

New York State's Technology Sector
MWBE Infielder
Leveling the Playing Field in the Tech Sector



A Message from Dr. Melodie Mayberry-Stewart and Michael Jones-Bey



On behalf of New York State, we are proud to present our first edition of our monthly newsletter, **New York State's Technology Sector MWBE Infielder**. Our combined efforts to increase participation by minority and women owned business enterprises (MWBEs) in New York State technology procurements have proven to be a great success, but there is much more work to be done. We have developed this newsletter to reflect the many successes being achieved as we advance supplier diversity throughout our state. We also share information on resources and upcoming events. In addition, each month will highlight success stories from our corporate champions who share our commitment to support New York's small business entrepreneurs and MWBE firms.

Recognizing the importance of increasing minority and woman participation in bidding and contracting, New York State's

technology sector supplier diversity program is about opening doors for our small, minority and women owned businesses to enable them to create relationships to reach beyond our program. We encourage you to visit www.nylovesmwbe.ny.gov — a website devoted to helping qualifying companies become NYS certified MWBEs. Here you will find information related to the certification process, resources for technical assistance, access to capital, contract opportunities, MWBE events, and an improved vendor registry search tool.

The ethnic diversity of our communities is one of our State's greatest assets. By enhancing and widening the participation of MWBEs, we can build stronger local economies and be known as a top state to live, study, work and grow in. It is our pleasure to continue advancing Governor David A. Paterson's vision to strengthen our State's innovation and digital economy by helping to have stronger minority and woman business enterprises

Melodie Mayberry-Stewart, Ph.D.
 New York State Chief Information Officer
 and Director of the Office for Technology

Michael Jones-Bey
 Executive Director
 Division of Minority and Women Business
 Development

"Government should require that qualified businesses be given opportunities for contracts to develop the permanent capacity of our minority and women owned business, so that they can eventually compete on



a level playing field, because right now, the playing field isn't level. It's economically significant, it's politically significant, and it's morally significant."

— *David A. Paterson,*
 Governor, State of New York

Small Business Task Force Director Makes Navigation of State Regulations and Programs Easier

Governor David A. Paterson unveiled the NYS Directory of Small Business Programs, a first-of-its-kind, comprehensive and interactive guide that will assist entrepreneurs in starting new businesses and will provide current small business owners with invaluable information and resources.

The directory provides descriptions of 143 state programs aimed at helping New Yorkers start and grow their businesses, assist in workforce recruitment and training, and provides descriptions of how prospective business owners can comply with NYS permit and licensing requirements.

The directory is available at:
http://www.ny.gov/governor/press/pdf/DirectoriesofSmallBizPrograms_F_09-09.pdf

Upcoming Events

New York State MWBE Meet and Greet for Prospective IT Staff Augmentation
 November 5, 2009, 1:00-4:30 p.m., RSVP: dac@cio.ny.us
 Meeting Room 6 at the Empire State Plaza

Hosted by New York State Chief Information Officer and Office for Technology (CIO/OFT) MWBE Firms interested in subcontracting with current state vendors are encouraged to take this opportunity to interact with the bidders for the IT Staff Augmentation Contract.

Small Business Training and Matchmaker
 November 18, 9:30-11:30am, Contact: smallbiz@camba.org

Learn how to market and promote your business while reaching more people.

To learn about additional events, please visit:
<http://www.nylovesmwbe.ny.gov/Events%20Calender/Event.htm>

MWBE Success Stories

Laying the foundation and framework is critical to making it easier for MWBE firms to form the right strategic partnerships with established players. In 2008-09, CIO/OFT, in partnership with the Division of Minority and Women's Business Development hosted three JumpStart Events to connect MWBE firms with leading global IT companies and help facilitate strategic and lasting business partnerships. These events set the stage and environment to make this vision a reality for many New York MWBE firms. They serve as the catalyst to jumpstart new partnerships. Here are some early successes.



Siemens Enterprise Communications and UTC Associates Partner to Deliver Unified Communication

In September 2009, Siemens Enterprise Communications Group (SEN Group), a premier provider of business communications solutions, partnered with UTC Associates (UTC), a leading, New York-based systems and network integrator in communications technologies, to deliver unified communications solutions to customers in the financial services, media, healthcare, insurance, real estate, education and government sectors. The SEN Group and UTC will work together to supply customers with UC solutions that offer significant green benefits by helping to reduce power usage and the need for travel and energy consumption.



From left, Michael J Butler, Account Manager, Siemens; Aziz Ahmad, CEO, UTC Associates; Anil Balani, CTO, UTC Associates; Khafid Gbadamosi, Sr. Engineer, UTC Associates; Alain Amar, Account Manager, Siemens.

IBM Makes Significant Strides Toward MWBE Goals

IBM continues to make significant progress towards their goal of 20% MWBE participation in all projects by 2010. Several information sessions and individual MWBE meetings have been held across New York State including Albany, New York City, White Plains, and Buffalo. These sessions have been most productive and the number and quality of IBM MWBE partners continues to grow. IBM's program has been instrumental in supporting efforts to deliver high value solutions to the State of New York. A recent example is the award IBM received to integrate the very important and strategic Financial Management System project for the State where their MWBE partners are playing a major role.



Kevin Leyden, Client/Solution Executive for IBM accepts a certificate of recognition for IBM's efforts to increase MWBE participation, from Michael Jones-Bey and Dr. Mayberry-Stewart.

CIO/OFT Recognized For MWBE Best Practices

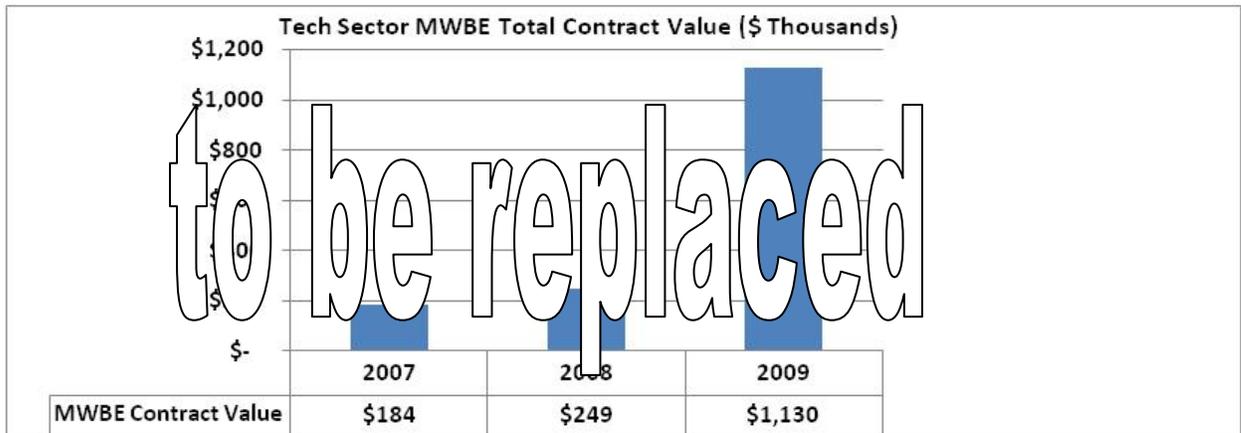
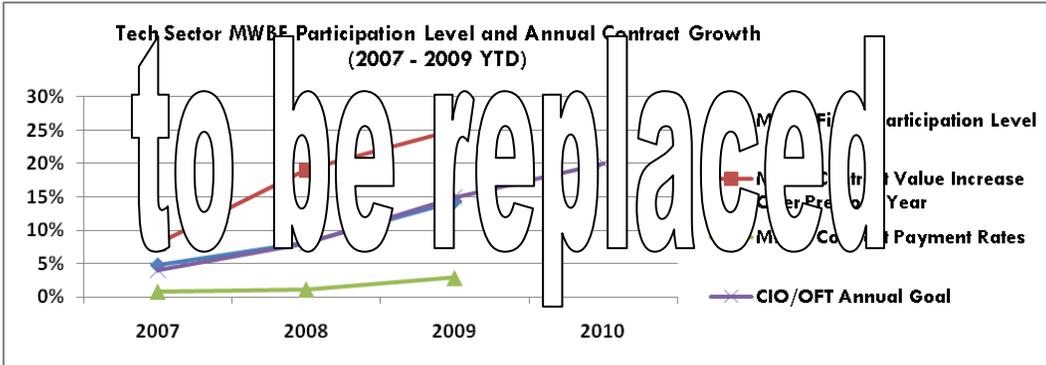
The New York State Chief Information Officer and Office for Technology (CIO/OFT) received the 2008-2009 New York State Forum "Best Practices Award for Policy" for its efforts to increase technology supplier diversity for minority and women business enterprises within New York State.

The Best Practices Awards are given annually to New York State and local government agencies in recognition of efforts to improve government services through the effective use of information management. The award's ceremony was held during the New York State Forum's 23rd Annual Meeting on September 11, 2009.

CIO/OFT team members (featured right) accepted the award.



CIO/OFT Quarterly MWBE Results: 2009 Performance to Date



MWBE Success Spotlight Submissions

If your business is a State of New York certified Tech Sector MWBE and you would like us to consider featuring your success story, please send the information below to customer.relations@cio.ny.gov.

When making your submission use the following format in the subject line of your email: Tech Sector MWBE Spotlight Submission - ABC123 Company

All submissions should include the following:

- A .jpg photo of the certified MWBE company.
- What does your business do?
- What are some challenges and successes your company has faced as a MWBE?
- The benefits you gained from being a State of New York Certified MWBE?
- What separates your company from the competition?
- Word of advice to other MWBEs.
- Most importantly, your most recent successes.



CIO/OFT Resources & Contact Information

Contracts and Procurements Office
 NYS CIO/OFT
 State Capitol ESP, PO Box 2062
 Albany, NY 12220-0062
 Phone (518) 474-4263
mwbe@cio.ny.gov

CIO/OFT MWBE Supplier Diversity Program
<http://www.cio.ny.gov/OFT/MWBE.htm>
CIO/OFT MWBE Supplier Diversity Program Fact Sheet
http://www.cio.ny.gov/assets/documents/MWBE_fact_sheet_June_9.pdf
CIO/OFT MWBE Compliance Forms for Procurements Over \$25,000
http://www.cio.ny.gov/OFT/MWBE_ComplianceForms.htm

Additional Resources & Contact Information

Division of Minority and Women Owned Business Development (DMWBD)
<http://www.nylovesmwbe.ny.gov>

MWBE Certification Application
<http://www.nylovesmwbe.ny.gov/Certification/Overview/Application.htm>

Thank You To Our MWBE Tech Sector Champions

CIO/OFT, working in collaboration with the Division of Minority and Women's Business Development (DMWBD), has established an aggressive goal of 15% and 20% MWBE participation in agency procurements by 2009 and 2010, respectively. It is only with the commitment of our strategic business partners we have made such great strides toward this goal. Thank you to our twenty-seven corporate champions have voluntarily pledged to increase their use of MWBEs to help achieve Governor Paterson's vision for MWBE participation.

