

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

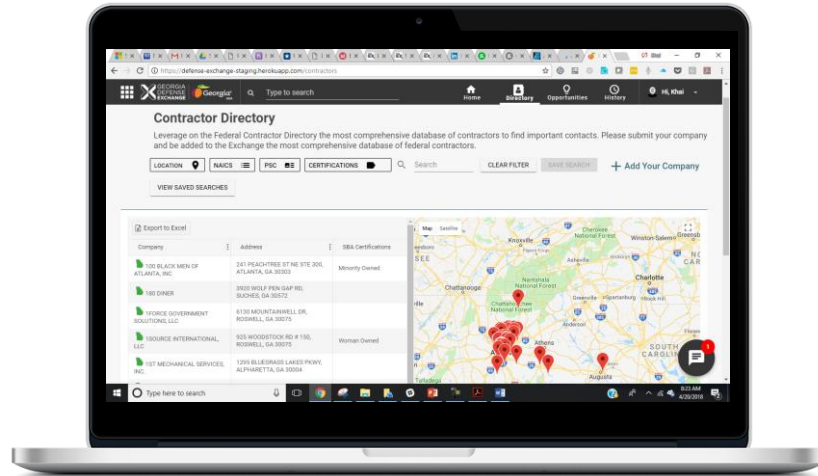


Web Development

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

OUR WORK

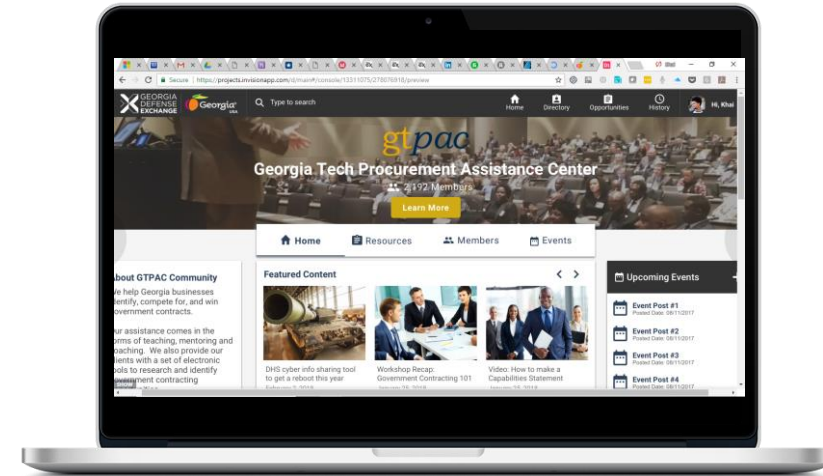
Georgia Defense Exchange



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



GEORGIA
DEFENSE
EXCHANGE



Georgia®
USA

OVERVIEW OF DEPARTMENT OF DEFENSE CONTRACTING

Department of Defense (DoD) Spending

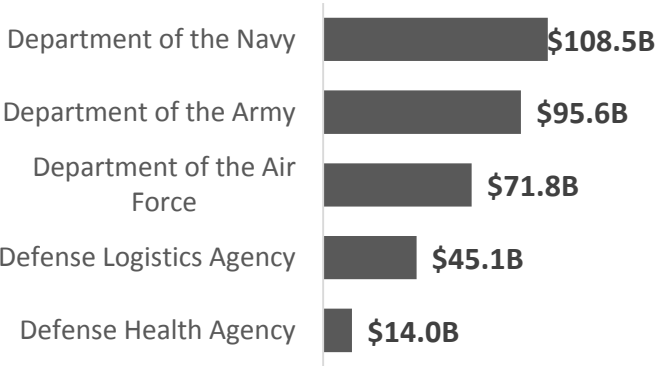
\$1.3 Trillion

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)



DoD Contract Spending in Georgia

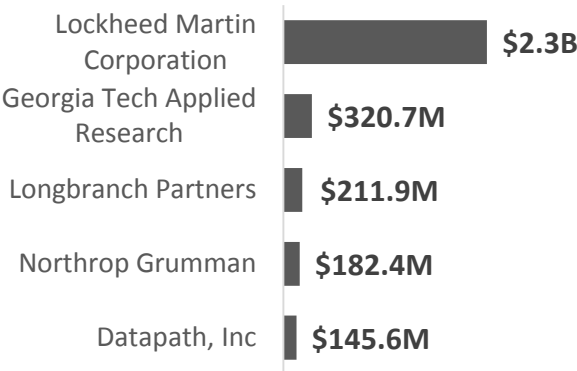
\$6.8 Billion

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)

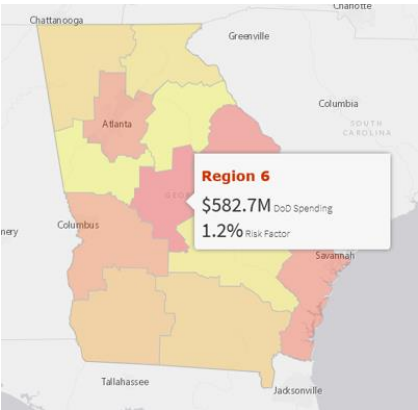


DoD spending under pressure in recent years

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



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KEY OBJECTIVES OF THE GUARD INITIATIVE

IDENTIFY

- Quantify defense contracting in the state
- Know which contractors are winning contracts
- Identify clusters of defense contractors throughout the state



ENGAGE

- Find the key points-of-contact at each company
- Understand the full capabilities and product/services offerings



SUPPORT

- Help contractors compete and win new contracts
- Connect them with other suppliers and potential business collaborators
- Help them explore new markets in order to diversify their customer base

CHALLENGES

- Where do we **find** data about these types of companies?
- How to we **reconcile** data on companies with what we currently have?
- What tools do we use to **analyze and visualize** the data?

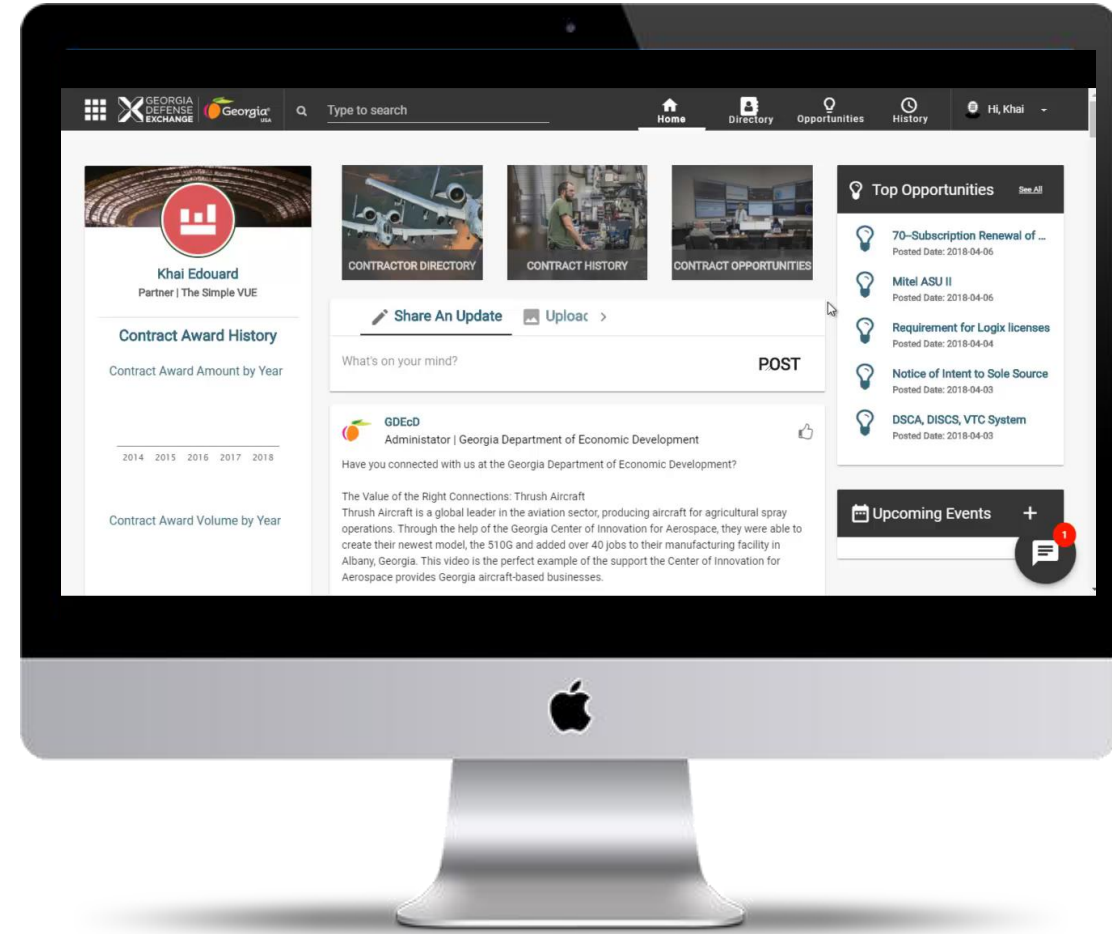
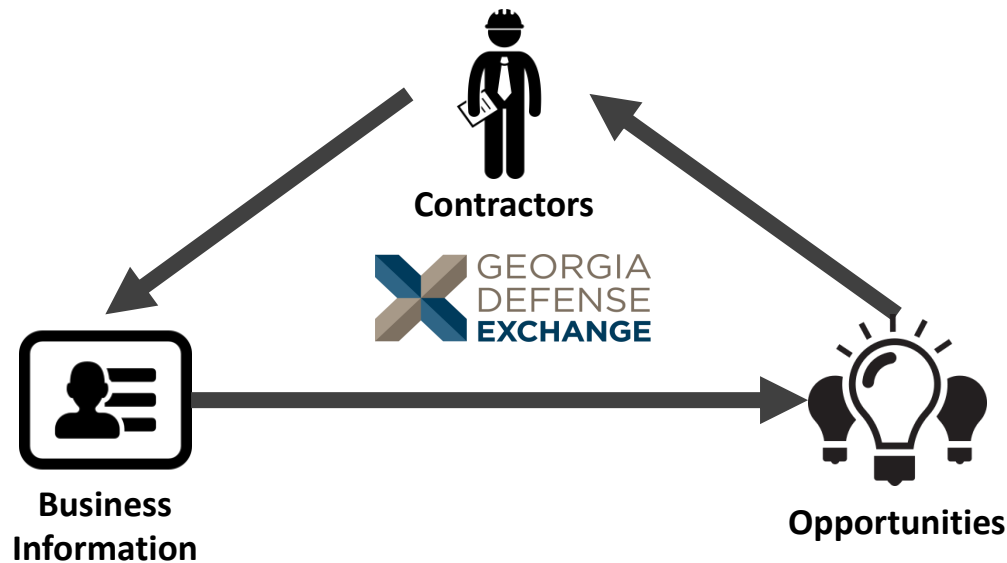
- How to **engage** them and keep them engaged?
- How to **find** information that is **not publicly available** but critical to understanding the supply chain?

- How do we **scale** this type of ongoing support?

THE GEORGIA DEFENSE EXCHANGE (GDX)

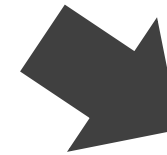
GDX is an interactive business development platform designed to assist Georgia businesses in finding new opportunities in Department of Defense contracting

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



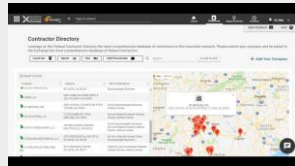
We would be able to **understand more** about the industry, **offer better** assistance and services, and connect them with **more opportunities**

BUSINESS COLLABORATION PLATFORM – GDX IS YOUR ONE STOP SHOP FOR YOUR NEXT DEFENSE CONTRACT

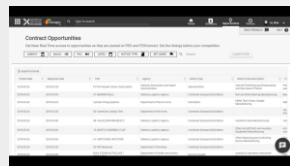


BUSINESS-TO-BUSINESS COLLABORATION TOOLS

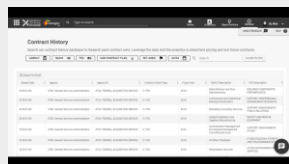
Directory



Opportunities

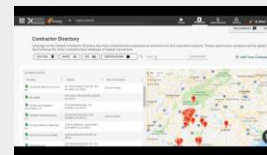


History



COMMUNITY ENGAGEMENT & COMMUNICATION

Message Platform

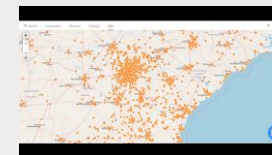


News & Resources

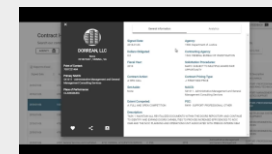


DATA VISUALIZATIONS

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.



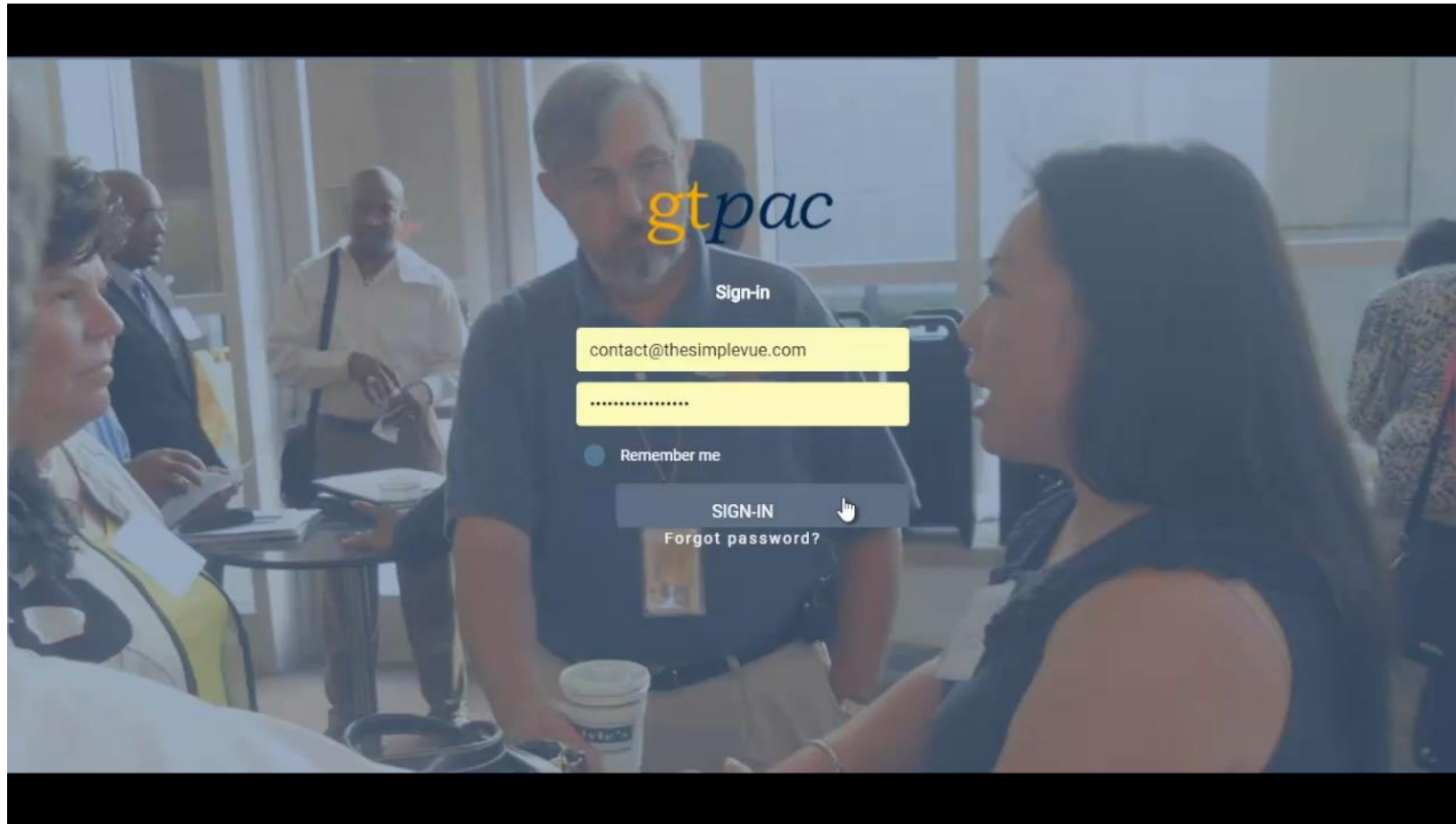
THE GTPAC COMMUNITY

Mobile-Friendly, Business-to-Business Engagement
Platform for Collaboration, Partnership, Resource Sharing,
and Support

gtpac



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:

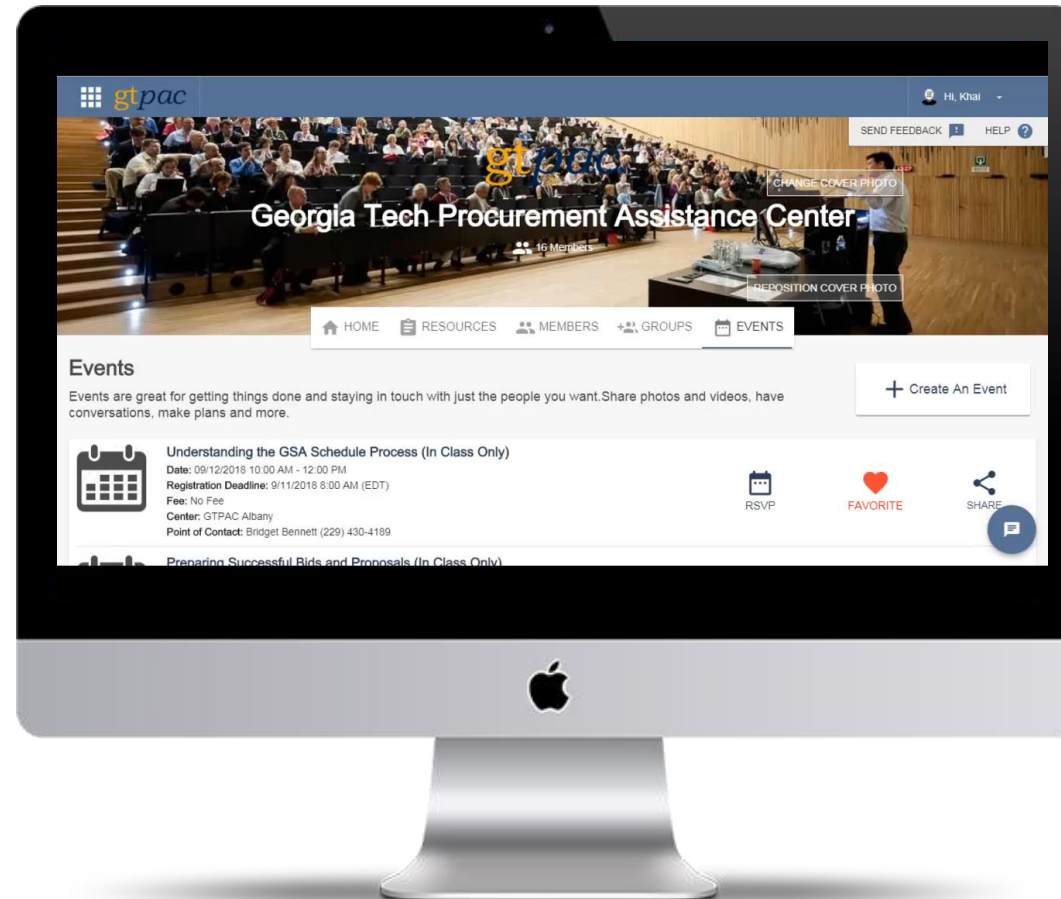
Streamlines the process of finding important information by providing a centralized platform for resources, events and workshops, and other useful content

- Access to GTPAC Counselors
- Access to Resources
- Access to Upcoming Events & Workshops

Collaboration:

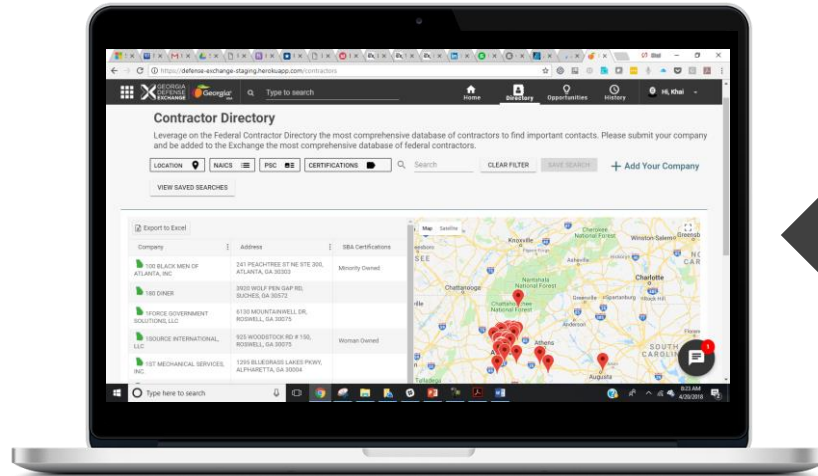
Facilitates collaboration between GTPAC clients by providing tools to help find and communicate with the person or company that they're searching for.

- Member Directory
- In-App Messaging Platform (1-to-1 or group messaging)
- Groups
- Activity Timeline
- File Sharing

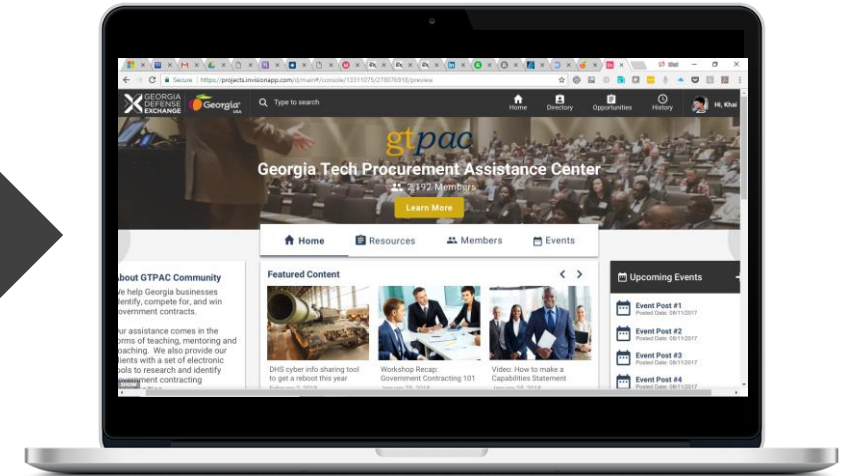


GDX + GTPAC COMMUNITY

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

