



The Insider Series:
Selling to Fortune Level
Corporations – Part 2

Presenter: Andra L. Hargrave



Your Speaker – Andra Hargrave

- Army & Minnesota Army National Guard
- Founder - Global Sales Advisors Government Relations firm Specializing in State and Federal Lead Development.
- Federal Procurement Consultant For Department of Transportation (SBTRC)
- Director of Certification for the RMMSSDC
- Colorado State Lead SBDC Center State Veterans Representative
- State SBDC Consultant for Connect2Dot program
- Colorado MBO Federal Certification Consultant



Our Expertise



Specializing in state and federal lead development since 1999.

We specialize in calling on governmental and corporate contracting personnel and program managers in order to:

- Gather information on upcoming opportunities before they are advertised.
- Introduce the clients' products or services.
- We set up the capability briefings and technical capability briefings.

We perform the part of lead development that your sales teams do not like to do.





Why the Development of the Series?

This workshop was created to help small and diverse companies navigate the complex arena of major corporations or what is commonly referred to as:

Fortune Level Corporations



The Series – Supplier Diversity

- **Session One: - Understanding Supplier Diversity – Getting Your Questions Answered**
- **Session Two - Supplier Diversity (Understanding Certifications)**
- **Session Three - Targeting Corporations (Supplier Portals)**
- **Session Four - Supplier Diversity (Events)**
- **Session Five - Targeting Corporations Through Supplier Diversity (Putting It all together)**

Session-Two (Questions to Answer)



- What certifications apply to both Supplier Diversity & Subcontracting.
- What's in a Corporate Title: SBS, SBLO, Supplier Diversity, End-User, Program Manager, etc.
- Who do I talk to and how do I reach the right contact?
- The marketing “Merry Go-Around” and how do I get off the ride?
- What do I say to the corporate contact?

Alphabet Soup of Certifications?

Disadvantaged Business Enterprise (**DBE**), Minority Business Enterprise (**MBE**), Women Business Enterprise (**WBE**), Women Owned Business Enterprise (**WOSB**), Economically Disadvantaged Business Enterprise (**EDWOSB**), Historically Underutilized Business Zone (**HUBZone**), 8(a)/Socially Disadvantage Business (**SDB**), Minority Business Enterprise (**MBE**), Women Business Enterprise (**WBE**), Emerging Small Business (**ESB**), Small Business Enterprise (**SBE**), Veteran Business Enterprise (**VBE**), Veteran Owned Business (**VOB**), Service Disabled Veteran Owned Business (**SDVOB**), Airport Concessions Disadvantaged Business Enterprise (**ACDBE**), Small Business Enterprise Concessions (**SBEC**)

Understanding Certifications



A Social-Economic Certification is a acknowledgement or recognition of a specific business category related to business ownership. A certification states that you have met the minimum requirements to be granted an official recognition or designation.

Example: If a woman owns 51% of a company, then the company can then be certified as a woman-owned company.

Why Get Certified?



- Levels the playing field
- Limits the competition
- Subcontracting Relationship
- Partnership & Mentor Protégé
- Doing business with other Certified companies

Leveling the Playing Field



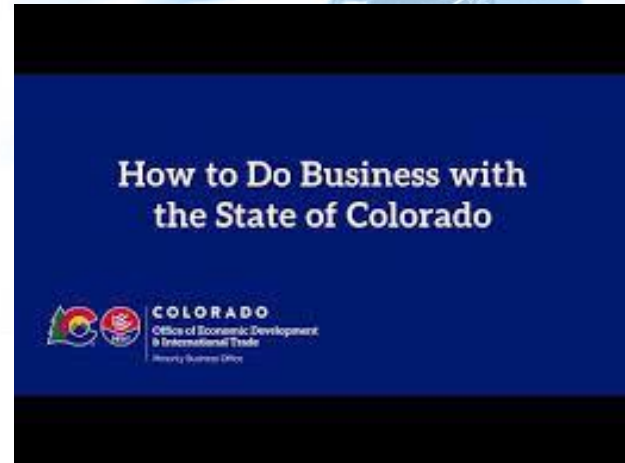
Large
Prime
Contractor

**This is not how certifications
are designed to work!**

Diverse
Business

Unfortunately, many times
this is how certifications
are sold to the public.

Getting You in the Room



Which Certification Will Work?



Corporate Prime Contracting

- Supplier Diversity
- Most Any Certification
- Corporate Certification

Corporate Subcontracting

- Agency Specific
- Federal – Federal Certifications.
- Municipal – Capital City or Regional Certs

Certification Road Map

SMALL BUSINESS CERTIFICATION MAP

Federal

Small Business Administration:

- 8(a)
- HUBZone
- SDVOSB
- SDB
- WOSB/EDWOSB

CDOT

Colorado Department of Transportation:

- DBE
- ESB

Local Government

City and County of Denver:

- ACDBE (Airport)
- DBE
- EBE
- M/WBE
- SBE
- SBEC

Regional Transportation District:

- SBE
- DBE

Private Sector

Mountain Plains Minority Supplier Development Council:

- MBE

Women's Business Enterprise National Council:

- WBENC

National Gay & Lesbian Chamber of Commerce

- LGBT

CERTIFICATION RESOURCES

Minority Business Office

Free consulting on obtaining certifications and marketing certified businesses

www.mbocolorado.com

Colorado Small Business Development Center Network

Free consulting and low-cost training on a variety of business topics, including certifications

www.coloradosbdc.org

Colorado Procurement Technical Assistance Center

Free consulting and aid to businesses wanting to become government contractors

www.coloradoptac.org

IBM Supplier Diversity



Supplier development

Mentoring and education

IBM has a variety of business and technical resources dedicated to the development of its diverse suppliers. These programs include:

- Federal Mentor Protégé Programs
- Commercial Protégé Program
- Federal Veteran Small Business Advocate Program

IBM has mentor/protégé programs operating in several Geo's. The first program began in the US in 1997 with five protégé firms and is sponsored by the Defense Information System Agency (DISA). Each relationship involves a

three-year engagement and suppliers are added as funding is allocated. Examples of assistance provided through the mentor-protégé program include:

- Partnership Executive Program
- Business Developmental Assistance
- Needs assessments
- Financial services through IBM Global Finance

Overview

Who we are

What we make available to suppliers

Supplier development

Education

Resources available

Global support

Membership, communities and awards

Connect with us

< 8 >

IBM Certification Recognition



Diverse supplier information

IBM accepts certifications and documentation from the following organizations:

Established criteria must be met before suppliers or business relationships can attain diverse designation within IBM systems.

Minority owned: The National Minority Supplier Development Council (NMSDC) and its regional affiliate councils. The Small Business Administration (SBA) and other federal, state or local (county, city) government agencies.

Woman owned: The Women Business Enterprise National Council (WBENC), WECconnect International, the National Women Business Owners Corporation (NWBOC), the SBA and other federal, state or local government agencies.

Person with disability: Copy of letter from public health department, which establishes eligibility for benefits or Disability:IN, indicating that the business owner has a disability. For organizations that employ people with disabilities, documentation from a federal or state agency.

Veteran: Verification from Department of Veterans Affairs indicating that the business owner was honorably discharged from the armed services.

Disabled veteran: Verification from Department of Veterans Affairs that indicates that the business owner has a service-connected disability and was honorably discharged from the armed services or Disability:IN, indicating that the business owner has a service-connected disability and was honorably discharged from the armed service.

LGBT owned: National Gay and Lesbian Chamber of Commerce (NGLCC).

Non-US Based Diverse Suppliers: CAMSC, MSD-China, MSD-UK, Supply Nation or any of the WECconnect International Organizations member.

For more information or if you're located where there isn't a certification agency, contact our Supplier Diversity team: ibmsd@us.ibm.com

[Learn more](#)

ibm.biz/GlobalSupplierDiversity

Corporate Certifications

[MOUNTAIN PLAINS MINORITY SUPPLIER DEVELOPMENT COUNCIL – MBE](#)

- **Access.** Certification gives MBEs exclusive access to top corporate purchasing agents, premium networking events, searchable supplier databases, affordable consulting services, technology programs, and vital introductions to nationally known corporations.

[WOMEN BUSINESS ENTERPRISE DEVELOPMENT COUNCIL \(WBENC\)](#)

- Opportunities, access, capacity development, recognition, business promotion, and advocacy.

[NATIONAL GAY AND LESBIAN CHAMBER OF COMMERCE](#)

- An exclusive, third-party certification that verifies the businesses are majority-owned by LGBT individuals.

Corporate Certification - Part 2



NATIONAL VETERAN BUSINESS DEVELOPMENT COUNCIL (NVBDC)

- Organization gives Veteran's access to top corporate purchasing agents, premium networking events.

NATIONAL VETERAN OWNED BUSINESS ASSOCIATION (NAVOBA)

- Opportunities, access, capacity development, recognition, business promotion, and advocacy.

Which Door Should I Try?



Supplier
Diversity



Internal to
Corporation

Federal
Subcontracting



SBLO's
IDIQ/GWACs

S.L.E.D
Division



Local
Certification
Requirements

International
Division



Country
Requirements

Using Certifications Strategically



- DBE/ESB Certifications
 - Vendor Events (Regionally & Nationally)
- Corporate MBE/WBE
 - Major and Fortune Level Corporations through Corporate Events (Regionally & Nationally)
- Federal Certifications
 - Set-Asides, Sole Source & Direct Award
- Certification to Certification (B2B) Opportunities
- Mentor Protégés & Joint Ventures



Diversity Programs

All major corporations within the United States have diversity programs.

This is a sample of diversity magazines in which major corporations will advertise their diverse vendor programs.

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Federal Subcontracting / U.S. DOT/CDOT



Pursuant to Public Law 95-507, and subsequent legislative mandates, large prime contractors receiving Federal contract awards valued over \$700,000 (\$1.5 million for construction) are required to establish plans and goals for subcontracting with small businesses, veteran-owned small businesses, service disabled veteran-owned small businesses,

Governmental Prime Contractors



GSA claims no affiliation or relationship with the above-mentioned company . Above mention companies are for illustration only.

Governmental Sub-Contracting



Booz | Allen | Hamilton

Governmental - <https://www.boozallen.com/government-contract-vehicles.html>

Supplier Diversity - <https://www.boozallen.com/about/diversity-equity-and-inclusion.html>

Government Contracting

We manage a broad portfolio of government contract vehicles to provide our clients with fast, flexible channels to access the full range of our management and technology services.

Agency-Specific MACs

Agency-Specific Multi-Agency Contracts (MACs) are task order or delivery order contracts established by one agency for use by government agencies to obtain a variety of supplies and services.

[Read More](#)

Blanket Purchase Agreements

A Blanket Purchase Agreement (BPA) is a simplified acquisition method that government agencies use to fill anticipated repetitive needs for supplies or services.

[Read More](#)

GSA Schedules

GSA Schedule Contracts, also known as GSA Schedules or Federal Supply Schedules, are indefinite delivery, indefinite quantity, long-term contracts under the GSA's Multiple Award Schedule (MAS) Program.

[Read More](#)

Government-Wide MACs

Government-Wide Multi-Agency Contracts (MACs) are task order or delivery order contracts established by one agency for use by government agencies to obtain a variety of supplies and services.

[Read More](#)

Booz | Allen | Hamilton (MAC)

Contracting | Blanket Purchase Agreements | Government-Wide MACs | GSA Contracts

ASTRO

[Hide Details](#)

47QFCA22D0008 (ASTRO – DATA OPS); 47QFCA22D0056 (ASTRO – MISSION OPS);
47QFCA22D0112 (ASTRO – AVIATION); 47QFCA22D0155 (ASTRO – GROUND);
47QFCA22D0205 (ASTRO – SPACE); 47QFCA22D0256 (ASTRO – MARITIME);
47QFCA22D0308 (ASTRO – DEV/SI); 47QFCA22D0357 (ASTRO – R&D); 47QFCA22D0406
(ASTRO – SUPPORT); 47QFCA22D0457 (ASTRO – TRAINING)

ASTRO is a family of 10 individual Multiple Award (MA) Indefinite Delivery/Indefinite Quantity (IDIQ) Contract Vehicles administered by General Services Administration (GSA), Federal Acquisition Service (FAS), Assisted Acquisition Service (AAS), Federal Systems Integration and Management Center (FEDSIM) and sponsored by the DoD designed to be a total solution vehicle for service-based requirements which span multiple NAICS Codes and NAICS Code Exceptions.

The comprehensive scope of ASTRO spans many areas of expertise and includes any and all components required to formulate a “total solution”. This includes operations, maintenance, readiness, research, development, systems integration, and support for manned, unmanned, and optionally manned platforms and/or robotics, as well as the services that support those platforms and robotics. These platforms and robotics may be based on land, air, sea, and/or space. Requirements may call for solutions that cross over multiple disciplines; include ancillary support services and/or products; require commercial and/or non-commercial items; require professional and/or non-professional labor; and use a variety of contract types or a hybrid mix of contract types. Clients may solicit task orders in a single Pool based upon the preponderance of the work in the requirement being solicited. Booz Allen Hamilton received an award in each of the 10 Pools. This enables us to apply our technical and professional skill sets across the entire scope of the ASTRO contract vehicle, as well as offer niche functional capabilities.

Contract Numbers:

47QFCA22D0008 (ASTRO – DATA OPS);
47QFCA22D0056 (ASTRO – MISSION OPS);
47QFCA22D0112 (ASTRO – AVIATION);
47QFCA22D0155 (ASTRO – GROUND); 47QFCA22D0205
(ASTRO – SPACE); 47QFCA22D0256 (ASTRO –
MARITIME); 47QFCA22D0308 (ASTRO – DEV/SI);
47QFCA22D0357 (ASTRO – R&D); 47QFCA22D0406
(ASTRO – SUPPORT); 47QFCA22D0457 (ASTRO –
TRAINING)

Expiration Date:

14 November 2026 (5-year Base Period); plus 5-year
Option Period, and 5-years for Task Order execution.

Contract Types:

All contract types (including hybrids): Fixed-Price, Cost-
Reimbursement, Incentive, Time-and-Materials (T&M)
and Labor-Hour

Contact Information

Corporate ASTRO Program Manager

Matthew See

Phone: **703-377-5352**

BAH_ASTRO@bah.com

Corporate ASTRO Contract Manager

Courtney Koy

Phone: **301-317-2907**

BAH_ASTRO@bah.com

Links

GSA Astro Web Site – *Coming Soon!*

ASTRO Fact Sheet – *Coming Soon!*

[ASTRO Labor Categories](#)

ASTRO Ordering Guide – *Coming Soon!*

[Booz Allen Capabilities](#)

A smarter federal government

From hybrid cloud and cybersecurity to IT consulting and AI—we're here to help your agency evolve and transform for a changing world. Let's explore what we can do together.

[Read the announcement](#) →

[Explore the IBM survey results](#) →

01 Innovative journeys

02 Accelerate innovation

03 Optimize human support

04 Related solutions

05 Resources

Learn how IBM Security X-Force can help you with the U.S. Executive Order

[Solve for the executive order](#) →

<https://www.ibm.com/industries/federal>

IBM Governmental Contracting Vehicles

Industries > Federal >

IBM for U.S. Federal Government

Contracts Overview

Making it easier to do business with IBM

Manage costs, transform processes, and meet organization needs through the products and services available through IBM's Federal Government-wide or agency specific contracts and schedules.

 [Contracts Guide for GSA Schedules, major IDIQ contracts, and GWACS.](#)

IBM Federal Contracts

Governmentwide Acquisition Contracts (GWACs)

[GSA Alliant](#)

[GSA Alliant 2](#)

[NASA SEWP V](#)

[NIH CIO-CS](#)

[NIH CIO-SP3](#)

General Services Administration (GSA) Multiple Awards Schedule (MAS)

[GSA MAS Schedule GS-35F-110DA](#)

[GSA MAS Schedule GS-00F-005DA](#)

[GSA MAS Schedule GS-02F-0036U](#)

[GSA MAS Schedule 47QSMA18D08QM](#)

Agency-Specific Contracts (IDIQs)

[Air Force NETCENTS 2 Net Ops Contract](#)

[Air Force NETCENTS 2 Application Services Contract](#)

[DOI FCHS](#)

Multiple-Agency Contracts (IDIQs)

[Army ITES-2S](#)

[Army ITES-3S](#)

[Army ITES-3H](#)

[Army RS3](#)

[DISA SETI](#)

[GSA OASIS](#)

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ITES-2S

Contract #W91QUZ-06-D-0010

Contract Summary

IBM partnering with the Army in IT transformation to ensure the warfighter is never alone.

ITES-2S contract #W91QUZ-06-D-0010 is the premier contract vehicle to advance the Army's Enterprise Infostructure (AEI) transformation goals. All Federal agencies may purchase from the contract.

Contract Overview

ITES-2S is the premier contract vehicle to advance the Army's Enterprise Infostructure (AEI) transformation goals. An Indefinite Delivery/Indefinite Quantity (ID/IQ) contract available to all federal agencies, with no usage fee, that supports the full range of IT solutions, from help desk support to full-scale enterprise design and integration. The ITES-2S contract vehicle has a \$20 billion ceiling and a term of nine years through 2015. A few of the functional areas covered by ITES-2S include:

- Business Process Reengineering
- Information Systems Security
- Information Assurance
- Server Consolidation
- Help Desk Support
- Biometrics
- Program and Project Management

Let's talk

IBM Governmental Contracting Vehicles

ITES-2S Contacts

Contract #W91QUZ-06-D-0010

Contacts

IBM has established a dedicated team to assist you and your company. Please feel free to contact the appropriate individual below with questions or issues.

IBM executive team

Ira Gebler- IBM Army Account Executive

- Office / Mobile: 1-703-725-6815 | ira.c.gebler@us.ibm.com

Chris Saucedo- Project Executive

- Office: 1-517-766-6640 | c.sauceda@us.ibm.com

IBM ITES - 2S program office

Jean-Pierre Lutz- Program Manager

- Office/Mobile: 1-512-578-5400 | jplutzatx@us.ibm.com

Cheryl Dalby- PMO Operations

- 1-720-395-8992 | cheryl.dalby@us.ibm.com

Rich Montiel- Marketing Director

CIO-CS	GWAC / Other	Chief Information Officer-Commodity Solutions (CIO-CS) is a Government-Wide Acquisition Contract (GWAC) from NITAAC that can be used by any Federal agency.
CIO-SP3	GWAC / Other	Chief Information Officer-Solutions and Partners 3 (CIO-SP3) is a Government- Wide Acquisition Contract (GWAC) from NITAAC for any Federal civilian or DoD agency.
DHS Eagle II	GWAC / Other	Eagle II provides a full range of services and products in support of developing, implementing, and maintaining technology to support the Department of Homeland Security (DHS).
DISA Encore II	Department of Defense	The Encore II IT Solutions IDIQ contract includes all activities within the Military Services and Department of Defense to satisfy their Information Technology (IT) requirements.
DISA SETI	Department of Defense	SETI (Systems Engineering, Technology, and Innovation) is a new multiple-award task order contract (MATOC) vehicle for the Department of Defense (DOD).
GSA Alliant	GSA	The Alliant Government-wide Acquisition Contract (GWAC) is a Multiple Award, Indefinite Delivery, Indefinite Quantity contract that provides IT solutions through the performance of a broad range of services.
GSA Alliant 2	GSA	The Alliant 2 Government-wide Acquisition Contract (GWAC) is a Multiple Award, Indefinite Delivery, Indefinite Quantity (IDIQ) contract to provide information technology solutions through performance of a broad range of services, which may include the integration of various technologies critical to the services being acquired.
GSA Cyber SIN	GSA	IBM is authorized to provide cybersecurity services under special item numbers (SINs) on GSA's IT Schedule 70.

Neil Hamlet- Lead Architect

- 1-703-943-1995 | nahamlet@us.ibm.com

Mary Roadcap- Contracts and Negotiations

- 1-703-831-4453 | mary.roadcap@us.ibm.com

U.S. Army Computer Hardware, Enterprise Software and Solutions

Keith Copeland- Product leader Computer Hardware, Enterprise Software & Solutions

- (CHES)1-703-806-8222 | DSN: 656-8222 | james.k.copeland1.civ@mail.mil

Mailing address:

CHES
ATTN: SFAE-PS-CH
9351 Hall Road, Bldg 1446
Fort Belvoir, VA 22060

Phone: 1-(877) USA-ITES (872-4837)

Email: peoeis.pdchess.helpdesk@us.army.mil

Web site: <https://asc.army.mil/web/portfolio-item/eis-chess>

CHES Customer Support Team: (888) 232-4405

Commercial: (703) 806-1019 DSN: 656-1019

Fax: (703) 806-8232

DSN Fax: 656-8232

U.S. Army Contracting Agency

ITES-2S Contracting Officer: Ms. Julie L. Lawrence

- 1-309-782-4529 | julie.l.lawrence.civ@mail.mil

Mailing address:

ACC - Rock Island (ACC-RI).

Session Three – Supplier Portals



- How do I know even if the corporation will purchase my product? – Before I register?
- How do find a corporations Supplier’s Portal to register.
- What does purchasing have to do with Supplier Portals?
- Are all portals the same? – No “Here is Why”.
- Are portals a waist of time?
- I have registered in dozens of portals, and I never heard from anyone.

Questions



- Do I really have to register with a company's supplier portal?
- Can't I market directly to the division I want to market to without going through Supplier Diversity?
- Will Supplier Diversity contract me back?
- Isn't Supplier Diversity just a gate keeper?
- What do I ask the Supplier Diversity contact?
- I have registered in dozens of portals, and I never heard from anyone.

GOAL:

Only play a game you
know you will win.



Thank you for watching



Contact Information



Andra L. Hargrave (Andre)

Senior Contracted SBDC Consultant

Pikes Peak Small Business
Development Center (SBDC)

559 East Pikes Peak Avenue, Suite 101

@ Catalyst Campus

Colorado Springs, CO 80903

SBDC Email: sbdc@elpasoco.com

Email: Ahargrave@ColoradoSBDC.org

PPSBDC Phone: 719-667-3803