THE GEORGIA DEFENSE EXCHANGE & GTPAC COMMUNITY

Creating the Next: Defense Innovation Conference
January 14, 2019
EMPOWERING ORGANIZATIONS THROUGH DATA

The Simple VUE is a consulting services company that helps businesses fully exploit the power of data for actionable business insights. Specializing in Business Intelligence, Data Analytics, and Visualization, we empower our clients to discover new opportunities and transform how they conduct business.

Our mission is simple: Help companies and organizations improve their business outcomes through the use of data, analytics, and technology.

Objectives:

- **Empower Data-driven decision-making.**
  - Deliver powerful solutions that transform data into decisions and ideas into action

- **Reduce Time-to-Insight.**
  - Create solutions that intuitively display relevant analytics and reduce the time-to-insight

- **Make complex data simple.**
  - Focus on design, training, and support during implementation to ensure utility and adoption
OUR SERVICES

Data Analytics
Accelerate time-to-insight by using data solutions and visualizations designed to answer the most pressing business questions

Business Intelligence
Rapidly deploy BI solutions that meet the specific needs of anyone and everyone who works with data across the enterprise

IT Program Management
Drive high priority projects to successful completion using agile and highly collaborative PMO services that improve project and portfolio performance

Web Development
Execute full-cycle web and mobile development projects from strategy, concept, design, development, to maintenance
OUR WORK

Georgia Defense Exchange
Built in partnership with the Georgia Department of Economic Development (GDEcD)

GTPAC Community
Built in partnership with GTPAC, GDeCD, & DLA
GEORGIA DEFENSE EXCHANGE (GDX):
How the GDX supports Georgia’s Defense Industry
OVERVIEW OF DEPARTMENT OF DEFENSE CONTRACTING

Department of Defense (DoD) Spending

$1.3 Trillion
Budgetary Resources for FY2018

Represents 16.1% of total U.S. federal budgetary resources for FY2018

Total obligations in FY2018 equaled $364.3B

Top 5 DoD Sub-Agencies by Spend (FY2018)

<table>
<thead>
<tr>
<th>Agency</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of the Navy</td>
<td>$108.5B</td>
</tr>
<tr>
<td>Department of the Army</td>
<td>$95.6B</td>
</tr>
<tr>
<td>Department of the Air Force</td>
<td>$71.8B</td>
</tr>
<tr>
<td>Defense Logistics Agency</td>
<td>$45.1B</td>
</tr>
<tr>
<td>Defense Health Agency</td>
<td>$14.0B</td>
</tr>
</tbody>
</table>

DoD Contract Spending in Georgia

$6.8 Billion
Contract Spending for FY2018

Represents 10.1% of total federal contract awards in Georgia for FY2018

Aircraft Manufacturing (NAICS 33641) was the top NAICS code by spending amount in FY 2018 – $2.1B

Top 5 Georgia DoD Contractors (FY2018)

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lockheed Martin Corporation</td>
<td>$320.7M</td>
</tr>
<tr>
<td>Georgia Tech Applied Research</td>
<td>$211.9M</td>
</tr>
<tr>
<td>Longbranch Partners</td>
<td>$182.4M</td>
</tr>
<tr>
<td>Northrop Grumman</td>
<td>$145.6M</td>
</tr>
<tr>
<td>Datapath, Inc</td>
<td></td>
</tr>
</tbody>
</table>

DoD spending under pressure in recent years

In 2013, the budget sequestration, as a result of the Budget Control Act of 2011, executed automatic spending cuts to US federal spending

The sequestration could potentially impact the defense industrial base, which is vital to military operations

Defense contractors and communities/regions dependent on defense contracts could be impacted due to the planned reduction in defense spending
THE GUARD INITIATIVE

An Aerospace & Defense economic and workforce development initiative created by the Georgia Department of Economic Development (GDEcD) and funded by the Office of Economic Adjustment (OEA)

The GUARD Initiative is an ongoing effort to study the impact of Georgia’s aerospace and defense companies who perform Department of Defense (DoD) related work. Help regions develop a diversification strategy and plan to enhance their region while sustaining the DoD Industrial Base that is critical to the region and the nation.

Center of Innovation for Aerospace
Aerospace.georgiainnovation.org

Amy Hudnall
Director
ahudnall@georgia.org

Gary O’Neill
Senior Specialist
goneill@georgia.org

Dr. Kelly Griendling
Senior Project Manager
kgriendling@georgia.org
## KEY OBJECTIVES OF THE GUARD INITIATIVE

<table>
<thead>
<tr>
<th>IDENTIFY</th>
<th>ENGAGE</th>
<th>SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Quantify defense contracting in the state &lt;br&gt;• Know which contractors are winning contracts &lt;br&gt;• Identify clusters of defense contractors throughout the state</td>
<td>• Find the key points-of-contact at each company &lt;br&gt;• Understand the full capabilities and product/services offerings</td>
<td>• Help contractors compete and win new contracts &lt;br&gt;• Connect them with other suppliers and potential business collaborators &lt;br&gt;• Help them explore new markets in order to diversify their customer base</td>
</tr>
</tbody>
</table>

## CHALLENGES

| Where do we find data about these types of companies? <br>How to we reconcile data on companies with what we currently have? <br>What tools do we use to analyze and visualize the data? | How to engage them and keep them engaged? <br>How to find information that is not publicly available but critical to understanding the supply chain? | How do we scale this type of ongoing support? |
THE GEORGIA DEFENSE EXCHANGE (GDX)

GDX is an interactive business development platform designed to assist Georgia businesses in finding new opportunities in Department of Defense contracting

Our vision: Connect the community of State organizations and government contractors through a web-based business development platform

We would be able to understand more about the industry, offer better assistance and services, and connect them with more opportunities
BUSINESS COLLABORATION PLATFORM – GDX IS YOUR ONE STOP SHOP FOR YOUR NEXT DEFENSE CONTRACT

BUSINESS-TO-BUSINESS COLLABORATION TOOLS
- Directory
- Opportunities
- History

COMMUNITY ENGAGEMENT & COMMUNICATION
- Message Platform
- News & Resources

DATA VISUALIZATIONS
- Mapping
- Analytics
SPENERGY – LEVERAGED GDX TO GROW THEIR BUSINESS BY OVER $400K IN DEFENSE CONTRACTS

- **Background:** Spenergy, LLC. is a marketer of premium grade lubricants, oils, greases, specialty chemicals and high performance fluids through a wide array of packaging types including bulk delivery and other related logistics solutions.

- **Problem:** Terence Spencer, Chief Executive Officer of Spenergy, was struggling with the amount of time it took to find contract opportunities that fit his business.

- **Solution:** Looking to grow their contracting business, Terence Spencer, attended the SOAR in 2017 hosted by the Georgia Department of Economic Development where he attended a presentation about the Georgia Defense Exchange.

- **Impact:** Since finding out about GDX at SOAR in April 2017, Terence has used the platform to win over 10 Federal contracts which amounted to over $400,000 in revenue for his business.
  - GDX has helped Terence to streamline the process of finding contract opportunities that are posted on multiple procurement sites, to conduct market research on previous awards, and to analyze the competition in his industry.
THE GTPAC COMMUNITY
INTRODUCING THE GTPAC COMMUNITY PLATFORM
GTPAC COMMUNITY

The GTPAC Community is a dedicated online platform for GTPAC Clients to communicate, collaborate, and win government opportunities

Access:
Streamlines the process of finding important information by providing a centralized platform for resources, events and workshops, and other useful content
• Access to GTPAC Counselors
• Access to Resources
• Access to Upcoming Events & Workshops

Collaboration:
Facilitates collaboration between GTPAC clients by providing tools to help find and communicate with the person or company that they’re searching for.
• Member Directory
• In-App Messaging Platform (1-to-1 or group messaging)
• Groups
• Activity Timeline
• File Sharing
GDX + GTPAC COMMUNITY

Georgia Defense Exchange

GTPAC Community

GTPAC Clients have full access to both platforms
Thank you!

Questions?

To access the Georgia Defense Exchange, Please visit GDX.Georgia.org

To access the GTPAC Community, please contact your GTPAC Counselor