

ZAI Solutions

Federal Business Development & Sales



“Where IT Innovation Meets Government Need”



What We Do





The Company

Formerly, Zelinger Associates, Inc. – Est. June 2001

- ▶ Started by Mark Zelinger
- ▶ Provide business development and tactical sales services for innovative technologies
- ▶ Excellent networking, team building and project creation solutions

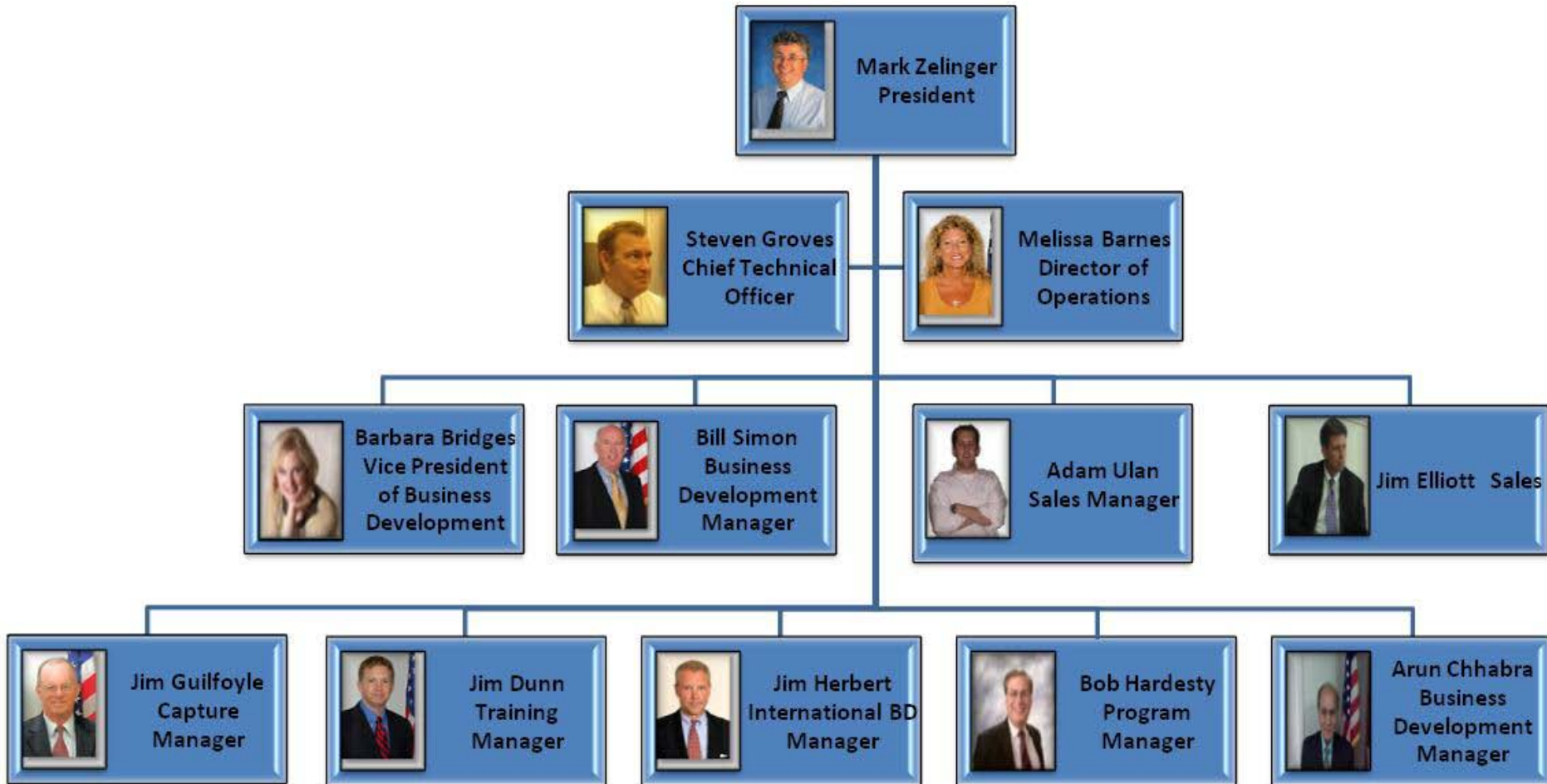
ZAI Solutions, Inc. – Est. June 2009

- ▶ Builds on Zelinger Associates, Inc.
- ▶ Team orientation
- ▶ Additional Services
 - Capture and Proposal Services
 - Training on the Federal Government
 - International Business Development
- ▶ Fantastic team of professionals





The Team





Our Methodology

The *ZAI Solutions* methodology for a successful consulting and business development engagement is simple and straightforward.



KIAC Methodology

Knowledge
Information
Action
Contact

We assist our clients by:

- ★ Understanding and focusing on their short and long-term goals
- ★ Developing and maintaining relationships with government and industry
- ★ Developing and implementing targeted sales and business development priorities

We treat each of our clients as a unique entity with their own special market requirements and opportunities. We offer unbiased recommendations regarding contracts, capture, recruiting and partnering. We will present the *best* recommendations with the *best* solution providers in our industry.



Traditional Sales Approach

- ❑ 3 Legged Approach
 - ❑ Direct Selling to the Government (Demand Creation)
 - ❑ CXO (CIO, CFO, CTO)
 - ❑ Program Managers
 - ❑ End Users
 - ❑ Contract Shops (Procurement, GWAC's)
 - ❑ Indirect (Demand Creation and Fulfillment)
 - ❑ Integrators
 - ❑ Telecom
 - ❑ Resellers
 - ❑ Alliance Partners
 - ❑ Marketing
 - ❑ Brand Awareness
 - ❑ Call to Action





Acceleration to Market[©] Approach

Business Development Plans

- ▶ And, implementation of the Plan

Channel & Partner Plans

- ▶ And, implementation of the Plan

The Overall Business Plan

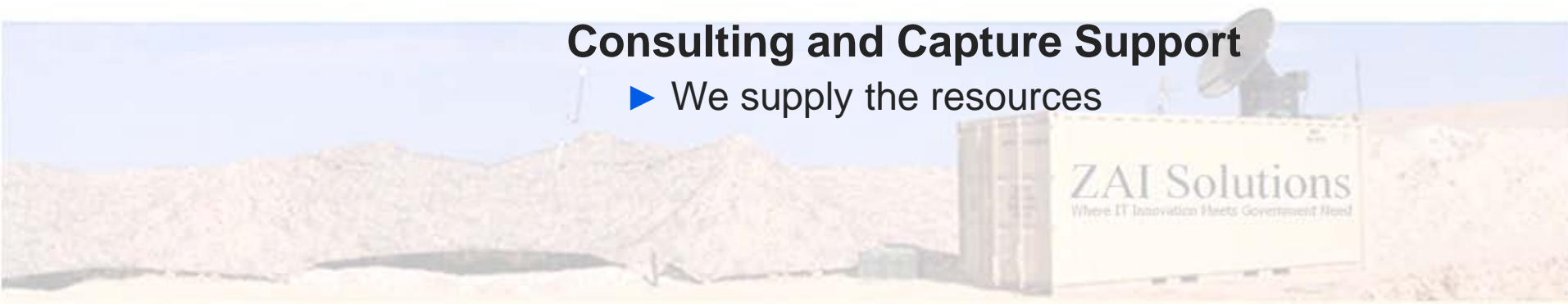
- ▶ And, implementation of the Plan

Marketing Plans

- ▶ And, implementation of the Plan

Consulting and Capture Support

- ▶ We supply the resources





Our Practice Areas

Business Development & Sales

Space Based Solutions

- ISR
- SATCOM
- Near Space
- Architectures

Cyber Security

- Staffing
- Training
- Cleared Staffing
- Information Assurance

Networking

- Product
- Services
- Staffing
- ITIL Training

Capture, Bid & Proposal Services

- Strategy
- Staffing
- Training
- Management



Sales Generation

Sales generation is securing new revenue sources by properly positioning client solutions to the most appropriate government audiences. Success in government IT has two fundamental requirements:

- Outstanding price performing technology
- The savvy to deliver those innovations to the right audience



ZAI Solutions' 150+ years of cumulative experience with the federal market, reinforced by time-tested relationships with key government and industry decision-makers, means we can identify and pursue business opportunities on your behalf, getting results that satisfy both emerging and well established technology companies.

Strategies that may be successful in the commercial market may not always translate well into the government sector. *ZAI Solutions* is here to help you develop the most successful sales approaches.





Business Development

Opportunity Identification

- ▶ Databases
 - ▶ Government (FedBizOpps)
 - ▶ Commercial (Input, etc)
- ▶ Government & Systems Integrator Relationships
- ▶ Alliances & Trade Associations



Program Identification

- ▶ Awarded Programs Technical Refresh (Challenge = Displacement and/or Scope)
- ▶ Planned Programs Capture/Participation Strategy (Challenge = Successful Teaming)

Teaming Strategy & Execution

- ▶ RFI & Information Exchanges
- ▶ SI Relationships, NDA's & Teaming Agreements
- ▶ Customer Specifications
- ▶ RFP Support & Pricing





Bid and Proposal Support Services

The ZAI practice includes all phases of Capture; Starting with opportunity identification; Through proposal development and Proposal submission

ZAI's Capture And Strategy Practice is focused on the qualification of prospective opportunities As part of the clients business development process to win new business

Capture:

- Win Strategy/Win Plan Development and Execution
- Program Capture Strategy and Capture Management
- Writing Winning Executive Summaries
- Customer and Competitor Assessment
- Teaming Proposals
- SWOT Analyses
- Call Plans

Strategy:

- New Business Strategy and Pipeline Assessments
- Strategic and Tactical Strategic Planning
- Crafting & Positioning 4 Key Elements of Winning:
 - ✓ Relationships
 - ✓ Past Performance
 - ✓ Technical Expertise
 - ✓ Functional Expertise



✓ **Strategy**

✓ **Staffing**

✓ **Training**

✓ **Management**



Team Qualifications



- The greatest qualification of ZAI Solutions is our team of experts with multiple lifetimes of experience, talent and influence. The ZAI team is the epitome of the whole being greater than the sum of the parts. The team dynamic across many domains, cultures and areas of expertise creates an amazing melting pot of innovation.
- ZAI Solutions knows the best way to match the IT needs of federal, state and local governments to commercial-sector solutions. Our experienced team members have more than a century of combined expertise navigating the intricacies and interactions of government marketplaces.



What Can We do For You?

- ✓ **New Ideas?**
- ✓ **New Markets?**
- ✓ **New Products?**
- ✓ **New Proposals?**
- ✓ **New Technology?**



- ✓ **Aerial Payloads?**
- ✓ **Hybrid Antennas?**
- ✓ **Space Based ISR*?**
- ✓ **Managed Services?**
- ✓ **Turn Key Solutions?**



ZAI Solutions

* Intelligence, Surveillance and Reconnaissance



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Federal Business Development Services

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