



**Diversify Your Pipeline: Supplier  
Diversity Initiatives Outside of the  
Federal Marketplace**

# Learn About Georgia's Small Business and Supplier Diversity Initiative!



Department of Administrative Services  
Improving efficiency, compliance and workforce performance

State Purchasing Division

National 8(a) Conference  
February 13, 2023





# Presenter



**Julian Andrea Bailey, MBA, PCM®**  
Small Business and Supplier Diversity  
Manager

[Julian.Bailey@doas.ga.gov](mailto:Julian.Bailey@doas.ga.gov)

- Almost 10 year with Georgia Department of Administrative Services, State Purchasing Division
- Bachelor of Arts in Public Relations, Howard University
- MBA in Management, Troy University
- Professional Certified Marketer (PCM®)

# Georgia Department of Administrative Services

- The Georgia Department of Administrative Services (DOAS) is an entity of the state executive branch of government.
- DOAS is an “enterprise” agency that serves other state government entities.
- DOAS has five primary business services:
  - [State Purchasing](#)
  - Risk Management
  - Human Resources Administration
  - Fleet Management
  - Surplus Property





*Ensuring reliable sources of goods and services at the lowest possible cost while promoting fair and open competition and small business opportunity to maximize government efficiency and compliance.*

# State Purchasing Division

State Purchasing Division is responsible for the purchase of more than \$4.5 billion of goods and services each year for state entities, colleges and universities. The division:

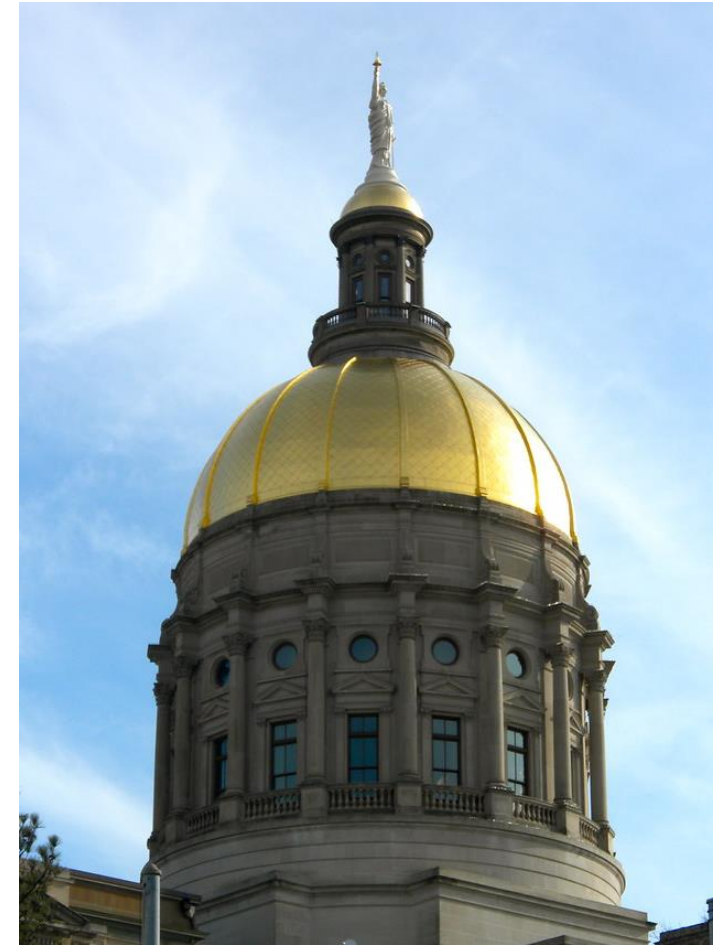
- Sets the procurement rules and regulations
- Manages procurement systems and platforms
- Issues and regulates statewide contracts
- Promotes equal access and competition among suppliers

For more information, visit our website: [www.doas.ga.gov](http://www.doas.ga.gov)

# Small Business and Supplier Diversity Initiative

## Governor's Executive Order – July 13, 2022

- Create the position of Small Business & Supplier Diversity Manager
- Increase outreach to small business community with focus on minority-owned, woman-owned and veteran-owned businesses
- Identify challenges faced by small businesses in the state procurement process
- Prepare recommendations to make state procurement process more easily accessible
- Collaborate with Georgia Department of Economic Development and UGA SBDC Multicultural Business Division
- Report due October 31, 2022



# Small Business & Supplier Diversity Initiative

- **Goal:** Make the State's Procurement Process **Easier to Access for Small Businesses**
- **Focus:** Woman-owned, minority-owned and veteran-owned businesses





# Top Three Challenges

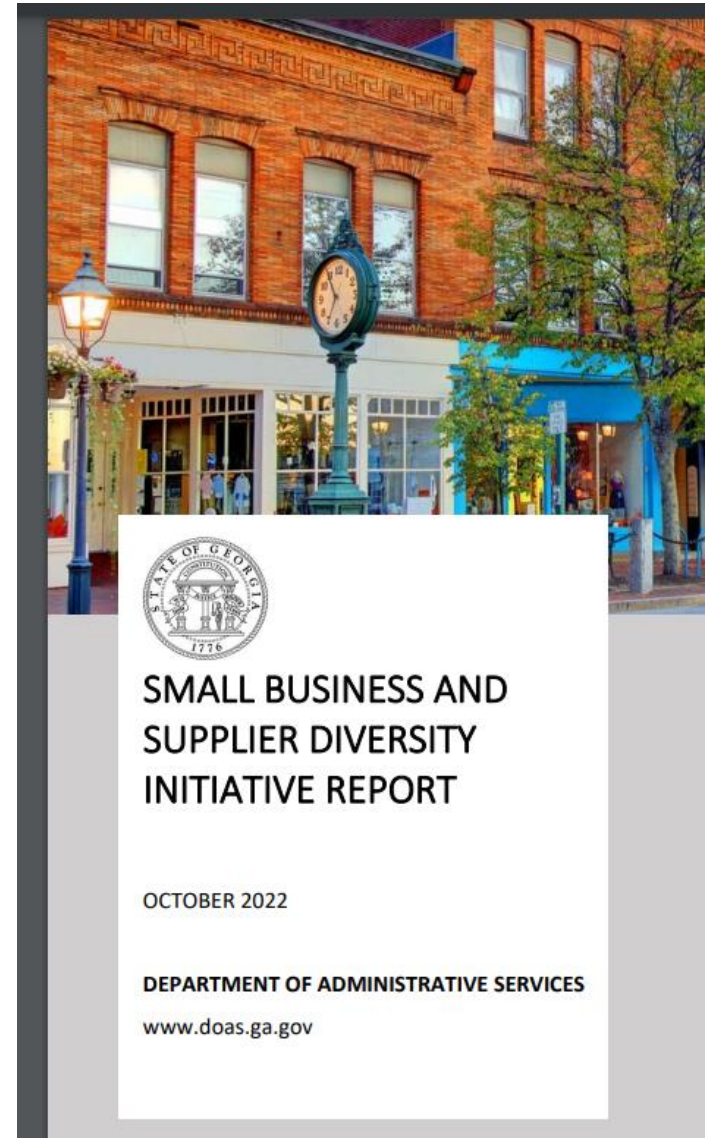
- Satisfying State Requirements
- Bid Opportunity Identification
- Readiness to Bid





# Recommendations

1. Designate small business liaisons at each state entity, college and university subject to the Department's procurement authority;
2. Expand the minority business enterprise certification program;
3. Pilot an informal bidding process;
4. Revise the state's bidding and contracting requirements for certain projects;
5. Improved promotion of the Department's procurement systems trainings;
6. Expand matchmaking opportunities for small businesses;
7. Increased outreach, training and additional support to small businesses;
8. Expand business-to-business mentorship opportunities for small businesses; and,
9. Facilitate information sharing on access to capital resources.



# What you should do ...

The screenshot shows the homepage of the Team Georgia Marketplace. At the top left is the logo for Team Georgia Marketplace, which includes a shopping cart icon. To its right is a navigation menu with a dropdown arrow and the text "My Homepage". Below the logo and navigation are two main sections: "News and Announcements" featuring a red speech bubble icon with the text "latest news", and "Sign In" featuring an icon of a door with an arrow pointing through it. Below these is a large white box titled "Important Notice" containing text about the application's use policy and a statement of agreement. At the bottom are two more sections: "User Registration" with an icon of two people, and "Bidding Opportunities" with an icon of three people holding up signs.

Team Georgia Marketplace

▼ My Homepage

News and Announcements

latest news

Sign In

**Important Notice**

This is a State of Georgia application. It is provided to conduct official State business and must be used appropriately. All individuals using this application must follow the appropriate use policy and procedures defined by their individual Agencies or as defined by Georgia Technology Authority's appropriate use policy. All information in the system belongs to the State of Georgia and may be read or monitored by authorized persons.

By logging into this application, you agree to abide by all established Enterprise, State and Federal policies governing the appropriate use of State of Georgia resources.

User Registration

Bidding Opportunities

Register in Team  
Georgia  
Marketplace™

The first step in  
doing business  
with the State of  
Georgia!

[www.doas.ga.gov](http://www.doas.ga.gov)



# What you should do ...

## Search the Georgia Procurement Registry for Bids and Contracts!



- Quick Links
  - Bidding Event Search
  - Supplier Search
  - NIGP Search
  - Team Georgia Marketplace - Bidder and Supplier Portal
  - GPR Buyer Login
- References

Find bidding opportunities offered by the State of Georgia. To submit a bid or proposal, you must be registered as a supplier or bidder. To register, [click here](#). To search for a bidding event, use a keyword or any combination of criteria. Events will be displayed in the search results.

### Event Search Criteria

Type of Response: All

Search Keyword: Enter Event ID or Title

Government Type: All, County Governments, Health Boards / Water Sheds / Others, Municipalities / Cities, School Boards / K-12, **State Government**

Government Entity: All

Event Date Range: --- Select ---

Local Government is required to post bids \$100K and more!

State Government is required to post bids \$25K and more!

Reset

Search

# What you should do ...

Visit the DOAS Small Business webpage for more information!

small-business

https://doas.ga.gov/state-purchasing/supplier-services/small-business

GEORGIA GOV

Georgia Department of Administrative Services  
Improving efficiency, compliance and workforce performance

GOVERNING 2016 STATE PROCUREMENT RANKINGS  
State of Georgia

Learn About DOAS | Our Community | Need Help |

State Purchasing > Supplier Services > Small Business

Georgia is ranked as the number one state for business.

## SMALL BUSINESS

The **Small Business and Supplier Diversity Initiative Report** is [available here](#).

Small businesses are important to the growth and success of Georgia's economy. These businesses provide thousands of jobs for owners and employees throughout the state.

**Learn more about state procurement opportunities.**  
As directed by Governor Brian P. Kemp through [Executive Order 07.13.22.01](#), the Georgia Department of Administrative Services is increasing outreach to small businesses across our state, with a focus on minority-owned, woman-owned, and veteran-owned businesses.

### CONTACT

**Small Business**

Phone  
404.657.6000

Email  
[supplier.diversity@doas.ga.gov](mailto:supplier.diversity@doas.ga.gov)



# Support and Contact Information

- **Supplier Services Website** –
  - Georgia Procurement Manual
  - Team Georgia Marketplace
  - Georgia Procurement Registry
  - Jaggaer Sourcing Director
- **Supplier Orientation**
- **Supplier Webinar**
- **Supplier Outreach & Communications**
  - Julian A. Bailey, [julian.bailey@doas.ga.gov](mailto:julian.bailey@doas.ga.gov)
  - Lanique Bradley, [Lanique.bradley@doas.ga.gov](mailto:Lanique.bradley@doas.ga.gov)
  - Crystal Brown, [crystal.brown1@doas.ga.gov](mailto:crystal.brown1@doas.ga.gov)
- **State Purchasing Contact Center Help Desk**
  - Email – [procurementhelp@doas.ga.gov](mailto:procurementhelp@doas.ga.gov)
  - State Purchasing Contact Center Help Desk – 404-657-6000



# Philips Government Business

## *Partnering and Onboarding Process*



**Derek Farias JD**  
February 13, 2023



# 130 years of innovation



**1905**  
First patent granted



**1924**  
Introduction Metalix  
X-ray tube



**1927**  
Acquisition of X-ray  
firm C.H.F. Müller



**1927**  
First Philips radio with  
Miniwatt valve



**1939**  
Introduction of rotary  
electric shaver



**1947**  
First 100kV electron  
microscope



**1950**  
First Philips TV



**1956**  
First Philips image  
intensifier with TV



**1976**  
Sono Diagnost B  
ultrasound



**1979**  
Tomoscan whole-  
body CT scanner



**1983**  
Gyroscan Nuclear  
Magnetic Resonance  
system



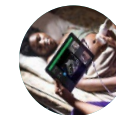
**1989**  
Integris, Philips' first  
dedicated interventional  
system



**2003**  
Philips Ambient  
Experience



**2013**  
IQon Spectral CT  
computed tomography  
imaging system



**2015**  
Philips Lumify  
portable ultrasound



**2017**  
Azurion, Philips' next-  
generation image-guided  
therapy platform



**2018**  
Philips IntelliSpace Portal



**2019**  
Philips IntelliSite  
Pathology Solution

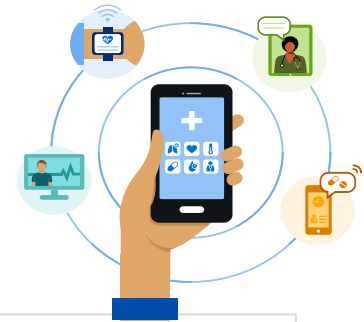


**2020**  
Radiology Operations  
Command Center



**2021**  
Spectral CT 7500

# Businesses aligned with customer needs



Diagnosis & Treatment

## Focus areas

- Precision diagnosis
- Treatment selection and planning
- Image-guided minimally invasive therapy

## Products and solutions

- Diagnostic imaging and ultrasound
- Digital and computational pathology
- Informatics for Radiology, Oncology, Cardiology
- Interventional imaging, navigation and devices
- Services (managed services, consultancy, etc.)



Connected Care

- Patient care and workflow management
- Chronic disease management

- Telehealth, patient monitoring and analytics
- Hospital and clinical informatics platforms
- Emergency care and resuscitation
- Sleep, breathing and respiratory care
- Managed services



Personal Health

- Healthy living and prevention
- Personal care
- Digital consumer engagement

- Oral care
- Mother and child care
- Male grooming and beauty
- Services (re-ordering, support, coaching, etc.)



# Need Identification and Recruitment

Customer Intelligence

Recruitment

Negotiate Roles  
and Terms

Know Your Customer

Identify Customer Needs

Project RFP Future Needs

Create Partner Profiles  
Based on Capabilities

Create Partner Profiles based  
on Philips Gaps and Priorities

Develop Partner Business  
Cases for Leadership  
Briefings

Supply Chain Needs

- Capabilities
- Socio-Economic Value
- Past Performance
- Contract Vehicle Access
- No Conflicts of Interest
- Loyalty Expectations
- Brand Representation
- Supply Chain
- Bid and Proposal Purposes
- Vetting and Qualifying

NDAs

Teaming Agreements

Statements of Work

Terms and Conditions

Prime Contractors

Sub-Contractors

System Integrators

Resellers

Consulting Agreements

Supplier Agreements

# On Boarding, Management, Database

## Onboarding

- Philips Culture and POC Awareness Training
- Solutions Training
- Master Data Customer Creation
- Supplier/Sub-Subcontractor Set Up
- Credit Approvals
- Legal Vetting
- Internal Communications
- External Marketing

## Management to Revenue

- Bid and Proposals Requirements
- Pre-Solicitation
- Performance Metrics
- Bid Capture Management
- Program Management
- Relationship Management
- Post Award Performance Metrics
- Contractual Compliance
- Supplier Cost Analysis

## Partner Capability Database

- Agreement Renewals
- Price File/Product Updates
- On Going Training
- Separation Responsibilities
- BD, Capture, Proposals Access and Awareness
- Performance Metrics (1/4)
- Business Reviews
- Supplier Performance Metrics

# Partner Recruitment-What do we Need/Want?



Philips will target and recruit large and small business partners that align with our specific product, tactical, operational, supply chain or bid needs, and according to a specific business value profile created with market intelligence obtained by BD, Capture, Sales, Supply Chain...

- **Target** - Per a predetermined skill, socioeconomic status or value profile (Usually a Combination)
- **Recruit** - Once companies are identified the recruitment process begins. (This should go both ways)
- **Screen** - Companies and the leadership of those businesses are vetted for any “Red Flags”
- **Onboard** - Once intent to move forward is reached, we will begin the process of our partner being integrated as a strategic member of the Philips business strategy and corporate goals

**Have a great Capability Statement ready for OEMs and COs**



# Areas That Can Diversify Philips Corporate Plan

- Asset Lifecycle Management
- Device Management
- Construction
- IT Hardware/Software/Peripherals
- Cybersecurity
- Freight/Logistics Services
- Training Development and Delivery
- Cost Accounting
- Software Development
- Staffing
- Consulting
- Repair/Maintenance
- Project Management
- Program Management
- Change Management
- Configuration Management
- Help Desk Tiers 1 and 2
- Cabling and Installation
- Grant Writing (SBIR, STTR, State..)
- Architecture
- IO&T
- Other Professional Services

# Targeting Socioeconomic Goals



# On Boarding Process



## Agreement is Reached!

Each company like Philips should have a documented “On Boarding” process for a small or large business.

## Suggested Actions:

- Create a process flow packet to simplify and expedite the On Boarding as a new partner.
- Identify key company POCs in each area i.e. Finance, Sales, Operations....

## Onboarding Info Exchange should include:

- Credit Information
- 2 years of Financials
- Past Performance in Skill Area
- Business References
- Product Training
- Business Process Information
- Contracts of Purchase/Sale..
- Corporate Culture Information



# Common Supply Chain Management Groups for an 8a to work with



**Market-** Direct Goods and Services we Resell to Customer  
(Customer Funded) Bids

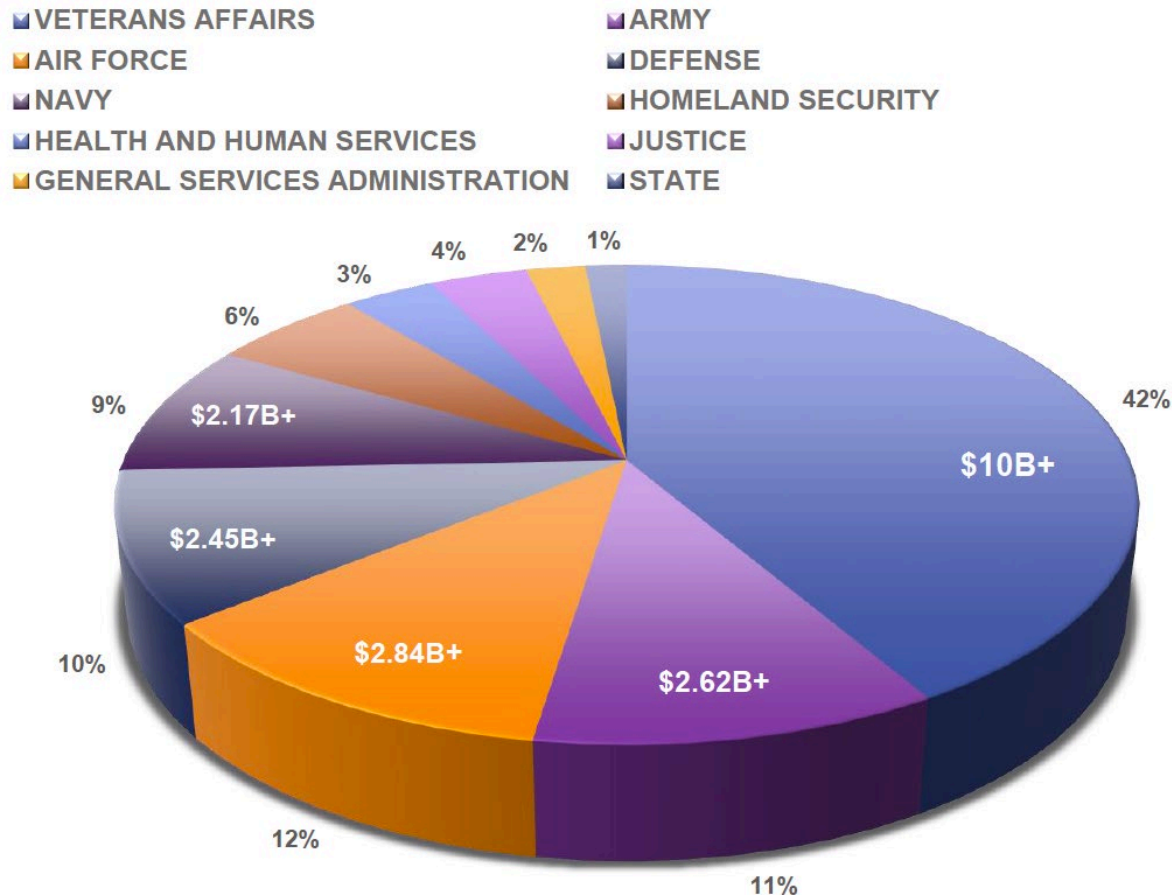
**Spend Management-** Consulting, Indirect Goods and services (Internal Funded)

**BOM Supply Chain-** Required Items for the Philips Commercial Portfolio

- Supplier qualifications and Continuous Reviews are part of our QMS to assess risk and capabilities for any part of the Supply Chain
- If the product or service touches a patient/regulated item (Higher Risk and Scrutiny)

# SDVOSB Top Spending Government Groups FY22

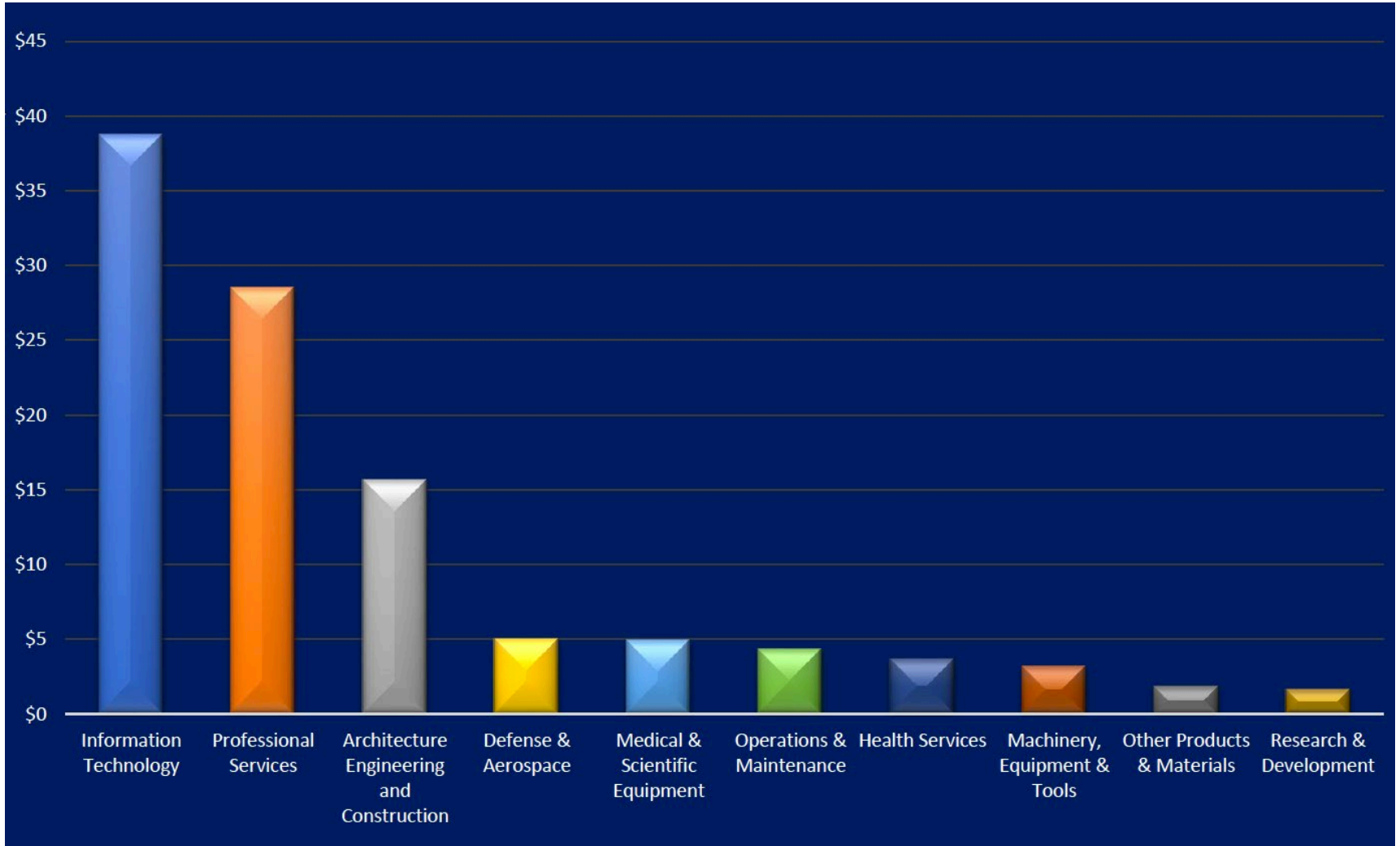
Top 10 Funded Departments SDVOSB Active Contracts, FY22



Data Care of GovWin/Deltek

# Top 10 Obligation Areas FY19-FY22

\$ Billions



Data Care of GovWin/Deltek



# 8a Business Demands for FY23/24 Outlook)

Estimated Value	Primary Offering	NAICS	Competition Type
\$133.7B	Engineering, Scientific and Technical Services	541330 Engineering Services	8(a) Set-Aside Small Bus Set-Aside Full and Open / Unrestricted HUBZone Set-Aside Service Disabled Veteran Owned Small Business Woman Owned Small Business Set Aside
\$20B	Information Technology	541519 Other Computer Related Services	Small Bus Set-Aside Full and Open / Unrestricted HUBZone Set-Aside Service Disabled Veteran Owned Small Business
\$2.5B	Architecture Engineering and Construction	236220 Commercial and Institutional Building Construction	8(a) Set-Aside Small Bus Set-Aside HUBZone Set-Aside Service Disabled Veteran Owned Small Business
\$1.25B	Other Construction Services	236220 Commercial and Institutional Building Construction	8(a) Set-Aside HUBZone Set-Aside Service Disabled Veteran Owned Small Business

Data Care of GovWin/Deltek

