

CMS IT/Telecom Symposium

Featuring

Business Enterprise Program (BEP)

Bureau of Strategic Sourcing (BOSS)

Bureau of Communication & Computer Services (BCCS)

IT/Telecom State of Illinois Vendors



AT&T

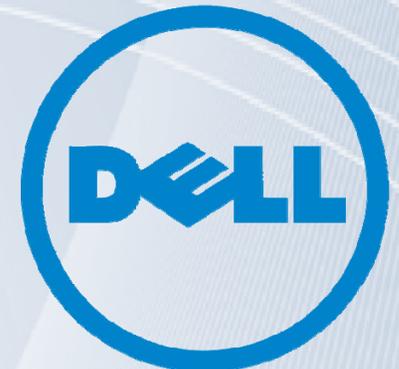


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IBM



Illinois Department of Central Management Services

CMS

Malcolm E. Weems

CMS Acting Director

WWW.CMS.ILLINOIS.GOV

Illinois Department of Central Management Services

CMS

Sharla Roberts

Deputy Director

CMS Bureau of Strategic Sourcing

312-814-6914

Sharla.Roberts@Illinois.Gov

Illinois Department of Central Management Services

CMS

Paul Cerpa

Deputy Director

CMS Business Enterprise Program

312-814-1282

Paul.Cerpa@Illinois.Gov

Illinois Department of Central Management Services

CMS

Rich Fetter

Acting Deputy Director

CMS Bureau of Communication and

Computer Services

217-557-3337

Rich.Fetter@Illinois.Gov



AT&T

Joan Brugue

Sr. Manager Global Supplier Diversity

AT&T Global Supplier Diversity

Joan-Carles Brugué
Sr. Manager
Global Supplier Diversity



Who We Are

- Headquarters: Dallas, TX
- Employees Worldwide:
266,590
- Leadership: Randall
Stephenson, chairman & CEO



AT&T is bringing it all together for our customers, from revolutionary smartphones to next-generation TV services and sophisticated solutions for multi-national businesses



AT&T Global Supplier Diversity Leadership

Supplier Diversity is
how we do business...

pioneer

world class

best practices

industry leader

Established
1968



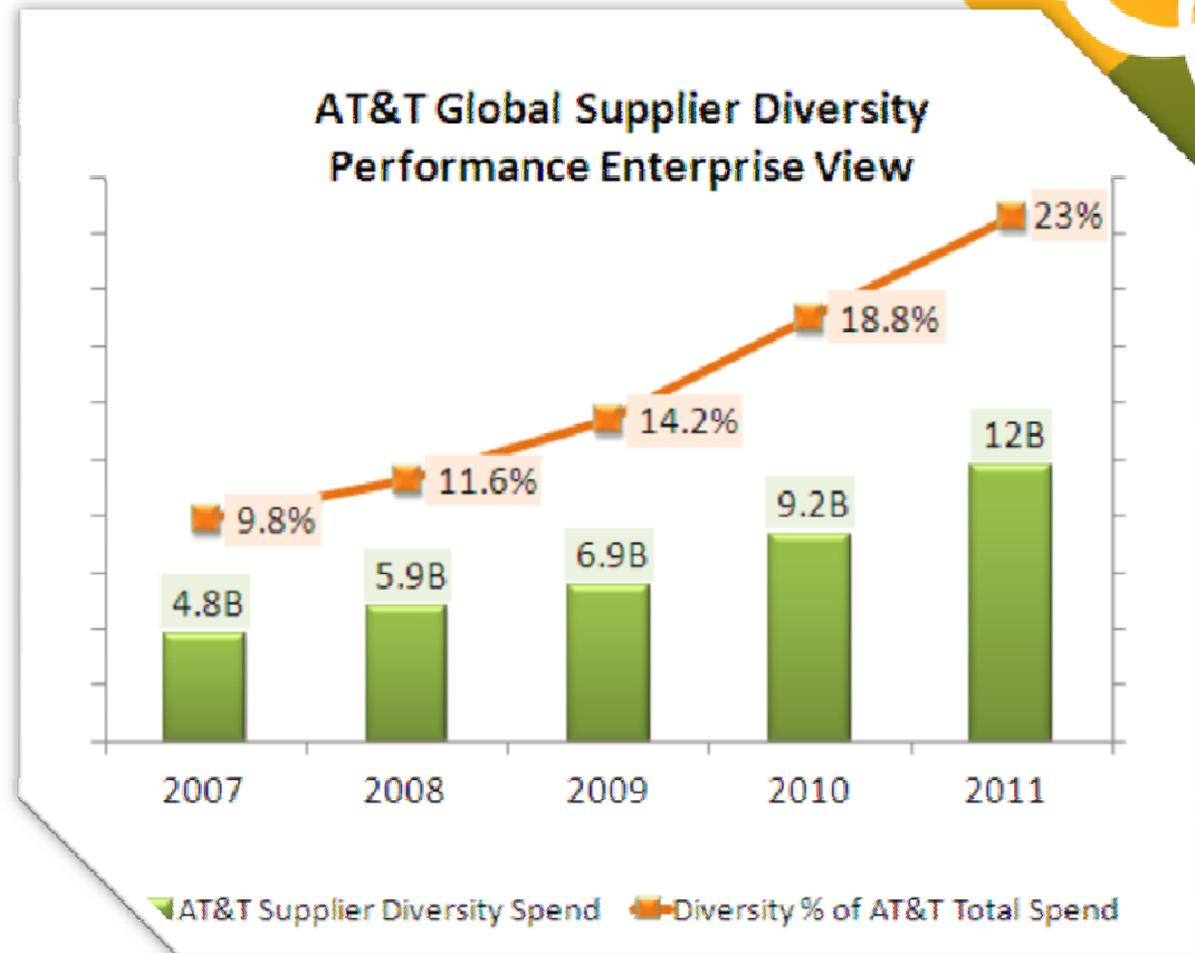
AT&T Global Supplier Diversity 2011 National Results

\$12 billion in AT&T
diversity spend

23% of total purchasing

31% increase from 2010

- MBE \$8.7 Billion
- WBE \$3.2 Billion
- DVBE \$176 Million



Why include diversity businesses in our supply chain?

Because it reflects the diversity of our customers, employees and the communities we serve!



Better Business Solutions

Community Impact

Customer Loyalty

Brand Enhancement



How does AT&T expand supplier diversity?

- Strategic Planning
- Best Practices
- Bold Initiatives



The AT&T Prime Supplier Program

Established
1989

Our prime suppliers are vital to our success—helping us create opportunities for diverse firms to participate in the business they do with AT&T

Helping our Prime Suppliers...

1. Establish their own supplier diversity initiative
2. Develop annual plans
3. Report results showing progress toward goals



Seeking suppliers who

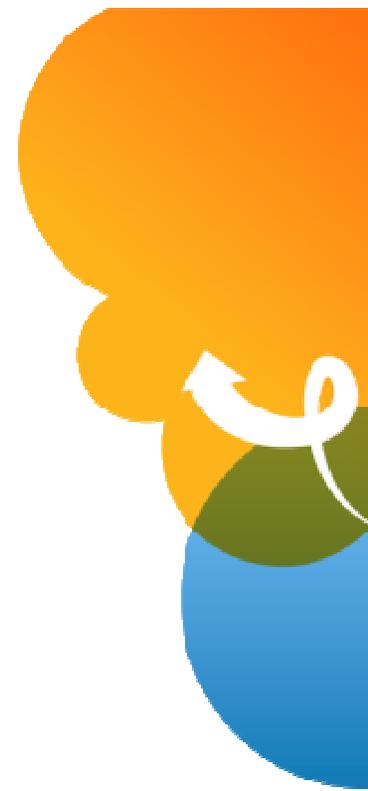
Quality & Stability

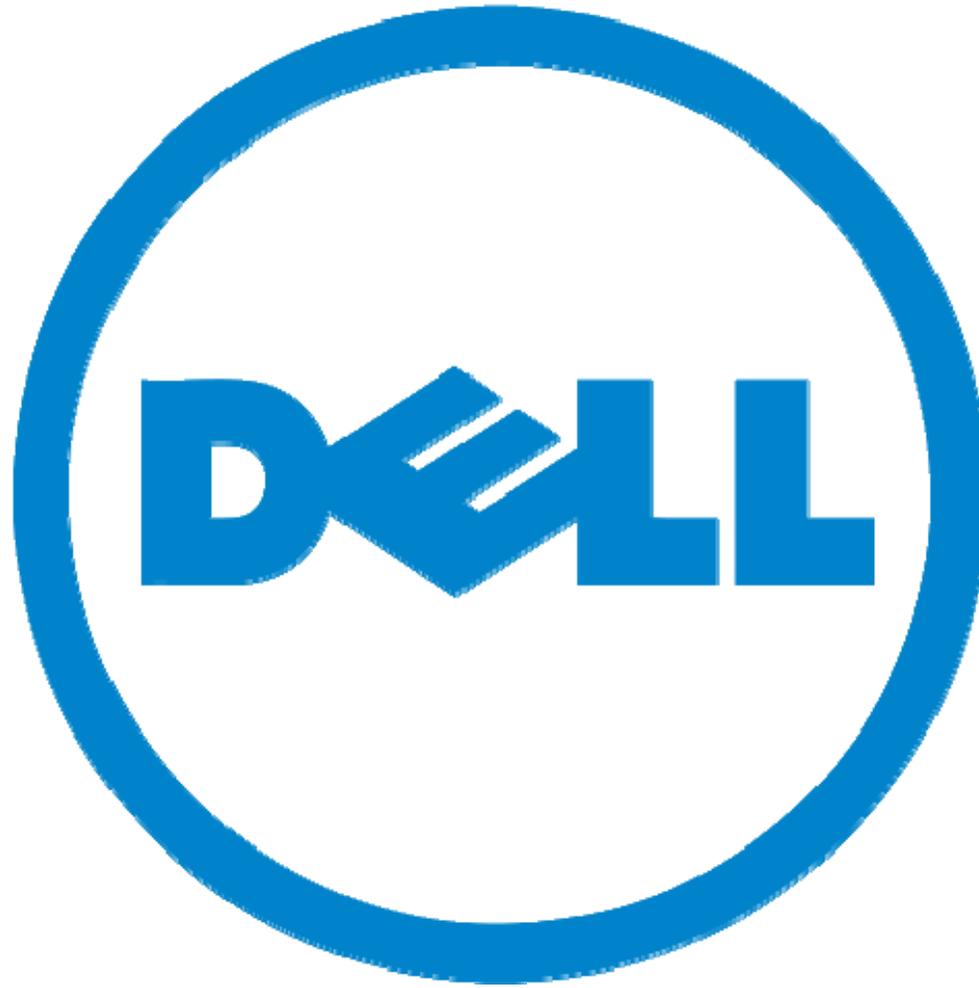
- React quickly to change
- Financially stable
- Certified TL9000
- Consistent & exceptional performance

Innovative Solutions

- Trend setter-innovative
- Have technical depth
- Global capabilities
- IT systems interface w/ Fortune 500 companies

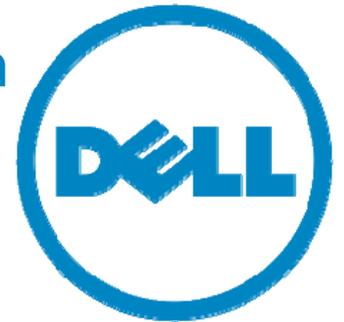
- ✓ Most opportunities are Tier 2 & Tier 3
- ✓ Business development sometimes takes years
- ✓ Know how to market your business





William Irizarry
Supplier Diversity Program Manager

CMS Information Technology/Telecom Diversity Symposium



April 10, 2012

Supplier Diversity Mission

To provide equal access to strategic and sustainable relationships for qualified minority, women and small businesses in support of Dell's strategic business objectives.

Compliance

- State of Illinois requirements
- Federal Acquisitions Regulation

Corporate Responsibility

- Supports Dell's CR goals
- Demonstrates commitment to community

Competitive Advantage

- Corporate and public customers bidding process
- 24 million small business in US; 60+ million small business globally
- Growing minority population at 12X of non-minority population





**Identify
Opportunity**



Build Capacity



**Expand our
Reach**



**Develop
Suppliers**



Executive Commitment



“We depend on the contributions of diverse suppliers to support our teams and serve our customers.”

Michael Dell – CEO and Chairman

- CEO Michael Dell chairs Global Diversity Council
- CPO Kevin M. Brown chairs Global Supplier Diversity Steering Committee
- CPO staff owns annual diverse spend targets



EMC²®

Bethann Pepoli
Chief Technology Officer
for State and Local Government



EMC VELOCITY SERVICE PROVIDER PARTNER PROGRAM

EMC Velocity

Service Provider Partner Program

- The program is build on three main pillars:
 - **Market and sell:** sales incentive programs, lead sharing, and joint market development
 - **Plan:** develop joint services and go-to-market plans
 - **Educate:** access to EMC training, collateral and content
- Tiered approach
 - EMC investment and benefits increase with partner commitment to EMC
- Business Consistency and Framework
 - Benefits – sales and business enablement, market support, training
 - Requirements – build on EMC's offerings, financial, reporting, training
- Demonstrates EMC's commitment to Service Providers



Michael Warbiany

Central Region Manager for Channels



Mike Warbiany
Central Region Manager
Channel Sales

THE OPPORTUNITY...

- **Partner One Program**
 - Participation
 - Levels (Reseller To Specialist)
 - Access (SLED)
- **Partner Opportunities**
 - Resale
 - Agent
- **How to Get Started**
 - The Partner One Website
 - Your Distributor
 - The SMB Helpdesk





Michael Robinson

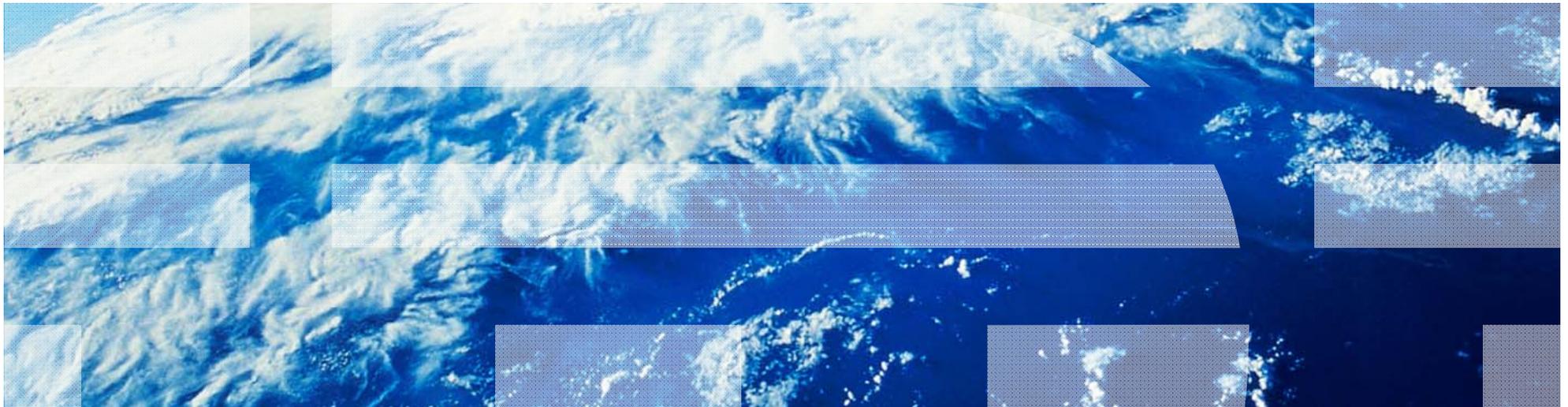
**Program Manager for
Global Supplier Diversity**

Mark Townsend

Certified Client Manager

Entrepreneurs Selling to Corporate Goliaths

IBM Corporation



Agenda

1. IBM Procurement
2. Supplier Diversity
3. Getting into the Door
4. Awards



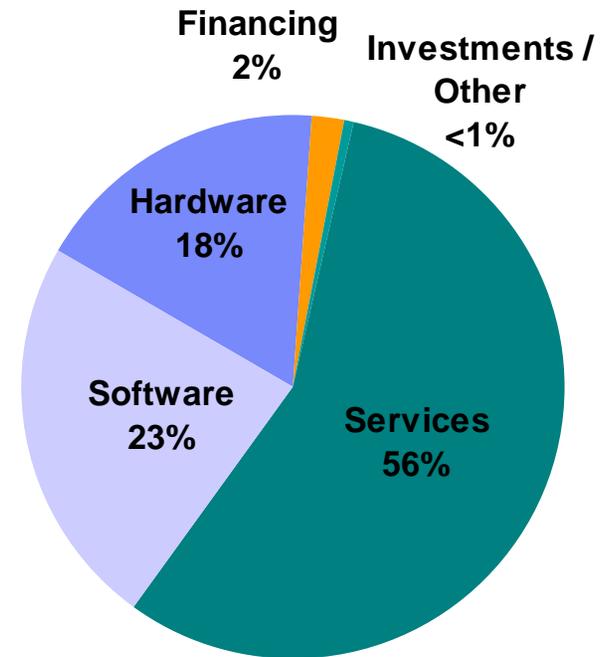
IBM Business Operations

Services represented the largest portion of IBM's business in 2011

Year-end 2011, IBM reported:

- \$106.9 billion in revenue
- \$16.3 billion in earnings
- 433,360 employees worldwide

Percent of IBM's Total Revenue in 2011



Incorporated in 1911 as the Computing-Tabulating-Recording Company (C-T-R)

In 1924, C-T-R became International Business Machines Corporation

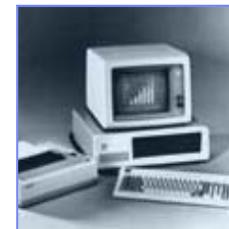
Punch cards
Tabulating
Machines

Mainframe Computers

Personal
Computers

Networking
e-Business

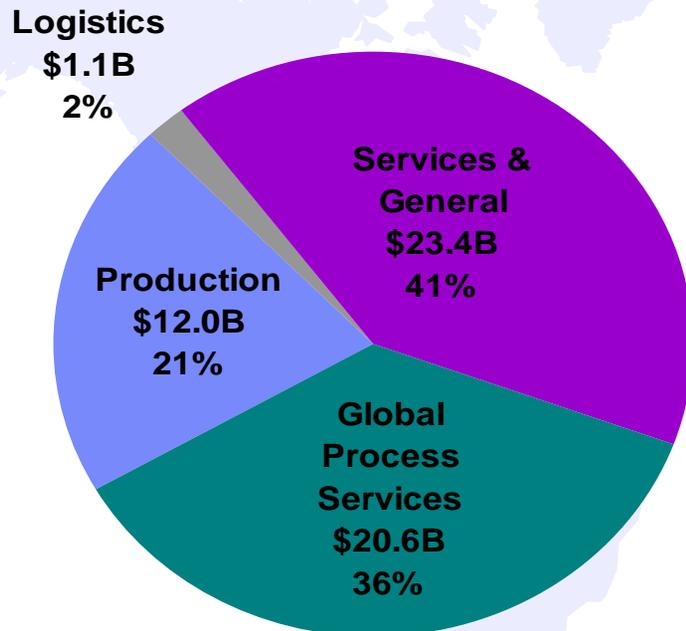
Business Process
Transformation
Services



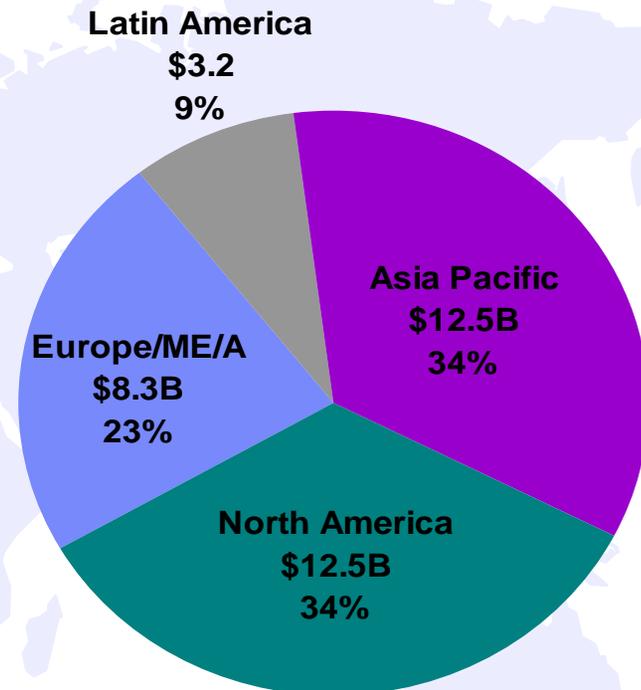
IBM Procurement Profile

Procurement internal spend (\$36.5B) was equivalent to 34% of IBM's revenue in 2011.

2011 Procurement Spend
\$57.1 Billion



2011 Procurement Spend by Geo
\$36.5*



- 35% of IBM internal spend is in growth markets
- 36% of which is BRIC

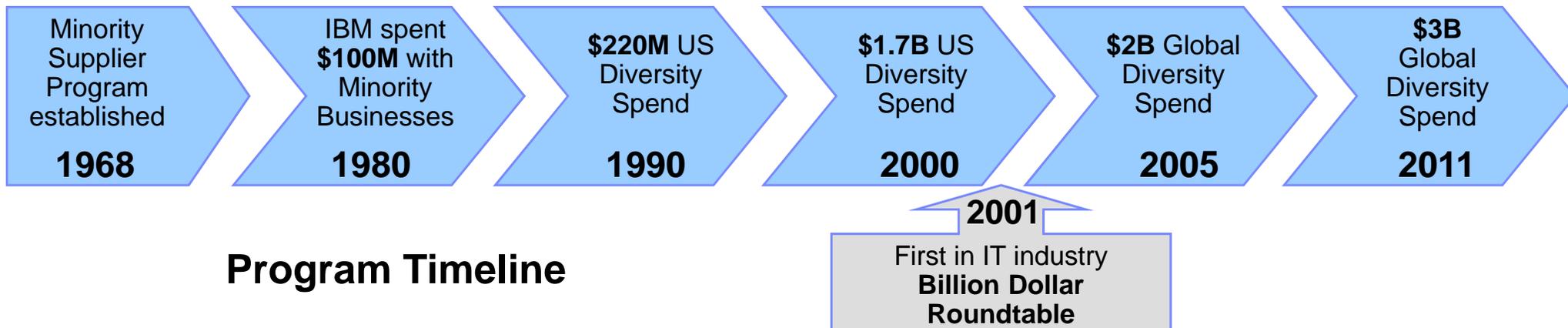
Approx. 22K suppliers in almost 100 countries

Global Supplier Diversity

Supplier Diversity enables IBM's supply chain to become a competitive advantage to help gain market share, boost client satisfaction, and adapt to changes in the marketplace while providing global opportunities to diverse owned businesses.

Business Initiative for 44 years

- Pioneer in US and Global supplier diversity programs
- Industry leader in spend with diverse suppliers
- Policy influencer with major outreach organizations



Registration

IBM Supplier Diversity

Criteria: Certified Diverse Owned

Questionnaire completion provides IBM sourcing teams to business capabilities

Supplier Connection

Criteria: US Small Businesses with less than \$50M in revenue or 500 employees

Registration enables 14 companies to view business capabilities

IBM Global Supplier Diversity

Supplier diversity at IBM is part of our heritage, culture and global strategic plan. Our program expands business opportunities to qualified diverse owned suppliers.

Initiate registration with an email to IBMSD@us.ibm.com.

Supplier Connection

Driving US Job Growth Through Small Business Engagement...

Open to any US based small business

- Less than \$50M in revenue or 500 employees
- Indirect / Services Commodities are the initial focus

www.supplier-connection.net

Note: Completion of this form and registration do not guarantee future business.

Getting in the Door

- What Differentiates You and where do you Start
 - ❖ Differentiation:
 - Product/Service
 - Innovation
 - Network /Relationship
 - Diversity
- Knock on the Door
 - Be Persistent
 - Be Relevant
 - Be Valuable
 - Knock on the right door
- Know Your Customer
 - Is my product/service consistent with their need
 - Understand their Supply Chain
 - Approved Supplier



Large Corporations join forces to launch small business suppliers initiative;

www.supplier-connection.net

Participating "small businesses" must be business entities organized for profit, located in the United States, and operate primarily within the United States or make a significant contribution to the U.S. economy through payment of taxes or use of American products, materials, or labor. Participating organizations should also have fewer than 500 employees or less than \$50,000,000 in annual revenues.

Effective Participation

- Know your Audience:
 - What the pain points of your target
 - Time is of the essence
 - Due diligence, Company/Industry/Market Place

- Bids and Proposals
 - For Success:
 - Provide response in the format requested
 - Be prepared, comprehensive, complete and on time
 - Ask for clarification
 - Show value (solve a problem) concisely
 - References and credibility
 - Provide examples/samples

 - Avoid Pitfalls:
 - Make assumptions without validating
 - Information overload; stick to the 'ask'
 - Vague



Recognition

■ Awards

- IBM has recognized with 148 awards for Supplier Diversity
 - 113 were after 2004
- NMSDC: Corporation of the Year and Leader of the Year (2x)
 - Regional Affiliates: Corporation of the Year and Advocate of the Year
- WBENC: Top Corporation for WBEs (8x)
- US Federal Government: : Including the prestigious Dwight D. Eisenhower Award, Frances Perkins Van Guard Award and the Nunn-Perry Award 2(x)
- United Indian Development Agency: Corporation of the Year and Advocate of the Year
- NGLCC: Corporation of the Year (2x) and Advocate of the Year
- IGLCC: Corporation of the Year
- Other awards by: Asian Enterprise; USHCC, DiversityBusiness.com, DiversityInc, Native American Chamber of Commerce, Meritus Award (Austira), National Black Data Processing Associates has ranked the Supplier



State of Illinois Contracts

- IBM holds Master Disaster Recovery Contract with CMS. This contract provides hot site services and an hourly services consulting rate card. This contract expires December 31, 2013.
- IBM holds the TSP (Technical Services Program) contract with CMS. This contract provides hourly services rate card and hardware maintenance. This contract expires June 30, 2012. This contract has run for 10 years.

Please visit the IBM booth today. You can pick up a copy of this presentation.



THANK YOU!

The many ways of saying
 XIÈXIE "Thank You" SPASIBO
 GRACIAS Grazie Mahalo
 Merci Danke WA-DΘ
 Arigato Dhanyawaad Asante

xerox



Ed Buckson

Diversity Alliance Manager

Xerox Supplier Diversity & Diverse Alliances

Partnerships for Success



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Embrace Diversity

“It’s the power of a people-development model that recognizes the value of diversity from entry-level positions to the top seats.”

- Extend diversity principles to the supplier community
- Client-based Supplier Diversity and Inclusion Strategy - a sustainability growth strategy



Ursula Burns
CEO

Xerox Corporation

Our Supplier Diversity Alliance Programs

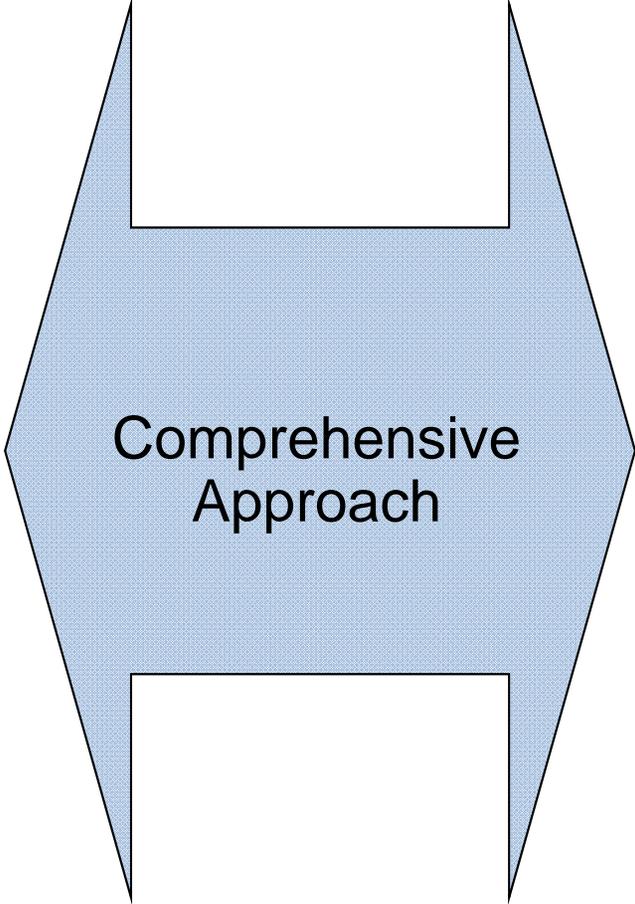
Global Procurement

Market Access Supplier
Diversity Program

Manages Xerox's Supplier
Diversity Program. Provides
internal and external training
on supplier diversity. Provide
diverse spend reporting.

Quinae Ewing
Manager, Supplier Diversity

Beverly Wilson
Manager, Market Access



Comprehensive
Approach

USSG

Diverse Alliance Program

Field support for
customer's supplier diversity
requirements. Provide
contracting support for
alliance agreements with
diverse companies,
customers, and Xerox.
Xerox support for Diverse
Alliance Partners.

Ed Buckson
Manager,
Diverse Alliance Program

Supplier Diversity



Xerox's supplier diversity mission is to proactively identify, build relationships with, and purchase goods and services from certified small businesses as well as enterprises owned by minorities, women, veterans, gays and lesbians, and disabled persons that can help Xerox achieve its corporate objectives.

Supplier Diversity Policy:

It shall be the policy of Xerox that diverse suppliers will have an equal opportunity to be included in our strategic sourcing and procurement process. Companies that seek to do business with Xerox must demonstrate the ability to add value, and provide high-quality goods and services that are competitively priced, reliable, and aligned with our superior level of service.

Our objectives include:

- Actively seeking out certified diverse suppliers that can provide competitive, high-quality goods and services who's business model is aligned with our business strategy.
- Ensuring the inclusion of diverse suppliers as a part of our strategic sourcing and procurement process.
- Communicating the value of supplier diversity both internally and externally to all stakeholders.
- Leveraging our supplier diversity results to meet our clients' supplier diversity requirements.

We will measure our success based upon our ability to attain and exceed these objectives.



Program Participant Qualifications

To be eligible to participate in the Xerox Supplier Diversity Program, a business must be at least 51% owned, controlled, and operated by member(s) from one of the following groups:

Minority-owned Business Enterprise (MBE)

- African/Black American
- Asian Pacific/Indian American
- Hispanic American
- Native American (American Indian, Eskimo, Aleut, Native Hawaiian)

Women-owned Business Enterprise (WBE)

Veteran-owned Business Enterprise (VBE)

Service Disabled Veteran-owned Business Enterprises (SDVBE)

Small Business Enterprise (SBE)

Historically Underutilized Business Zone (HUBZone)

Certification

To help ensure that our bidding opportunities reach all eligible diverse business enterprises, Xerox works in conjunction with and accepts third-party certification from the following organizations and councils:

Affiliates of the National Minority Supplier Development Council (NMSDC)

Affiliates of the Women's Business Enterprise National Council (WBENC)

Association for Service Disabled Veterans (ASDV)

U.S. Small Business Administration (SBA)

Certification from additional city, state, or federal agencies may also apply

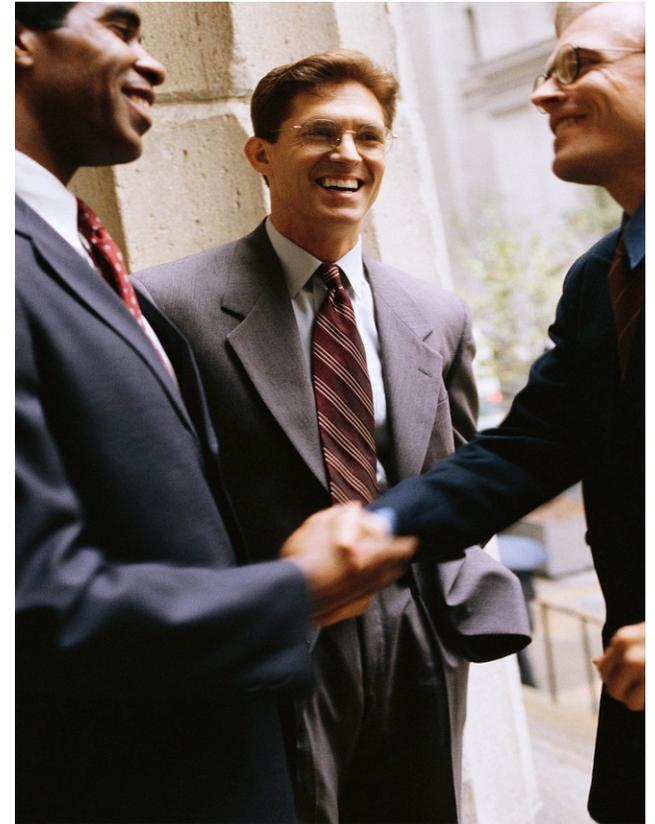
To be eligible to participate in the Xerox Supplier Diversity Program, a company must have a current third-party certification from one of the above organizations

Our Diverse Alliance Program

- **Ed Buckson**
- Program Manager
- US Customer Operations

Program Highlights

- Established headquarter based program
- Focused on our **Customer's** Supplier Diversity goals
- Established relationships with Diverse Companies
- Ability to support new relationships that meet customers requirements
- Support Tier I & Tier II solutions



Diverse Partner Selection Criteria



- Relevant value-added knowledge and experience
- Provide competitive, high quality goods and services
- Relevant past performance
- Sustained positive business track record
- Appropriate certification
- Geographic coverage
- Financial strength and stability
- Customer recommendation

Thank You...

