NASA HBCU/MSI
Technology Infusion Road Trip

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Phase One (wholly owned subsidiary Accenture Federal Services)
The Quest

<table>
<thead>
<tr>
<th>Group</th>
<th>Operating Plan</th>
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<tbody>
<tr>
<td><strong>Budget Authority ($ in millions)</strong></td>
<td><strong>2016</strong></td>
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<tr>
<td>NASA Total</td>
<td>$ 19,285</td>
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<tr>
<td>NASA - HBCU/MSI Opportunity</td>
<td>$ 193</td>
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<tr>
<td>Federal IT Budget</td>
<td>$ 90,000</td>
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<tr>
<td>Federal Gov - HBCU/MSI Opportunity</td>
<td>$ 900</td>
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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