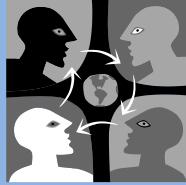
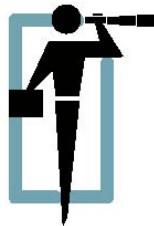


Croftware, LLC



Your ambassadors to the
Federal Security Marketplace



Croftware, LLC

P.O. Box 62

Merrifield, VA 22116-0062

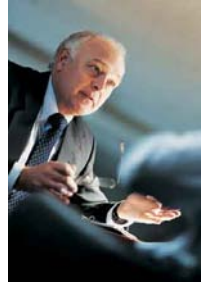
(703) 581-2389

www.croftware.net

Croftware, LLC

The greater Washington, DC, metropolitan area comprises a significant market venue for the security and intelligence systems industries. Located here are the federal agencies, such as the Departments of Defense and Homeland Security that procure hundreds of millions of dollars worth of security goods and services annually. Also here are significant numbers of major systems integrators that also purchase large quantities of products for integration into complex systems for force protection, physical security and intelligence systems. The area is also home to various national and security international associations that serve the industry as whole.

The sale of your products to this market can be a significant portion of your revenues, but often requires a continuing presence and a level of personal involvement that many distant companies can ill-afford on a dedicated basis.



Experience when it matters!

Croftware represents more than a century of experience with the Federal Market.

Croftware's executives have more than a century of experience working in and with the federal government, manufacturers, and systems integrators. Croftware's principal executives have been managing business development programs at the COO and VP level for DC-area firms, concentrating on government requirements for identity management and access control, plant and installation physical security systems for many years. They have extensive domestic and international experience in industrial and federal-level intelligence and reconnaissance systems, corrections and law enforcement systems. They have managed electronic security design and procurement for the military services and the Department of Defense. They have written extensively and lectured on business development, proposal preparation, and program management.

Croftware offers a cost-effective solution for access to and coverage of the federal market.

Opportunity Tracking and Pursuit

There are two main roads into federal marketplace:

- Direct product and services sales in response to a simple procurement
- product integration into complex security systems.

Croftware will monitor both commodity procurements and evolving systems concepts and work with you to ensure your products are priced appropriately for successful procurements. We will also work with leading systems integrators bidding on the larger, more complex systems requirements. We will provide the bridge between your company and the prime integrator's proposal writing team to ensure both timely and accurate information input to the proposal.



Company and Product Representation

Croftware will make routine presentations introducing your company and your products and services to both security managers and key procurement officials of federal agencies and systems integrators.

Croftware will attend local bidders' briefs and agency long-term planning briefings on your behalf.



These meetings and briefings are essential to effective marketing. For distant companies, represent considerable travel and lodging expenses over an extended period. Our services to respond quickly represent considerable savings to these firms. Croftware's support puts your "feet on the street" representing your interests in a time-effective manner without the associated travel expenses.

Trade Show Support



Croftware has extensive experience in trade show marketing security and intelligence products and services. The DC area has numerous security related shows where your company and products would benefit from exposure at these venues. We have our own trade show booth and exhibit materials so you can avoid shipping costs to and from show venues in the DC area and use our equipment at no additional cost. (Client must pay exhibit fees.)

Benefits

The principal benefits of the Croftware Ambassadors program are

- The avoidance of the cost of establishing and operating a dedicated marketing office in the DC area
- Access to the relevant experience and support of our principals
- Cost-effective event exhibiting

Your Ambassadors

The Croftware team of ambassadors includes professionals who were:

- The head of USAF electronic security systems research, development, procurement, and deployment.
- A VP in charge of the physical security division of a major defense contractor leading the industry in “force protection.”
- A USAF intelligence officer in charge of developing and implementing 21st Century actionable programs for national security.
- A defense contractor director of business development for physical security and biometrics.
- A highly experienced IT Systems Engineer and manager.



Experience when it matters!

Next Steps

1. Contact us for a no-obligation consultation and describe your requirements.
2. Discuss and agree on fees.
3. Sign a simple consulting agreement (provided as part of fee discussions) and return.

Contact Us:

Phone: (703) 581-2389

E-mail: dnickell@croftware.net

USPS: Croftware, LLC
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Merrifield, VA 22116-0062