

Streamlining Business Development in the \$250 Billion U.S. Government Market

Client:
SafelD

Background:

The United States Government is the world's largest purchaser of goods and services. Virtually anything one can think of, ranging from nuts and bolts to computer systems, is purchased in both large and small quantities by the United States Government. With annual purchases worth \$250 billion, the U.S. Government is a much sought-after market for foreign manufacturers, wholesalers, and service providers.

Challenge:

SafelD, a Munich-based manufacturer of high-security, RFID-enabled personalization equipment, manufactures a product that complies with several federal and state security requirements for identification documents. Although the company was generating revenues in Europe and Asia, it had not realized any sales in the U.S. OSA Strategy was retained to expedite the client's business development efforts and entry into the U.S. market.

Solution:

OSA Strategy used its propriety databases of U.S. corporate contacts to introduce SafelD to:

- **Potential customers, partners, and systems integrators**, and
- **Banks, lawyers, payroll providers, and commercial real estate brokers** to facilitate the establishment of a physical presence in the United States.

In the interim, OSA Strategy provided space to serve as a base of operations until the client was able to open its own office.

Results:

As a result of OSA Strategy efforts:

- **12 leads that included two government agencies**, the Department of Homeland Security and the State Department, were identified.
- **10 meetings with government contracting executives** at systems integration firms were arranged. Seven are seriously discussing integration of the product into future government contract bids.
- Three design centers have tested and evaluated SafelD's product.
- Within eight weeks, SafelD established business relationships with appropriate advisors and opened an office in the Washington, D.C. area.

Leading companies in a variety of industries have come to count on OSA Strategy as their primary source to identify key executives and develop relationships with corporate decision makers. Such efforts allowed our German client the opportunity to win business while saving time and money.