



Organización de los Estados Americanos  
Secretaría para el Desarrollo Integral  
Programa de Compras Gubernamentales

## Red Interamericana de Compras Gubernamentales

Actividad: II Conferencia de las Américas en Compras Gubernamentales  
Tema: Otros  
Título: Perspective on Winning Government Contracts  
Presento: Patton Electronics  
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**PRITON**

# Perspective on Winning Government Contracts

Procurement Conference of the Americas -- 2005



**Network Access**  
**Connectivity**

## ▪ **Financial Status**

- Family owned Maryland Corporation founded in 1984 -- no outside investors
- \$30MM revenue in 2004
- Total Employees: 150+
- 22.5% Compound Annual Growth over life of the company
- PROFIT every year
- Worldwide presence: Offices in London, Bern, Lebanon, Beijing, Sydney and Mexico
- Recognized International Experience: 2001 Maryland Int'l Business Leadership Award

## ▪ **Business Activities**

- Product Development, Marketing, Sales, and Manufacturing
- Sales to over 120 countries last year through more than 200 VAR's and Distributors.
- Major wins in Colombia, Mexico, Venezuela, Morocco, Lebanon, Dubai, Algeria, Tunisia, UAE, China, India, Switzerland and Norway
- Major OEM supplier to the world's largest brands including Cisco, Marconi, 3COM, Nortel, Ericsson, Alcatel and others
- Major supplier to Tier I Telco and CLEC service providers – Avantel (Mexico), Green (Switzerland) Inode (Austria), Swisscom, BerliKom (Germany), IPNetTech (Norway)

# 16 Lines of Access Products

**PATTON**

Designed, Manufactured, and supported by Patton

## *Network Access & Connectivity*



**Multi-Service  
ForeFront**



**VoIP/ToIP  
SmartNode**



**Baluns**



**IP Routers  
(& Bridges)**



**Ethernet  
Extenders**



**Converters**



**DSL  
Aggregators**



**DSL CPE**



**Multiplexers**



**Remote  
Access**



**NTUs  
CSU/DSUs**



**Short Range  
Modems**



**Cross  
Connects**



**Device  
Servers**



**Surge  
Protectors**



**Datacom  
Accessories**

# Patton is FACILITIES based

**PATTON**



# Some of our customers

PATTON

**Avantel**<sup>MR</sup>  
LA COMPAÑÍA IP



**SIEMENS**

**ascom**

**3COM**

**ALCATEL**

**CIENA**

Simply Smarter Light

**FLUKE**

**INODE.CH**

**green.ch**

**ERICSSON**

**tellabs**<sup>®</sup>  
| CLEAR IDEAS<sup>™</sup>



**Marconi**

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## Relationships!

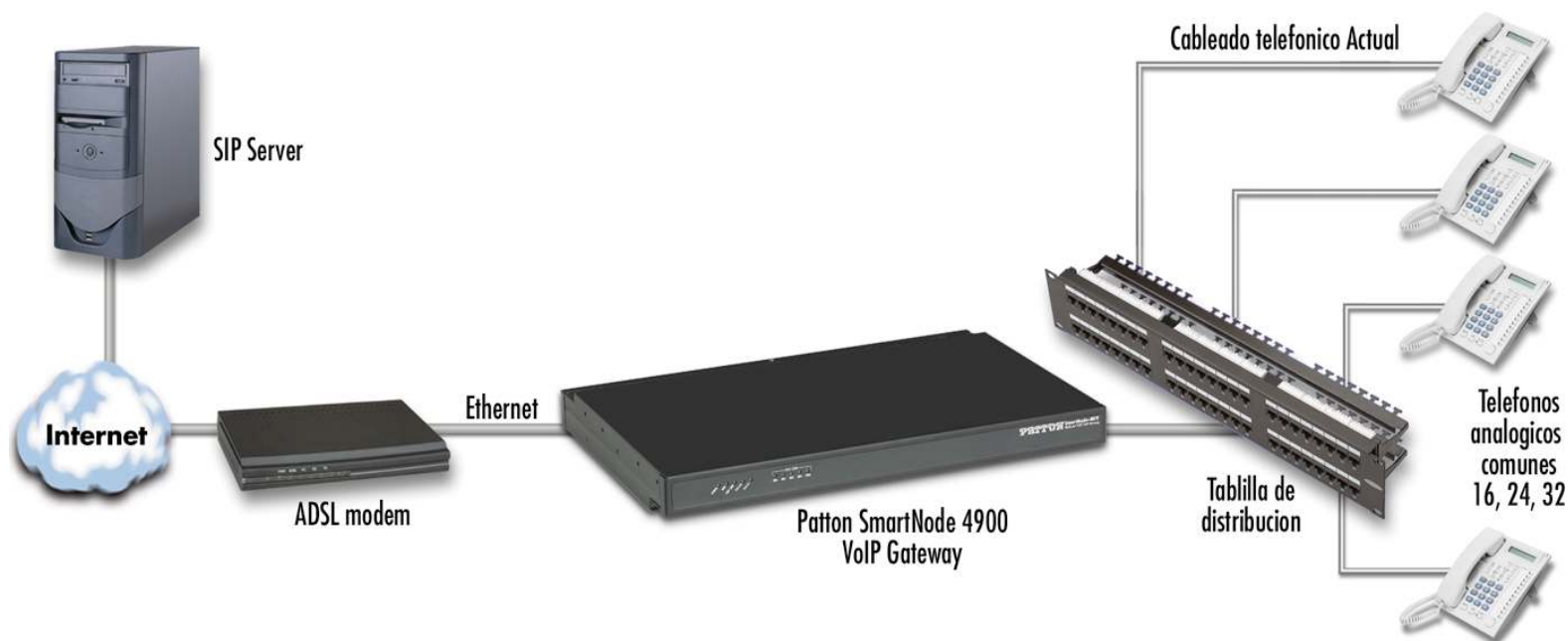
A good product is not enough!

**The Key:** Patton Electronics' success around the world and particularly in Latin America is the result of creating strong, *lasting relationships* with leading channels, distributors and integrators.

- **Teamwork** held as the greatest value for providing quality equipment and services to various Governments, public and private enterprises in the region. We cannot do this on our own
- **Partners** with outstanding reputation and the following qualities:
  - Verifiable history of Government sales
  - Financial stability
  - Sound technical capabilities
  - A presence in the United States

## The Project: Implement Voice over IP between Police Stations

The Venezuelan Government opened a public international bid to implement VoIP telephony systems interconnecting several Police Stations in Caracas. The project objective was to dramatically decrease expenses accrued by the high volume of telephone calls and Internet usage between police stations as part of its daily communication flow.



## The Partner: Telcon, C.A.

Founded in 1959 Telcon is a leading telecommunication integrator in Venezuela, having successfully implemented large Government projects through the years, Telcon is a key component to winning this project in Venezuela.

Areas of Expertise and Customers:

TELECOMM	BANKING	OIL & UTILITIES	INDUSTRIAL	GOVERNMENT
Impsat	Benco venezolano	PDVSA	Enelven	Gov of Zulia
Telcel	Citibank	Maraven	Venepal	Gov of Caracas
CANTV	Banco Merc	Lagoven	Protinal	Gov of Valencia
Ericcson	CorpBank	British Petroleum	Alcave	National Guard
Cablevision	Provincial	Pequiven	N.E.C	Presidential House

## The Problems: Resolved

### The Issues:

- Restrictions on currency exchange in Venezuela since February 5, 2003
- Local labor needed for installation, training and technical service

### The Resolution:

- Telcon would follow a lengthy government process apply for currency exchange in Venezuela; exchanging local currency (Bolivar) into US Dollars to finance the project
- Upon analysis of bid requirements (equipment, training, and installation) Telcon set up a live system in its lab with equipment provided by Patton
- Patton technical personnel traveled to Venezuela to provide technical support to Telcon and government engineers, as part of product demonstration and training
- Telcon financed the equipment purchase by handling the commercial aspects through its Miami based office, paid local labor, and Venezuelan branch supported product training, equipment demonstration and installation

## Conclusion: Win-Win-Win through

### Relationships!

**Patton and Telcon worked as a team to provide equipment, installation, and training to the customer.**

Telcon, SA won because they brought their local financial knowledge and local labor force to the partnership.

Patton Electronics' won because we brought our marketing, manufacturing and system design capabilities to the relationship.

The Venezuelan Police department ultimately won by receiving the lowest cost and most valuable solution available with a faster implementation than any other competitor offered.

# Thank you for your Attention!

For additional information...

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*Connectivity*



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