



NASA HBCU/MSI Technology Infusion Road Trip

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Phase One (wholly owned subsidiary Accenture Federal Services)

The Quest

Group	Operating
	Plan
Budget Authority (\$ in millions)	2016
NASA Total	\$ 19,285
NASA - HBCU/MSI Opportunity	\$ 193
Federal IT Budget	\$ 90,000
Federal Gov - HBCU/MSI Opportunity	\$ 900

Note: Federal budget numbers are estimates based on prior year averages

Federal Government - Problem Statement

- Aging systems on dying technology
- Over 75% of the IT budget is used to keep the lights on
- IT Modernization mandate
- Federal government is seeking help

Note: Federal government only wants to work with the best

5 tips to improving your position

- Run your organization like a business
- Know your customer
- Establish strategic partnerships
- Deliver high quality products or services
- Prepare your people

Run your organization like a business

- Build business plans (operating & strategic)
- Set business goals (financially driven)
- Align resources with government calendars
- Become Federal government procurement experts
- Measure your success

Know your customers

- Target who you want to do business with
- Understand their mission & priorities
- Know what problems are they trying to solve
- Identify the key decision makers
- Listen...seek to understand their issues

Establish strategic partnerships

- Large and small businesses
- Other colleges and universities
- Government Agencies (SBA groups, etc.)
- Investment groups (VC, private equity groups, etc.,)

Deliver high quality products or services

- Establish your core capabilities (3-5 things)
- Identify your weaknesses & strengths
- Build a quality audit program
- Never stop strengthening & expanding your core capabilities

Prepare your people

- Build a sense of allegiance while they are undergrads
- Align college curricular to the needs of the marketplace
- Lean on your alumni (government & industry)

Closing

- The future is bright
- HBCU/MSIs can create a thriving market position
- Think big and outside the box
- Imagine the impossible
- Become open to the art of the possible
- See things through the eyes of your customers