

Making the Transition:

Leveraging Commercial Market Experience into the Federal Segment



Red Arrow Logistics - Overview



- National 3PL offering LTL and FTL
- Service to lower 48, Mexico and Canada
- High value
- Specialized and OD shipments
 - = Flatbed, removable gooseneck, low-boy
 - = Over-dimensional and heavy haul
 - = Hazardous
- Project and Program Management
 - Mission critical unit moves
 - Project cargo
 - Retail product release
 - DC moves
 - Disaster Relief
- Visibility & OLAP analytical tools interfaced to operations
- Web-native operating system
- GSA Schedule Holder
- Founded 2003
- Certified WOSB



Making the Transition



- **Realities of doing business with the government**
 - **Contract requirements and FAR regulations**
 - **Prime –vs – subcontract decision matrix**
 - **Who owns the Money? (i.e., the budget authority)**
 - **So many opportunities – stay focused on your strategy**
- **Transitioning the Strategy to the Buyer**
 - **Competitive pricing**
 - **Quick response to opportunities and requests for service**
 - **Exceptional service and customer satisfaction**
- **Crossing over to the win column**
 - **Challenging**
 - **Limited success on direct contracts or sub contracts**
 - **Underestimate the value of relationships in the buying process**
- **The ROI for Red Arrow Logistics**

