naval Warfare Systems Center, San Diego SSC-SD	(619) 553-4326 Fax (619) 553-4827	dean.dickau@navy.mil	Development of technology to collect, transmit, process, display and manage information essential to naval operations
Enid Allen Assistant Director of Small Business Mentor Protégé Division	Defense Contract Management Agency DCMA-SD	(858) 637-4933 Fax (858) 637-4926	enid.Allen@dcma.mil	Responsible for ensuring federal acquisition programs, supplies and services are delivered on time, within cost and in performance requirements
Gary P. Thomas Deputy for Small Business Programs	Fleet Industrial Supply Center FISC-SD	(619) 556-5109	gary.p.thomas@navy.mil	Provide base operating support and quality of life services for operating forces and shore activities
Linda Ryan Deputy for Small Business Programs	Navy Facilities Command - Southwest Division (NAVFAC – SW)	(619) 532-2375 Fax (619) 532-3358	linda.ryan@navy.mil	Provide construction, architecture & engineering, environmental planning, & remediation, base operating support and utilities
Lora Morrow	NAVFAC – SW	(619) 532-2248	lora.morrow@navy.mil	See above
Sylvia Nard	Naval Medical Center NMC-SD	(619) 744-5315 Fax (619) 532-6649	sylvia.nard@med.navy.mil	Provide medical care to the military community & their families. Medical teaching facility and research center
Alice Watson	SWRMC		alice.watson@navy.mil	Naval ship construction and repair facilities
DaKeyah McFarlin Deputy for Small Business Programs	United States Marine Corps USMC Pendleton	(760) 763-5645 Fax (760) 725-4346	dakeyah.mcfarlin@usmc.mil	Supplies
Sandra Ingram Deputy for Small Business Programs	Marine Corps Tactical System Support MCTSSA, USMC	(760) 725-9189 Fax (760) 725-2514	sandra.ingram@usmc.mil	Validate and verify Marine Air- Ground Task Force systems integration and interoperability
Kim Bourgeois	NAVFAC Camp Pendleton	(760) 763-7345	dawn.bourgeois@navy.mil	Provide construction, architecture & engineering, environmental planning, & remediation, base operating support and utilities
Rosa Rodarte	Small Business Administration	(619) 727-4877	rosa.rodarte@sba.gov	Supervisor, Business Development Division
Procurement Technical Assistance Center	Gunnar Schalin	(619) 285-7020 Fax (619) 285-7030	gschalin@ptac-sandiego.org	Assist San Diego businesses through opportunities in government contracting



Get It Right Business Card

- **Front of Card**

- Name
- Address-email and URL
- Phone Numbers (Mobile, Work, Fax)
- Socioeconomic Status



- **Back of Card**

- Primary NAICS Code
- Primary FSC Code
- Duns #, Cage Code
- Key Words Describing Business
 - Information Technology
 - Shipbuilding
 - Consulting
 - Training
 - Etc.



YOUR LOGO HERE

Your website here

Corporate Overview

GetHappy, Inc. is a minority-owned 8(a) certified small business offering engineering and computer services to government and commercial clients. Our staff is highly qualified in the areas of networking, data management, hardware/software support, and shipboard installation services.

GetHappy employs engineering and information technology professionals who are ready to assist your organization with complete information systems and technical support solutions. With offices in Virginia Beach, VA, Charleston, SC, and the Washington DC area, we provide quality services and products to government and commercial customers.

Our reputation for high-quality services ensures the best value possible. GetHappy, Inc. is dedicated to ensuring high quality service and customer satisfaction. GetHappy, Inc. is an ISO 9000-2001 Certified organization. Our quality services have resulted in steady and sustained growth. GetHappy revenues were at 7 million in 2004 and 10 million in 2005.

GetHappy, Inc has an approved accounting system. Last DCAA audit Dec 2005. A Satisfactory rating was received. DCAA office is Washtington, POC, telephone XXX.

If you need assistance in managing or upgrading your computer network, providing communication links between facilities, maintenance or operator training, or complete system development, GetHappy has your solution.

TRAINING SOLUTIONS

- Comprehensive training on software systems, applications, hardware, communications and electronic equipment and systems
- Laboratory, formal classroom, and on-the-job training (OJT) solutions
- "Train the Trainer" Programs
- Curriculum, instructor, and student guide development
- Training laboratory fabrication with fault insertion, maintenance, and upgrades

INFORMATION TECHNOLOGY

- Systems integration
- Total facilities administration and management
- E-Business solutions
- Database design and management with web interface
- Legacy systems application support and migration
- Video teleconferencing support
- Internet/Web site development and upgrades
- Software – office automation, application development, programming languages, AutoCAD, etc.
- 24-7-365 Help Desk Support

LOCAL AREA NETWORK/WIDE AREA NETWORK (LAN/WAN) DEVELOPMENT AND SUPPORT

- LAN/WAN design and development for maximum use with minimal capital outlay
- Installation, maintenance, and administration
- System upgrades and migrations
- Desktop set-up and support
- Enterprise systems solutions
- Copper, fiber, and wireless solutions
- Total facilities administration and management

COMMUNICATION SYSTEM DEVELOPMENT

- Communication system design for voice, data, Internet connections, and video teleconferencing
- C4ISR solutions consisting of worldwide satellite, line-of-sight, or handheld solutions
- Equipment and system life cycle support
- Installation, maintenance, and testing capabilities with 24-hour service and support
- Legacy system upgrades

INFORMATION AND COMMUNICATIONS SECURITY SOLUTIONS

- Information security policy development tailored to organizational infrastructure
- Information security program development
- Awareness training program development and performance
- Firewall solutions
- Network intrusion detection and prevention
- Comprehensive hardware solutions with expertise in system design, installation, maintenance, and operator training

Security Clearance

Top Secret

FOLLOWING IS AN OVERVIEW OF OUR EXISTING CUSTOMERS:

- Department of Defense
- Department of State
- US Joint Forces Command Head Quarters (USJFHQ)
- Mantech Security Technologies
- Raytheon
- SAIC
- Allied Technology Group, Inc.
- U.S. Navy
 - SPAWAR/SSCEN Charleston
 - Naval Surface Warfare Center Port Hueneme, CA
- U.S. Coast Guard

CURRENT CONTRACT LISTING:

- N63394-04-D-ZZZ, NAVSEA, Pt. Hueneme
- DE-AC01-03EEH0ZZZ, Department of Energy
- NICH0 XXXX, National Institute of Health
- GS-35F-0268P, GSA IT Schedule
- DTFAWA-03-D-03030, BITS II, FAA
- N00178-04-D-XXXX, NAVSEA, Seaport Enhanced
- N65236-02-D-XXXX SPAWAR Charleston
- N65236-02-D-XXXX SPAWAR Charleston
- N65236-02-D-XXXX SPAWAR Charelston
- N65236-03-D-XXXX SPAWAR Charleston
- N65236-03-D-XXXX SPAWAR Charleston
- N65236-03-D-XXXX SPAWAR Charleston

CURRENT SUBCONTRACT LISTING:

- S-LMAQM-03-F-XXXX, State Department. (Mantech)
- N00189-04-D-XXXX, NAVSEA (Raytheon)
- DTCG84-99-D-XXXX, MLCLANT, Coast Guard, (Allied Technology Group)
- GS-00T-99AL-D-XXXX, METEOR Contract, (SAIC)
- GS07T-00-XXXXXXXX, Millennia Lite

SBA Program Data:

Entered 8(a) Program Jan 3, 2002
SBA BSO: SBA MED Richmond, VA. T. Proxxxx
Name, Address, Telephone
Program Expiration: Jan 2, 2011
List all Small Business Catagories your company qualifies i.e.; 8(a), SDB, VOSB, SDVOSB, HUBZone, SB, WOSB

NAICS: 541551, 541611, 541519,334111, 334119, 541330
For additional information, please contact:

Company POC
XXXXXX street
San Diego, CA
(858) 999-9999, Fax (858)999-9991

May 2006

Top 10 NAICS Awarded by Dollars



FY 2011

NAICS	SB Size Standards in \$M	SB Size Standards in # Employees	Description	Action Obligated
541330	\$27M	N/A	Engineering Services	\$3,601,634,682.18
334220	N/A	750	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	\$1,532,623,444.77
541519	\$25M	N/A	Other Computer Related Services	\$678,979,924.22
517410	\$15M	N/A	Satellite Telecommunications	\$268,054,839.44
541712	N/A	500	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	\$209,386,656.66
334290	N/A	750	Other Communications Equipment Manufacturing	\$186,708,548.26
334210	N/A	1,000	Telephone Apparatus Manufacturing	\$165,690,458.71
541511	\$25M	N/A	Custom Computer Programming Services	\$159,097,917.87
517110	N/A	1,500	Wired Telecommunications Carriers	\$125,705,346.06
541512	\$25M	N/A	Computer Systems Design Services	\$121,973,296.45

Contractor's w/ Largest Share of Procurement Dollars FY11*



BAE SYSTEMS TECHNOLOGY SOLUTIONS & SERVICES INC.	INTERNATIONAL BUSINESS MACHINES CORPORATION
BEARINGPOINT, INC.	L-3 SERVICES, INC.
BLACKBIRD TECHNOLOGIES, INC.	LOCKHEED MARTIN CORPORATION
BOEING COMPANY, THE	LOCKHEED MARTIN INTEGRATED SYSTEMS, INC.
BOOZ ALLEN HAMILTON INC	M.C. DEAN, INC.
CACI INC FEDERAL	NORTHROP GRUMMAN SPACE & MISSION SYSTEMS CORP
CENTURUM INFORMATION TECHNOLOGY, INC.	RAYTHEON COMPANY
CHUGACH WORLD SERVICES, INC.	READINESS MANAGEMENT SUPPORT, L.C.
DATA LINK SOLUTIONS L.L.C.	SCIENCE APPLICATIONS INTERNATIONAL CORPORATION
DRS SYSTEMS, INC.	SCIENTIFIC RESEARCH CORPORATION
GENERAL DYNAMICS DECISION SYSTEMS	SERCO INC.
GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC	STANLEY ASSOCIATES, INC.
HARRIS CORPORATION	STRATEGIC COMMUNICATIONS, LLC
HP ENTERPRISE SERVICES, LLC	VIASAT, INC
INNOVASYSTEMS INTERNATIONAL, LLC	VT MILCOM INC.

*From FPDS-NG. Contact info can be found using DODWRC for sub contracting opportunities at <http://www.dodwrc.org/resources/201104MembershipList.xls>

3.1

•Research and Development Support

3.2

•Engineering, System Engineering, & Process Engineering Support

3.3

•Modeling, Simulation, Stimulation & Analysis Support

3.4

•Prototyping, Pre-production, Model Making, & Fabrication Support

3.5

•System Design Documentation & Technical Data Support

3.6

•Software Engineering, Development Programming, & Network Support

3.7

•Reliability, Maintainability, & Availability (RM&A) Support

3.8

•Human Factors, Performance, and Usability Engineering Support

3.9

•System Safety Engineering Support

3.10

•Configuration Management (CM) Support

3.11

•Quality Assurance (QA) Support

3.12

• Information System (IS) Development, Information Assurance (IA), & Information Technology (IT) Support

3.13

• Inactivation & Disposal Support

3.14

• Interoperability, Test and Evaluation Trials

3.15

• Measurement Facilities, Range, & Instrumentation Support

3.16

• Logistics Support

3.17

• Supply and Provisioning Support

3.18

• Training Support, Technical Training, Professional Development, & Training

3.19

• In-service Engineering, Fleet Introduction, Installation, & Checkout Support

3.20

• Program Support

3.21

• Functional & Admin Support, Clerical & Admin, Analytical & Organizational Assessment, Most Efficient Organization Teaming

3.22

• Public Affairs & Multimedia Support

22 Functional Areas Supported By SeaPort-e | NAICS Code 541330

ARE YOU READY TO MARKET TO THE GOVERNMENT?

IDENTIFY YOUR PRODUCT/SERVICE

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR PRODUCT SERVICE CODE (PSC):

EX: D302 ADP systems development services
<http://www.dlis.dla.mil/h2> or <http://www.fbo.gov>

IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODES

EX: 541512 Computer Systems Design Services
<http://www.census.gov/eos/www/naics/>

DETERMINING SBA SIZE STANDARD

EX: 541512 \$25M average annual receipts preceding 3 yrs

NOTE: There is a separate size standard for each NAICS.

<http://www.sba.gov/category/navigation-structure/>

SBA DYNAMIC SMALL BUSINESS SEARCH

SBA's PRO-Net & CCR merged in December 2002. When registering in CCR, select "small business" & a sub-set of your CCR data will be sent to SBA for size validation and inclusion in DSBS.

- Recommend updating profile when renewing CCR information
- Complete a Quality profile
- Government uses DSBS to:
 1. Perform market research to locate 8(a)/HUBZone/SDVOSB/EDWOSB/small business primes
 2. Verify small business reps & certs for primes, proposed subcontractors, & prime subcontracting program compliance reviews
- Industry uses DSBS to:
 1. Locate subcontractors/teaming partners
 2. Verify small business subcontractor reps & certs

http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory for registering in CCR
- Provided by Dun & Bradstreet (D&B); free
- Web request & receive within 1 day; telephone request takes ~ 10 minutes
- Unique 9 digit identification # for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list
<http://fedgov.dnb.com/webform/>
OR **866.705.5711**

CENTRAL CONTRACTOR REGISTRATION (CCR) (linked to DSBS)

- Mandatory to receive DoD prime contract
- Allows electronic payment
- ⇒ **Must renew annually or expires**
- Automatically assigns a Commercial & Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Information Retrieval System, etc)
<http://www.bpn.gov/ccr/>

ONLINE REPS & CERTS APPLICATION (ORCA)

Effective 1/1/2005, FAR 4.12 mandated prospective contractors to complete electronic annual representations & certifications via ORCA when registering in CCR.

- Must have an active record in CCR to register
- Need Marketing Partner ID (MPIN) from CCR
- Update minimum every 365 days
<http://www.bpn.gov> OR <http://orca.bpn.gov/>

WIDE AREA WORKFLOW-RECEIPT & ACCEPTANCE (WAWF-RA)

WAWF is a secure web-based system for electronically processing invoices, receipts & acceptance documents being deployed DoD-wide.

<https://wawf.eb.mil>

Web-based training for vendors is available with an overview of the WAWF system:

<http://www.wawftraining.com/>

LOCATING DoD CUSTOMERS/OPPORTUNITIES: Report issued each fiscal year of products and services purchased by DoD sorted by procurement Classification Code including name & location of buying office, number of actions & dollars:
http://siadapp.dmdc.osd.mil/procurement/historical_reports/statistics/procstat.html, then scroll down to "ST28."

USE AVAILABLE RESOURCES

- ◇ **SMALL BUSINESS ADMINISTRATION (SBA)**
 - Counseling - in person, email
 - Small business certifications
 - Financial Assistance
 - Training (online, classroom, free or low cost)
[http://www.sba.gov/](http://www.sba.gov)
- ◇ **SMALL BUSINESS DEVELOPMENT CENTERS**
 - Counseling
 - Small business management assistance
 - Training (classroom, free or low cost)
<http://www.sba.gov/sbdc>
- ◇ **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
 - Counseling - in person, email
 - Registration assistance
 - Bid-matching
 - Training (online, classroom, free or low cost)
<http://www.dla.mil/db/procurem.htm>
- ◇ **SERVICE CORPS OF RETIRED EXECUTIVES**
 - Counseling - in person, email, field visit
 - Training (classroom, free or low cost)
<http://www.score.org/>
- ◇ **SMALL BUSINESS PROGRAM OFFICES**
 - Located at every DoD & Federal buying activity
 - All DoD:
<http://www.acq.osd.mil/osbp/>

IN PERSON: THE PITCH

- ◇ Have *three* marketing "presentations" ready at all times:
 - "Elevator speech"
 - One page capability sheet
 - Full Capability presentation
- ◇ Know your audience
- ◇ Be focused & be brief
- ◇ Stand out from the crowd!
- ◇ How can the customer benefit from doing business with you?"
- ◇ What problems/challenges do you solve for your customer?
- ◇ One page capability sheet
 - Few graphics
 - Company name, website, contact info, locations, small business categories, CAGE code
 - Certifications
 - NAICS & capabilities
 - DoD/Federal/State & local contracts with POC info
 - Significant subcontracts with POC information
 - GSA contracts (if any)

EMAIL MARKETING

- ◇ Send to the right customer! Frequency?
- ◇ Marketing pitch, virus or SPAM? Include subject line & content in body of email, not just an attachment
- ◇ Be brief - use your one page capability sheet
- ◇ Limit graphics - oversized attachments may be stripped
- ◇ Stand out from the crowd!
- ◇ How can the customer benefit from doing business with you?
- ◇ What problems do you solve for your customer?
- ◇ The following attachments may **not** be received by DoD recipients due to firewalls: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .vbs, and .zip

FEDBIZOPPS

DoD & Federal contracting activities synopsisize *most* proposed requirements & contract awards >\$25,000 in
<http://www.fbo.gov>

- ◇ Active or archive search by dates and/or:
 - Types of Notice
 - Solicitation number or contract number
 - Place of performance zip code
 - Set-aside type
 - FSC/PSC/NAICS
 - Key words
 - Selected agencies
- ◇ Register for Vendor Notification Service by:
 - Specific solicitation number
 - Same selections as above
 - **All** procurement notices (*caution*)

KNOW YOUR COMPETITORS

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites, DSBS profiles.

TARGET THE RIGHT CUSTOMER

- Develop a Business Plan and Marketing Plan
- Who are your potential customers? Which agencies/activities?
- What are their needs? Challenges? Review websites!
- Know your limits!
- Know your customers regulations/procedures

TOOLS

- Acquisition Central - Federal Acquisition Regulations (FAR): <http://www.acquisition.gov/>
- Defense Federal Acquisition Regulation Supplement: <http://www.acq.osd.mil/dpap>
- Small Business Training Network: <http://www.sba.gov/training>



DoD Subcontracting Program: THE BASICS

July 2011

Regulatory Requirements

Authority:	◆ Section 8(d) Small Business Act – 15 USC 637(d)	Specifies that small businesses will have maximum practicable opportunity to participate in contract performance consistent with efficient performance
	◆ Section 15(g) Small Business Act – 15 USC 644(g)	Specifies government-wide goals for contracts and subcontracts awarded to small business concerns
Regulations:	<ul style="list-style-type: none"> ◆ FAR 19.7 / DFARS 219.7, Small Business Subcontracting Program ◆ FAR 52.219-8, Utilization of Small Business Concerns ◆ FAR 52.219-9 / DFARS 52.219-7003 SB Subcontracting Plan (DEVIATION) ◆ FAR 52.219-16, Liquidated Damages ◆ DFARS 252.219-7004, SB Subcontracting Plan (Test) (DEVIATION) 	<ul style="list-style-type: none"> ◆ Small businesses will have maximum practicable opportunity to participate in contract performance consistent with efficient performance ◆ Subcontracting Plan requirement ◆ Comply in good faith with subcontract plan requirements ◆ Imposition of liquidated damages

	Utilization of SBs (FAR 19.7 / 52.219-8)	Subcontracting Plan (FAR 19.7 / 52.219-9)	
When?	<ul style="list-style-type: none"> ◆ Contracts > Simplified Acquisition Threshold (SAT) (\$100K) <li style="text-align: center;">AND ◆ Subcontract opportunities exist 	<ul style="list-style-type: none"> ◆ Contracts > \$650K (\$1.5M construction) AND subcontract opportunities exist ◆ Modifications > \$650K (\$1.5M construction) with new work AND subcontract opportunities exist ◆ Multi-year contracts / contracts with options <ul style="list-style-type: none"> ◇ Cumulative value of base contract & all options ◇ SEPARATE goals for base & each option 	
Who?	<ul style="list-style-type: none"> ◆ ALL business concerns (including small businesses) 	ALL other than small business: <ul style="list-style-type: none"> ◆ Large business ◆ State & local government ◆ Non-profit organizations 	May also include: <ul style="list-style-type: none"> ◆ Public utilities ◆ Educational institutions ◆ Foreign-owned firms
When not required?	<ul style="list-style-type: none"> ◆ For personal services contracts ◆ For contracts / modifications performed entirely outside US & outlying areas 	<ul style="list-style-type: none"> ◆ From small businesses ◆ For personal services contracts ◆ For contracts / modifications performed entirely outside US & outlying areas ◆ For modifications to contracts within general scope of the contract that do not contain FAR 52.219-8 (or equivalent prior clauses, e.g., contracts awarded before enactment of PL 95-507) ◆ If no subcontract opportunities, approval required level above CO & placed in contract 	

Types of Subcontracting Plans (FAR 19.7 / 52.219-9)

Individual	Master	Commercial	Comprehensive
<ul style="list-style-type: none"> ◆ 1 contract – 1 plan ◆ Goals support planned subcontracting for 1 contract ◆ Covers entire contract period (including options) ◆ Contains mandatory elements ◆ Submit Subcontracting Reports <ul style="list-style-type: none"> ◆ ISR* (semiannually) ◆ SSR** (semiannually for DoD) <p>*Individual Subcontracting Report (electronic version) ** Summary Subcontracting Report</p>	<ul style="list-style-type: none"> ◆ Boilerplate info – contains same elements as individual plan minus goals ◆ Goals negotiated for each applicable contract ◆ Effective for 3 years after approval of Contracting Officer ◆ May be developed on a Plant / Division basis ◆ Subcontracting Reports required when goals negotiated for each applicable contract (same as for Individual plan) (same as for Individual plan) 	<ul style="list-style-type: none"> ◆ Preferred for contractors furnishing commercial items ◆ Applies to entire production of commercial items sold by either entire company or a portion thereof (Division, plant or product line) ◆ Based on contractor's FY ◆ Annual plan (applies to all government contracts in effect during that period) ◆ Contains mandatory elements ◆ Submit Subcontracting Reports ◆ SSR (Annually) 	<ul style="list-style-type: none"> ◆ DoD Test Program for Negotiation of Comprehensive SB Subcontracting Plans ◆ Similar to a commercial plan <ul style="list-style-type: none"> ◆ May be on a Plant / Division / Corporate basis ◆ Annual plan (applies to DoD contracts in effect during period) ◆ ONLY DCMA is delegated authority to negotiate plan & perform surveillance review functions (with input from MILDEPS / Defense Agencies) ◆ Submit Subcontracting Reports <ul style="list-style-type: none"> ◆ SSR (semiannually)

Note: Plan and Goals must be approved PRIOR to contract award

Mandatory Elements Included in Subcontracting Plan (FAR 19.7/52.219-9)

- | | |
|---|---|
| <ul style="list-style-type: none"> ◆ Goals (% based on total planned subcontracting \$ for each SB category) ◆ Total \$ to be subcontracted (overall & by category) ◆ Description of principal types of supplies/services to be subcontracted (total & by category) ◆ Description of method used to develop subcontract goals ◆ Description of method used to identify potential SB sources ◆ Indirect Costs (included/not included) & methodology used to determine proportionate share of indirect costs for each category ◆ Name of individual administering subcontracting program & description of duties.
(Where are they located organizationally?) | <ul style="list-style-type: none"> ◆ Description of efforts to ensure SB has an equitable opportunity to compete for subcontracts ◆ Assurances <ul style="list-style-type: none"> ◇ Cooperate in studies / surveys ◇ Submit reports, as required ◇ Submit ISR / SSR as required ◆ Record-keeping: description / procedures / process <ul style="list-style-type: none"> ◇ "Flow down" clauses & reporting requirements ◇ 52.219-8 (Utilization of SB Concerns) ◇ 52.219-9 (Subcontracting Plan) ◇ ISR / SSR |
|---|---|

Categories Included in Goals of a Subcontracting Plan

(as defined in FAR 19/26 and DFARS 252.219-7003)

Small business (SB) – located in U.S., organized for profit, including affiliates is independently owned & operated, not dominant in field of operations in which it is bidding on Government contracts, AND meets Small Business Administration (SBA) size standards included in solicitation. The size standard is based upon the North American Industrial Classification System (NAICS) assigned to the specific procurement dependent upon product/service purchased. **Self-certify** FAR 52.219-9 also includes subcontracts awarded to Alaska Native Corporation (ANC) or Indian tribe, regardless of size or SBA certification status of ANC or Indian tribe. DFARS 252.219-7003 also includes subcontracts awarded to qualified non-profit agencies approved by Committee for Purchase from People Who Are Blind or Severely Disabled, the independent federal agency that administers AbilityOne Program, formerly JWOD (Javits-Wagner-O'Day Act) (41 USC 46-48(c)).

Woman-owned Small Business (WOSB) – Small Business, at least 51% owned by ≥ 1 women, AND management & daily business operations controlled by ≥ 1 women. **Self-certify**

Historically Underutilized Business Zone (HUBZone) – Small Business, owned & controlled 51% or more by ≥ 1 U.S. citizens, **AND SBA-certified** as a HUBZone concern (principal office located in a designated HUBZone AND ≥ 35% of employees live in a HUBZone).

Veteran-Owned Small Business (VOSB) – Small Business, veteran-owned as defined in 38 USC 101(2), ≥ 51% owned by ≥ 1 veterans, AND management & daily business operations controlled by ≥ 1 veterans. **Self-certify**

Service-Disabled Veteran-Owned Small Business (SD-VOSB) – Small Business, veteran-owned, ≥ 51% owned by ≥ 1 service-disabled veterans, AND management & daily business operations controlled by ≥ 1 service-disabled veterans OR in the case of veteran with permanent & severe disability, the spouse or permanent caregiver of such veteran, AND with 0% - 100% service-connected disability as defined in 38 USC 101(16) & documented on DD 214 or equivalent. **Self-certify**

Small Disadvantaged Business (SDB) – Small Business unconditionally owned & controlled by ≥ 1 socially & economically disadvantaged individuals who are in good character & citizens of the U.S. **Self-certify**

FAR 52.219-9, SDB also includes: subcontracts awarded to Alaska Native Corporation (ANC) or Indian tribe regardless of size or SBA certification status of ANC or Indian tribe

DFARS 252.219-7003, SDB also includes:

- ◆ Work performed on Indian lands or joint venture with Indian tribe / tribally-owned corporation & meets requirements of 10 USC 2323a.
- ◆ Subcontracts awarded by a mentor firm, under the DoD Pilot Mentor-Protégé Program, to (1) protégé firms which are qualified organizations employing severely handicapped and (2) former protégé firms that meet the criteria in Section 831(g)(4) of P.L. 101-510 (not more than 2 times SBA-specified maximum size & previous mentor-protégé agreement was not terminated for cause).

Subcontracting Resources

- | | |
|--|--|
| <ul style="list-style-type: none"> ◆ Procurement Technical Assistance Centers (PTAC) http://www.dla.mil/db/procurem.htm ◆ DefenseLink ≥ \$5M award notices http://www.defenselink.mil/contracts ◆ Electronic Subcontracting Reporting System (eSRS) http://www.esrs.gov ◆ SBA Subnet http://web.sba.gov/subnet | <ul style="list-style-type: none"> ◆ Subcontracting Opportunities with DoD Major Prime Contractors http://www.acq.osd.mil/osbp/sb/dod.shtml ◆ Companies Participating in DoD Subcontracting Program Report http://www.acq.osd.mil/osbp/docs/primes2010.csv ◆ DAU Small Business Community of Practice (SB COP) https://acc.dau.mil/smallbusiness ◆ FEDBIZOPPS http://www.fbo.gov ◆ SBA Subcontracting Opportunities Directory http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/index.html |
|--|--|

Your Business Benefits

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- Training to assist your business in complying with government requirements
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- Assistance & clarification of policies & regulations
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Government Certifications & Registrations
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Government Policies & Regulations
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How to Respond to an RFP
General Service Administration (GSA)
Introduction to Government Contracting and Subcontracting

Automated Bid Matching Services for Eligible Clients

1,969 state and local sites searched, and some international
FedBizOpps.gov and Defense Logistics Agency sites searched

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Verified performance attributed by clients to SDCOC assistance:

\$618,771,557 in contract awards* =
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4301 Pacific Highway
San Diego, California 92110-3127

May 2009

ACQUISITION RELATED

INTERNET ADDRESSES

Title	Addresses
Central Contractor Register – Registration	http://www.ccr.gov/
Code of Federal Regulations	http://www.law.cornell.edu/regs.html
First Gov- Federal Government Information	http://www.usa.gov/
Dept. of Commerce – 10% SDB Eval. Factors	http://www.arnet.gov/References/sdbadjustments.htm
Dept. of Vet Affairs-SB Site	http://www.vetbiz.gov
DoD – Acquisition University (DAU)	www.dau.mil/
DoD – Advanced Research Projects Agency	http://www.arpa.mil
DoD – Contracting regulations (DFARS)	http://www.acq.osd.mil/dpap
DoD – Defense Link	http://www.defenselink.mil/
DoD – Defense Supply Center Customer Assist	http://www.dscc.dla.mil/buying/offices.html
DoD – Mentor-Protégé Program	www.acq.osd.mil/osbp/mentor_protege/
DoD – Office of Small Business Programs	http://www.acq.osd.mil/osbp/
DoD – Packaging POC, Defense Supply Center	http://www.dscc.dla.mil/Offices/packaging/
DoD – Technical Information Center	http://www.dtic.mil/
SBIR Solicitations/SBIR Interactive Topic Information System Links	http://www.dodsbir.net/SITIS/
Audit Information	http://www.dcaa.mil/
DoD – Under Secretary of Def. Acq. & Technology	http://www.acq.osd.mil/
NAVY Commands:	
DoN – Acquisition Regulations	http://acquisition.navy.mil/policy_and_guidance/nmcars_nmcag
DoN – Electronic Commerce Homepage	https://www.neco.navy.mil/
DoN – Navy Region Southwest	https://www.cnrc.navy.mil/cnrcsw/index.htm
DoN – Home page	http://www.navy.mil/
DoN – Logistics Library	https://nll1.ahf.nmci.navy.mil/
DoN – Navy Facilities Engineering Command	http://www.navfac.navy.mil/
DoN – NAVSEASYS COM – Contracts	http://www.navsea.navy.mil
DoN – NAVSUPSYS COM Homepage	http://www.navsup.navy.mil/
DoN – Navy Logistics Medical Command	http://www.nmlc.med.navy.mil/
DoN – Navy Fleet and Industrial Supply Center	https://www.navsup.navy.mil
DoN – Naval Research Laboratory	http://www.nrl.navy.mil
DoN – Office of Naval Research	http://www.onr.navy.mil
DoN – OSADBU	http://www.hq.navy.mil/osbp/
DoN – PHD, NSWC, Home page	http://www.phdnswc.navy.mil
DoN – SBIR	http://www.navysbir.com
DoN – Seaport E Portal	http://www.seaport.navy.mil

Federal Business Opportunities	http://www.fedbizopps.gov/
Federal Acquisition Regulations	http://www.arnet.gov/far/
Federal Comptroller General Decisions	http://www.gao.gov/
Federal – Executive Orders	http://www.whitehouse.gov/news/orders
Federal Government Printing Office	http://www.access.gpo.gov/
Federal – House of Representatives	http://www.house.gov
Federal Legislative Information On the Net	http://thomas.loc.gov/
Federal World Information Network (NTIS)	http://www.fedworld.gov/
Fried, Franks Associate Contracts Alert	http://www.ffhsj.com
Army– Army Logistics Management College	http://www.almc.army.mil/library/
General Services Admin. Doc Net – GSA Forms	http://www.gsa.gov
Small Business Community of Practice	https://acc.dau.mil/smallbusiness
Office Supplies	https://emall6.prod.dodonline.net/main/
Security Clearance	http://www.dss.mil
Federal Procurement Data System	https://www.fpds.gov/
Federal Business Partner Network	http://www.bpn.gov/
Assistance Centers:	
Procurement Technical Assistance Centers	http://www.aptac-us.org/new/
America’s Small Business Development Center	http://www.asbdc-us.org/
NMCI – Electronic Data Systems Link	http://www.eds.com/nmci
North American Industry Codes	http://www.census.gov/epcd/www/naics.html
Small Business Administration – Home page	http://www.sbaonline.sba.gov
National Institute of Standards & Technology	http://www.mep.nist.gov/
Professional Organizations	
Armed Forces Communications and Electronics Association	http://www.afcea.org/factsheet.asp
Service Corps of Retired Executives	http://www.score.org/
Elite Service Disabled Veterans Owned Bus	http://www.elitesdvob.org/joomla/
National Defense Industrial Association	http://www.ndia.org/
San Diego Supplier Development Council	http://www.sdsdc.org/
Women in Defense (WID)	http://wid.ndia.org/
Women's Business Center of California	http://www.wbcc-sd.org/
Air Force Procurement Office	http://www.selltoairforce.org/
Army Procurement Office	http://www.sellingtoarmy.com
U.S. Senate	http://www.senate.gov
SPAWAR Business Opportunities	https://e-commerce.spawar.navy.mil
SPAWAR Home Page	http://www.spawar.navy.mil
Acronym Finder	https://www.dacs.dtic.mil/topics/acronym/
Military Stores:	
Navy Exchange	https://www.navy-nex.com (go to contractor/vendor)
Army/ Air Force	http://www.aafes.com (doing business with aafes)
Marine Corps	http://www.usmc-mccs.org (links for retail vendors)
Coast Guard	http://www.cg-exchange.com (call for information)
Military Commissary Stores	http://www.commissaries.com/business/services.cfm



Maximum Return on Investments at Conferences

ATTENDEES

- Study the list of exhibitors carefully before venturing into the Exhibit hall.
- Target your potential clients and speak with them first. Get as much information about their contracting/subcontracting procedures as possible. Research their web sites.
- Prepare a one-page flyer indicating who your customers are and what you do for them.
- Bring lots of business cards and hand them out liberally.
- Get the contract's name, number and email address to follow up on potential business.
- Take advantage of the seminars. The information is timely and can prepare you for bidding on available business.
- Participate in the Procurement Matchmaking where representatives from Federal Government procurement and program offices and large business prime contractors will meet with small businesses.
- Preview Procurement Opportunities pages to find out who is buying what you sell.
- Ask about current on-site procurement opportunities. Many of the exhibitors have information at their booth.
- Prepare to do business!

EXHIBITORS

- Stand up and be ready to greet visitors. Don't let anyone important get past you.
- Your customers are also the other exhibitors.
- You must facilitate the networking by going out to your fellow exhibitors. Take a look at the exhibitor list and make sure that someone on your staff visits your targeted customers.
- Be open to the fact that other exhibitors and attendees will also try to market to you. Some Trade shows may discourage soliciting by non-exhibitors. The purpose of the day is to sell.
- Market yourself, market your Product, and market your service.
- Take advantage of the seminars. Procedures are ever-changing and you will learn new details that might affect the way you do business with the government. Stay ahead of the game.
- Participate in the Procurement Matchmaking where representatives from Federal Government procurement and program offices and large business prime contractors will meet for with small businesses.
- List products or services that you are looking for from small, minority, 8(a), SDB, HUBZone, and women-owned businesses to provide on Procurement Opportunities pages.
- Prepare to do business!



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Program Management Warfare (PMW) Offices

PEO C4I's leadership is comprised of the Program Executive Officer and Principal Deputy Program Executive Officer. Aside from PEO front office, PEOs Program Management Warfare (PMW) offices manage more than 150 acquisition programs and projects that cover all C4I disciplines, such as applications, networks, communications and intelligence, surveillance and reconnaissance systems for both afloat platforms and shore commands.

PEO is composed of five product delivery program offices (PMW 100 series) that are responsible for product development and sustainment.



Battlespace Awareness and Information Operations (PMW 120)

Serves as the Navy's intelligence, surveillance, reconnaissance and targeting system within FORCEnet.



Deployable Joint Command and Control Joint Program Office (PMW 140)

Focuses on integrating existing applications into modular, scaleable, standardized joint C2 systems that can be deployed on short notice.



Command and Control Program Office (PMW 150)

Provides joint command and control solutions, including targeting support, chemical-biological indications and warnings, and logistics support. Integrates real-time (CTP) and near real-time (COP) tactical pictures. Interfaces with open architecture Single Integrated Air Picture.



Tactical Networks Program Office (PMW 160)

Provides all common network services and commodities used by multiple programs. Consolidates network services in all classified domains to support cross-domain and coalition operations.



Communications Program Office (PMW 170)

Provides all radios, terminals and antennas, not including Airborne Maritime Fixed Radio, and is the single C4I communications integrator for PEO C4I.

In addition, PEO is comprised of five platform-based program offices (PMW 700 series) that are responsible for platform integration and serve as the primary Fleet points of contact for installation and C4I capability delivery.



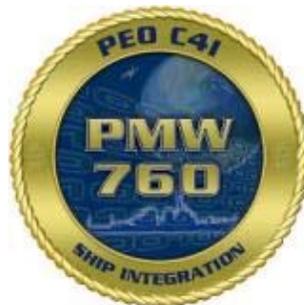
International C4I Integration Program Office (PMW 740)

Delivers integrated C4I capabilities to international partners in support of combatant commanders and national security objectives.



Carrier Integration Program Office (PMW 750)

Delivers integrated C4I suites to carriers, command ships and new construction platforms.



Ship Integration Program Office (PMW 760)

Develops common radio room for surface platforms, integrates surface-unique capabilities and delivers integrated C4I suites to modernization and new construction platforms.



Submarine Integration Program Office (PMW 770)

Develops submarine-specific systems and delivers integrated C4I suites to modernization and new construction platforms.



Shore and Expeditionary Integration Program Office (PMW 790)

Integrates shore network solutions with major afloat platforms and delivers integrated C4I suites to modernization platforms.

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Program Executive Office for Enterprise Information Systems (PEO-EIS)

Stood up in the spring of 2006, the Department of Navy (DoN) PEO-EIS oversees a portfolio of enterprise-wide information technology programs designed to enable common business processes and provide standard information technology capabilities to Sailors at sea, Marines in the field and their support systems. The PEO ensures that these programs maximize value to the Warfighter by balancing cost with the capability delivered to the end user.

KEY FUNCTIONS OF PEO-EIS

Providing **acquisition excellence and technical guidance and support for the programs that deliver mission support systems to the Warfighter.**

Identifying and implementing **leap-ahead technologies across the Naval enterprise.**

Developing partnerships with key stakeholders that provide solutions to the Naval enterprise.

PEO-EIS PROGRAMS

(PMW 200) Navy Marine Corps Intranet (NMCI); BLII/ONE-NET Provides secure, seamless and global computer connectivity for the DoN

(PMW 210) Next Generation Enterprise Network (NGEN) Serves as the program office for the planned follow on to NMCI

(PMW 220) Navy Enterprise Resource Planning (ERP) Provides an integrated set of management tools that facilitate business process reengineering and interoperable data.

(PMW 230) Global Combat Support Systems-Marine Corps (GCSS-MC) Modernizes the logistics systems of the Marine Corps

(PMW 240) Sea Warrior Program Fields integrated and improved IT solutions across the enterprise that will enable the Navy's active duty enlisted and Reserve force to direct their own professional development while supporting Fleet readiness assessment

CONTACT:

Program Executive Office for Enterprise Information Systems (PEO-EIS)

Public Affairs Office

703-298-9690



Mission Statement

The PEO Space Systems mission is to develop, acquire, integrate, produce, launch, test and provide operational support to reliable, affordable, flexible, effective and seamless space systems that support DOD and U.S. agencies to enable joint, coalition, combined and naval operations. PEO Space Systems coordinates all Department of the Navy space research, development and acquisition activities.