

# ***Business & Enterprise Systems***

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*Integrity - Service - Excellence*

## **AFPEO**

### ***Small Business Perspective***



**Mr. Robert Carl “Shof” Shofner**  
**Program Executive Officer**  
**08 Mar 13**

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# Agenda



- **Air Force Program Executive Office for Business and Enterprise Systems (AFPEO BES)**
  - **Overview**
  - **Small Business Policy**
  - **BES Success Stories**
  - **BES Top Small Business Initiatives**
  - **Tips and Techniques**
  - **How are YOU Unique**
  - **How to do Business with the Government**
  - **Lessons Learned**
  - **Q&A**



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# AFPEO BES Overview



## MISSION:

Acquiring, Operating, Sustaining, and Enabling enterprise Information Technology capabilities while accelerating the modernization of infrastructure to support the warfighter across the spectrum of combat and mission support...

*Driving Information Technology Acquisition Reform  
Enabling Every Airman to Aim High...Fly – Fight – Win!*

### Mission Areas

Logistics

Civil Engineer

Communications

Finance

Medical

Transportation

Infrastructure

Munitions

Personnel

Maintenance

Operations





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# AFPEO BES Overview



## Vision:

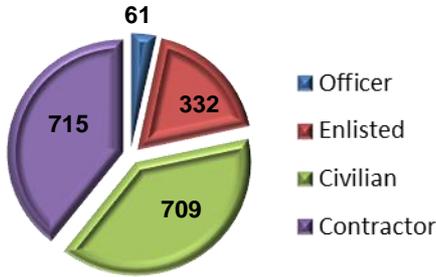
**A trusted and purpose-driven combat/mission support IT organization characterized by...**

- ***A positive culture based on mutual trust and respect that attracts, grows and retains the very best people***
- ***Adherence to well-documented processes which facilitate effective and efficient acquisition, operation, and sustainment of enterprise IT capabilities and infrastructure***
- ***Defined priorities that optimize resources to deliver agile capabilities on a robust, services-based infrastructure***
- ***Effective trust-based stakeholder relationships within the government and industry IT community***



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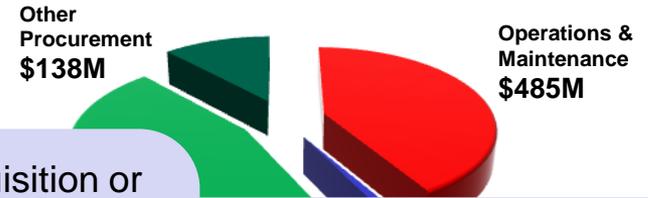
# AFPEO BES Overview



128 Programs Across 5 States



Annual Portfolio Value: \$1.1B



30+ programs/capabilities in acquisition or sustainment supporting AF//

Unique operationally-oriented capability.

1,817 Personnel a (2,...

Terminat "smart" AFMC//

Hugely complex en' program to provi ACAT 1 MAIS w Golc

Another hugely complex enterprise resource planning program to address Airmen's pay, leave and personnel systems. Currently in the "Honeymoon" phase

rk, provides comms tests/validates AF desk services, key F Cyber protection migration.

Logistics Sustainment Division (HIA)

Business Sustainment Division (HIB)

Enterprise Services Division (HIC)

Operations Assurance Division (HIZ)

Expeditionary Combat Support System (HII)

Enterprise Accounting Management System (HIQ)

Air Force Integrated Personnel Pay System (HIS)





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# *Small Business Policy*



It is the policy of the United States, as stated in the Small Business Act, that “all” small businesses shall have the maximum practicable opportunity to participate in providing goods and services to the government.



- FY12 - Small Business award achievements 22% (a/o 31 Jul 2012)
  - Exceeds our FY11 small business threshold of 12%
- NETCENTS I – Small business and small business set-aside enabler
  - Increased obligations by 30%
- SAF/AQ Memo – Waiver allowing SB awards outside of NETCENT1
  - Awarded over 40 services/products contracts to 8(a) vendors
- NETCENTS II – \$24.2B effort
  - Min \$9.6B (40%) designated for small business
    - 3 Small Business set-aside contracts, plus subcontracting goals
  - Small businesses also able to compete on Full & Open efforts

# *Tips and Techniques*



- Team with companies where you have similar qualifications
- Focus on 3-5 agencies and allow 18 to 24 months for relationship building
- Know the rules of engagement
- Develop relationships
- Teaming and partnering is key
- Multiple Contracting Vehicles
- Good and relevant past performance
- Patience and persistence



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# *How are YOU Unique*



## *Stand out from the crowd!*

- Observe, listen and know your customer
- Show the customer how they benefit from doing business with you
- Show the customer how you can solve their problems and challenges
- Have a on-line presence – perhaps a blog
- Free seminars and demonstrations can be very effective



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# *How to do Business with BES*



- Identify your product or service – NAICS code
- Register your business
  - Obtain a Data Universal Numbers System (DUNS)
  - Register in System for Award Management (SAM)
- Identify Your target market within DoD
- Find procurement opportunities
  - FedBizOpps
  - BES Smart Guide
- Familiarize yourself with DoD contracting procedures
- Explore subcontracting opportunities
- Investigate DoD small business programs
- Market your firm well



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# Lesson Learned



- Know your limits
- Know your customer's regulations/procedures
- Have three marketing "presentations" ready at all times:
  - One page capability sheet
  - "Elevator speech"
  - Full capability presentation
- Know what certifications are required
- Know your audience
- Do continuous face-to-face marketing/networking
- Know your competitors
  - Who are they?
  - What are their strengths/weaknesses?
  - Review their brochures, websites and DSBS



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# *Additional Tools and Instructions*



- **BES Vendor Communication Website,**  
<http://www.gunter.af.mil/events/businessandenterprisesystems/index.asp>
- **FEDBizOps,** <https://www.fbo.gov/>
- **Federal Procurement Data System - Next Generation search to find agencies that buy similar products/services to identify new vendors,**  
<https://www.fpds.gov/fpdsng/cms/>
- **Dynamic SB Search to ID all SB capable of performing a contract,**  
[http://dsbs.sba.gov/dsbs/search/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)
- **DoD OSBP website,** <http://www.acq.osd.mil/osbp/index.html>
- **SBA website,** <http://www.sba.gov/>
- **DoD MAXPRAC Tool,** <http://www.acq.osd.mil/osbp/> and  
<https://extranet.acq.osd.mil/osbp/maxprac.html>
- **Electronic Subcontractor Reporting System (eSRS),** <http://www.esrs.gov/>
- **System for Award Management (SAM)** <https://acquisition.gov/SAM/sam.html>
- **NETCENTS II Templates and Guides,**  
<http://www.netcents.af.mil/contracts/netcents-2/appsrvs/documents/index.asp>



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# Contact



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# Q & A