



Small Business/Large Business Working Together

Stories from the Front Lines

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The Obvious

- Relationship building is the essential element/skill in our business
 - People buy from people
 - People work with people

- Advantages are numerous
 - Expand presence into new customer sets and market segments
 - Increase market intelligence
 - Enhance scalability and ability to deliver
 - Mitigate cost and risk

- As with other relationships, they have to be *mutually beneficial*



A Difference in Perspectives

■ Working with a Large Business Partner

- Large businesses are more bureaucratic (and political)
 - Segmented, risk averse with decentralized decision making
 - PAPERWORK
- Not one large business is going to be the right partner for each opportunity
 - Skills/Business Pursuits/Probability of Win
 - Resources
- Want a “reciprocal” relationship

■ Working with a Small Business Partner

- Resources are precious
- Speak English and not business jargon
- Looking for degree of candor, trust and loyalty from a large business



Areas in Common

■ In the end the relationships that succeed are ones where the parties:

- Have common (and complimentary) skills, customers and markets
- Help the other succeed and grow
- Communicate on matters openly
- Possess common business culture, values and practices
- View the commitment as long term

■ SAIC observations

- Avoid the word “supplier” for many reasons
 - Business Orientation - we don’t make many “toys”
 - We place the emphasis on business development = relationships
- Seek small businesses that bring value in terms of:
 - Business Development – helping us win bids and identify new opportunities
 - Program Execution – skills, resources and deliverables
- We have been in multiple relationships with small businesses where the above recipe leads to success for both