

# ZAI Solutions

---



*“Where IT Innovation Meets Government Need”*



**Federal Sales, Business Development  
& Consulting Services**



# The Company

---

## Formerly, Zelinger Associates, Inc.

- Started by Mark Zelinger in June 2001
- Provide business development and tactical sales services for innovative technologies
- Excellent networking, team building and project creation solutions

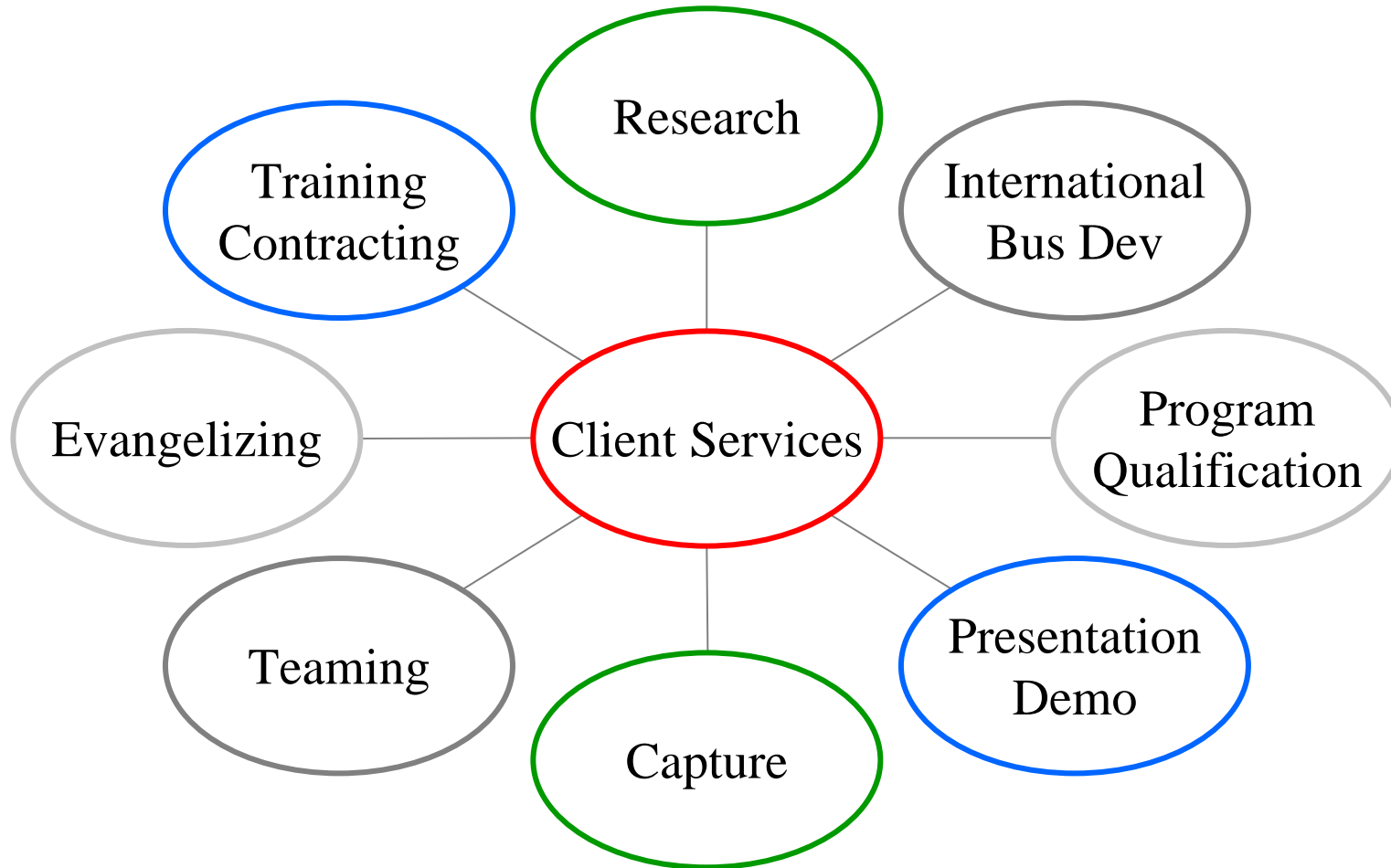
## ZAI Solutions, Inc. – June 2009

- 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



# What We Do

---





## “Acceleration to Market”

---

- Business Development Plans
  - And, implementation of the Plan
- Channel & Partner Plans
  - And, implementation of the Plan
- The overall Business Plan
- Marketing Plans
  - And, implementation of the Plan
- Consulting and Capture Support
  - We supply the resources



# 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



# Channel Development

---

- Contracting Strategy & Execution**
  - GSA Schedule
  - GWAC / IDIQ
  - System Integrator/ Reseller/ SB / 8(a) / ANC
  
- Strategic Partnerships & Alliances**
  - Systems Integrator Strategy
    - Horizontal & Vertical Practices
    - Centers of Excellence
    - SI's as Potential Customers
  - Consultancies
  - Services Partnerships
  - Telecom & Vendor Alliances



# Account/Territory Sales

---

- Account Territory Expertise**
  - Mission & Objectives
  - Key Contacts (CXO, IT, Program Teams, Contracting)
  - Contract Vehicles & Funding
  - Strategic System Integrators & Resellers
  
- Complex Solution Selling**
  - Complementary Technologies
  - Competitive Landscape
  - Out-of-the-Box Thinking
  
- Account Planning**
  - Direct & Indirect Plans
  - Win / Capture Strategy
  - Immediate Lead Follow-up



# Bid & Capture Strategy

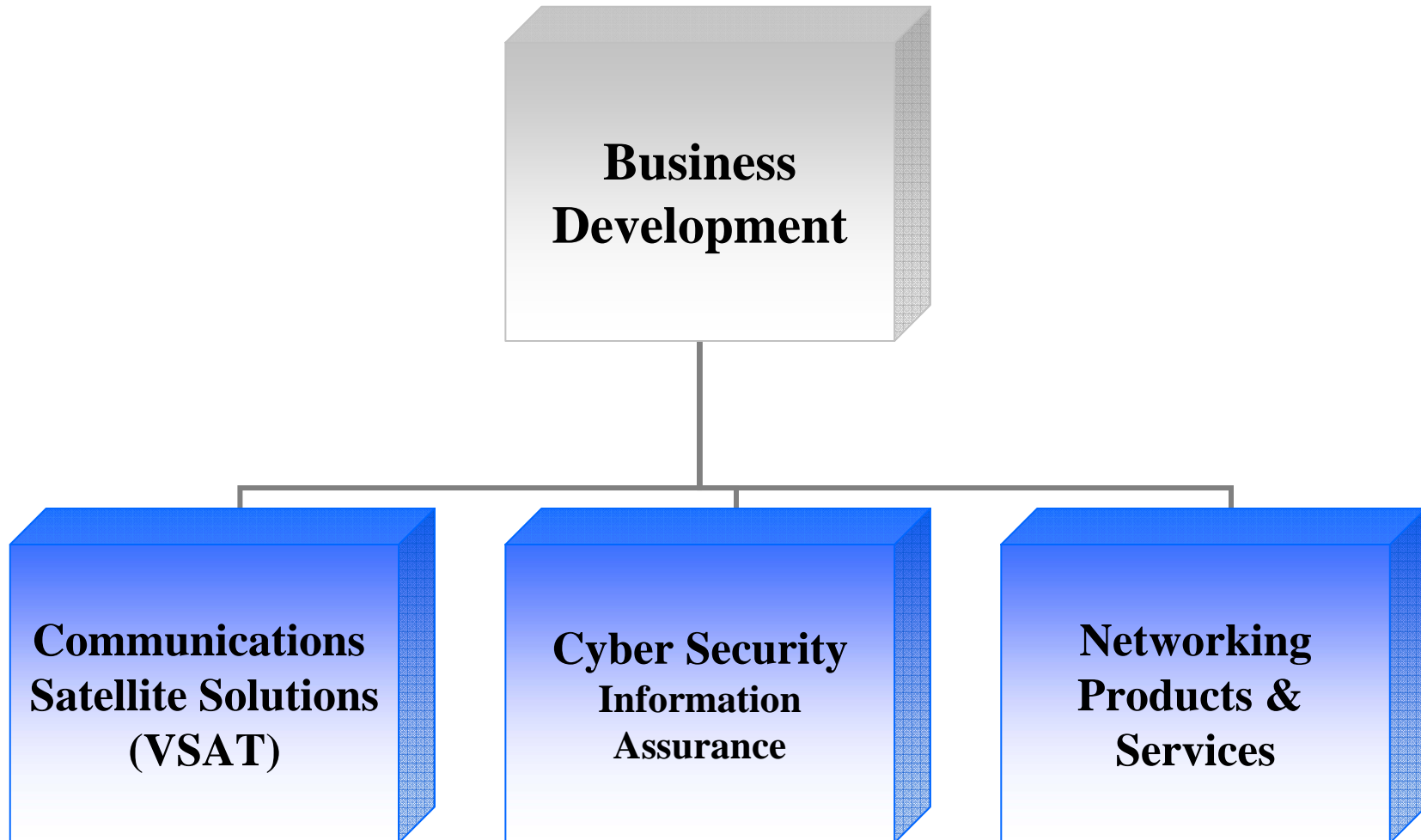
---

- Optimizing the Winning Elements**
- New Business Strategy and Pipeline Assessments**
- Strategic and Tactical Strategic Planning**
- Opportunity Assessments**
- Crafting & Positioning 4 Key Elements of Winning**
  - Relationships
  - Functional Expertise
  - Technical Expertise (the Solution)
  - Past Performance
- Program Capture Strategy and Capture Management**
- Proposals**
  - Writing Winning Proposals
  - Proposal Management



# ZAI Solutions Practice Areas

---





# The Team

	<b>Primary</b>	<b>Secondary</b>
Zelinger	Coordination	Selling
Whyard	Large Sales Targets	Networking
Barnes	Research	Back office
Hall	“Get it done”	Appointments
Payne	Cyber Security	Agencies
Guilfoyle	Capture - Bids	Intelligence (IC)
Simon	Communications	West Coast Geo
Dunn	Training	Contracting
Herbert	International	Communications



# Leadership

---

## **Chuck Whyard**, Executive Vice President

Chuck Whyard is a sales professional with greater than 25 years directly building, and driving, successful, competitive, technology sales forces. Chuck designs and develops sales strategies for technology organizations that have experienced exponential growth. Chuck creates scalable and repeatable client acquisition models and elevates the sales strategy for his companies. Chuck joined ZAI Solutions in June 2009. Chuck leads the client acquisition efforts and is responsible for large transaction sales campaigns for ZAI Solutions tier 1 clients. Prior to joining ZAI Chuck honed his skills at Advanced Strategies Consulting, Enterprise Optimization Platforms, Bowstreet, Inc., Inktomi Corporation, Netscape Communications Corporation, Sybase and Andersen Consulting (Accenture).

## **Jim Guilfoyle**, Vice President, Capture and Strategy Practice

Mr. Guilfoyle is a seasoned Business Development executive with twenty-five years experience in systems, services, products and solutions for the Defense, Intelligence, Homeland Security and Civilian Sectors of government. He has led and managed business development teams that delivered revenue and growth results that span from \$50M to \$1.6B. He has experience with greater than 75 program wins totaling approximately \$6B. Mr. Guilfoyle has worked with Veridian, Compaq SAIC, CSC, TRW/ESL, Martin Marietta, McDonald Bradley and NCI. He has won numerous company awards for his contributions to top line sales growth and has participated directly effecting several acquisitions. Mr. Guilfoyle is a retired Air Force Reserve officer having spent 24 years in both active and reserve duty as an Intelligence Officer. He is currently a business development consultant advising on business strategy and capture and proposals. He currently holds a Top Secret/SCI clearance.



# “Just Do It Now!”

---

## **Sharon Payne**, Consultant, Vice President, Business Development

Sharon Payne has an in-depth understanding of the Federal marketplace with over 18 years working in the Government Information Technology industry. She has specialized in aiding established and emerging technology companies to successfully increase their revenue. She was formerly the Vice Chair for Industry Advisory Council (IAC) Emerging Technology Shared Interest Group. She was most recently the Director of Government Business Development for Trust Digital which develops software solutions that secures handheld devices such as PDAs and Smartphones. Sharon’s successful career is represented by assignments with Northrop Grumman IT, Merlin, Spectrum Systems, Trust Digital, SPSS and Cognos.

## **Bill Simon**, Business Development Manager, Los Angeles

Bill Simon’s experience in high-technology sales includes 12 years as a manufacturer’s representative in Southern California specializing in complex RF and microwave components, composites, and instrumentation. As a sales engineer he called on all the major primes. In 1988 he founded a corporation to design and manufacture CCD cameras for low-light imaging applications such as astronomy. He was involved with the electronic and mechanical design, technical documentation, and specifications. He received two patents for an innovative thermoelectric cooling system. In 2008 he was involved in the design and fabrication of the NASA/JPL Goldstone radar receiver for the 70 meter antenna as part of the Goldstone Solar System Radar project. Bill holds a BS degree from California State Polytechnic University, San Luis Obispo, CA

# ZAI Solutions

Where IT Innovation Meets Government Need

---

## *Federal Business Development Services*

**[www.ZAISolutions.com](http://www.ZAISolutions.com)**

**703-891-2430**

**Mark Zelinger**

**[mzelinger@ZAISolutions.com](mailto:mzelinger@ZAISolutions.com)**

**Bill Simon**

**[bsimon@ZAISolutions.com](mailto:bsimon@ZAISolutions.com)**

**Adam Ulan**

**[adamulan@ZAISolutions.com](mailto:adamulan@ZAISolutions.com)**

**Sharon Payne**

**[spayne@ZAISolutions.com](mailto:spayne@ZAISolutions.com)**

**Melissa Barnes**

**[mbarnes@ZAISolutions.com](mailto:mbarnes@ZAISolutions.com)**

**Chuck Whyard**

**[cwhyard@ZAISolutions.com](mailto:cwhyard@ZAISolutions.com)**

**Jim Guilfoyle**

**[jguilfoyle@ZAISolutions.com](mailto:jguilfoyle@ZAISolutions.com)**

**Jim Dunn**

**[jdunn@zaisolutions.com](mailto:jdunn@zaisolutions.com)**

