

CRITICAL PATH

MOBILE ASSET PROCUREMENT IN 5 STEPS



ATLAS // BY NOMAD CCS



ATLAS CRITICAL PATH // MOBILE ASSET PROCUREMENT IN 5 STEPS



- + **Assess:** Define the problem and where you are in the buying process.
- + **Tour:** Evaluate potential solutions. Get inspired by the possibilities.
- + **Launch:** Commit to the project, choose the best-aligned partner.
- + **Accomplish:** See your mission objectives met. Enjoy success.
- + **Support:** Form a long-term alliance. Assist, innovate, and grow.

PERPLEXED BY PROCUREMENT? GET ON THE RIGHT PATH.

When every minute matters, you need flawless command and communications. Your mobile operations solution must be fast, versatile, reliable, simple, and, oh yeah... Within budget. Where do you even start? The world of procurement can be complex, nuanced, and challenging to navigate. You don't have to go it alone.

Open the book, dive deeper.

Picture an old school, paper-bound atlas. Finding the best route to your destination is a simple matter of digging, map-by-map, to increasingly sharper levels of detail... Country, state, city, neighborhood, street. Each map provides information relevant to that stage of the journey. You'll know every dip, turn, hazard, and roadside attraction along the way. This is *Nomad Atlas*. Your point-to-point procurement guide.

Move forward with confidence, finish strong.

The five-phase *Atlas* system will help pinpoint your place in the purchasing process, win influence with key players (and naysayers), avoid deal-sabotaging pitfalls, and triumphantly reach your destination. Working alongside your trusted Nomad GCS partners, you will have the information and tools to deliver a perfect product to your team and the people you serve.

Let's build something great together.



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ASSESS

TOUR

LAUNCH

ACCOMPLISH

SUPPORT

OVERVIEW // WHAT NOMAD ATLAS MEANS TO YOU

Purchasing mobile operations assets used to be problematic... Fraught with complexities, conflicts, and pitfalls that threatened at every turn to sabotage critical projects. No more. *Atlas* puts you in the express lane to a successful procurement outcome. Information is power, and you'll be armed with everything you need to define, justify, and measure the success of your project. Clear milestones, agreement points, and hazard warnings along the path will eliminate surprises and wrong turns.

Welcome to Mobile Operations 2.0



ASSESS // DEFINE THE NEED

Perhaps you have never considered how mobile operations might integrate into your organization. Or maybe you know there is a need, but are unsure how to get started. *Nomad Atlas* will help you grasp the value of mobile operations to your organization, understand the trajectory and mechanics of a purchase, and identify key stakeholders in your organization so you can effectively share your knowledge and satisfy their needs and concerns.



TOUR // EVALUATE + GET INSPIRED

This is where it gets fun. With an appreciation for the important role mobile operations can play, you are ready to begin exploring options. We'll collaborate with you to generate ideas, align to a shared strategic vision, and consider long-term value. *Atlas* will show how others in your shoes have benefited from similar solutions, provide tools to compare partners and proposals, and guide you through the backroads and byways of purchasing mechanisms.



LAUNCH // COMMIT TO THE PROJECT

You and your team decide Nomad is the best-aligned partner. Nice! The vision of your completed project is becoming clear, and it's time to shake hands. Financing will be firmly established. And through a series of guided pre-construction meetings, we will work together to shore up timelines, finalize options and specifications, and defend against threats that might derail progress. At every turn, you'll have the data needed to assure your stakeholders have full confidence.



ACCOMPLISH // ACHIEVE SUCCESS

There is no feeling quite like seeing your mobile operations venture completed. You've tracked the project throughout construction and it's a winner. Along the way, *Atlas* has armed you with the guidance needed to communicate goals and demonstrate value to your team. Nomad delivers your asset, trains and advises during implementation, then hands you the keys. But we're not done...



SUPPORT // COLLABORATE + INNOVATE

Nomad is committed to the long haul and will be by your side to assist with challenges, advocate for growth and expansion of your programs, and ensure your products serve impeccably over time. With your feedback and insights, we will be able to offer increasingly mission-specific solutions. And the growing *Atlas* community will connect you with peers with similar challenges and solutions to exchange knowledge and perspective.



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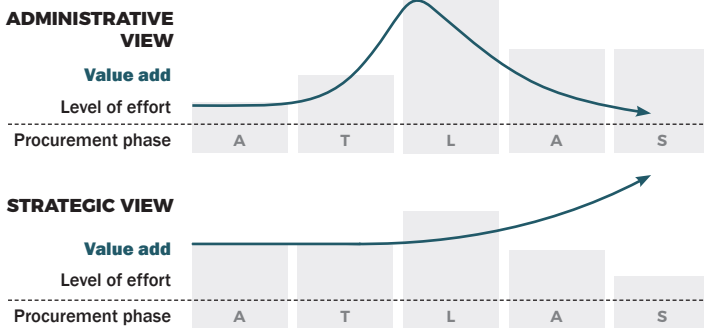


PHASE ONE // DEFINE THE NEED

Atlas Phase One will be your guide to understanding the purpose and potential of mobile operations, and the business or service objectives driving your organization's purchase decisions. You'll identify and engage key stakeholders, and unearth the metrics by which your success will be measured.

01_STRATEGIC PROCUREMENT

From a strictly administrative view, procurement is the process for funding and acquiring goods and services. A more strategic view aims to also identify "big picture" interests. Consider the long-term importance of mobile operations to your organization and the people you serve. Effort spent in the early planning and analysis stages is a force multiplier, helping to understand needs, manage relationships, avoid mistakes, and ultimately provide greater, longer lasting value.



02_IDENTIFY STAKEHOLDERS

In the early stages of procurement, pinpoint internal stakeholders, who have interest in the project and can influence decisions, and external stakeholders, the communities and other entities who care about or are affected by the performance of the asset. Understand the needs and aspirations of both, and keep them at the forefront. Engage with as many potential stakeholders as possible to identify useful skillsets, and learn about past successes and obstacles.



Hazard: Interest, time, and influence are the critical stakeholder characteristics. If any of the three are lacking, your project is at risk of conflict, delay, or even failure.

03_ASSEMBLE THE PROJECT TEAM

Make an effort to establish a cross-disciplinary team with a broad range of skills and experience. The project's complexity will determine the size and makeup of the team. Technical, operational,

financial, and policy expertise should all be represented, and ideally the team will remain intact and engaged through the entire project. Each person on the team should understand his or her role, be cognizant of the other teammates, and understand the hierarchy of responsibility and decision making.

04_DEFINE THE NEED + METRICS

Consult with stakeholders to understand their goals and uncover overlapping or competing expectations. Strive for clarity in their measures of success. Spend time analyzing the missions your mobile asset will serve. The aim is to remove ambiguity, obtain consensus, and develop a high-level statement of needs the team agrees upon. At this stage, resist the urge to add complexity by jumping to some idea of a completed solution. The need will determine the platform and options. Simply address four questions: 1) Who does this serve? 2) How many people will use it? 3) What will they be doing? 4) Under what conditions? Most importantly, consider long-term value and how all the above might change over time.



A utility with mobile command?

Think mobile operations are the exclusive realm of public safety, law enforcement, and military? Since 2013, Nomad has worked with D.C. Water to develop a stable of assets that greatly enhance service and improve operational efficiency. We now live in a world that is always on. Let's talk about how to get you connected.

05_SUMMARY

The foundation of your procurement project should be created with strategic thinking, a deep understanding of internal and external stakeholders, clear mission objectives, and agreed-upon measures of success. Putting these pieces firmly in place early in the process greatly improves the chances of a positive outcome.



Handshake: To close phase one, we will collaborate to create a high-level project roadmap, and mutually agree to continue to investing time and sharing information.



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PHASE TWO // EVALUATE + GET INSPIRED

Phase two of procurement is about clarifying the purpose of your mobile operations solution, which ultimately will guide you to the best platform. We'll spend time ensuring you understand purchasing mechanisms and are able to move forward with finance. You'll have tools to effectively assess potential vendors, apples-to-apples.

01_CLARIFY THE VISION

Would you attempt a complex home improvement project bit-by-bit over time, without an idea of the desired outcome and a strategy to take you there? If you did, you might get lucky. But chances are, your result would be incongruous, or a critical component would be incompatible. Similarly, you may consider mobile operations platforms and options as separate pieces. Now's the time to think holistically, collaborating on a vision for a fully *integrated* solution.

A good starting point is to look at previous solutions. Ask end users what performs well, what they like, what surprised them, and what they would do differently. Nomad can also provide historical perspective on challenges and wins experienced by others.

While learning from the past, it's also vital to think progressively. Someone else's best solution may not be yours. Think long-term, to an end product that will serve its mission now *and* into the future.



Challenge conventions, see success.

A sheriff's office was in the market for a 30-foot mobile command unit. After seeing the smaller and more nimble Nomad TCV (Tactical Command Vehicle), the agency changed direction, working closely with us over the course of a year to spec and build the perfect solution. The project has been a success by every measure.

02_UNDERSTAND FINANCING

Before proceeding to detailed specs, you need to know how much money is available and the source of the funds. Your purchasing mechanism might include just one source or a combination of private lenders, grants, cooperative contracts, and state-specific assistance. The waters can get murky, but Nomad will work with you to understand the options and develop a path forward.



Hazard: Funding requests can be denied for many reasons. Clearly define the need, demonstrate thorough analysis, itemize costs, and follow all directions.

03_EVALUATE PARTNERS

Most people will not choose a restaurant at random then try to find something appealing from the menu. The process is more likely along the lines of, "I'd like a steak. Who fixes the best steak, nearby, within my budget?" In the same way, a mobile operations solution is about what you need, not what any given provider offers as "standard issue." It's an important distinction.

You'll want to work with a partner who has a stable business, high standards of quality, and exceptional service levels. Research should start early, even if the project will eventually go to bid (competitive solicitation). Consult a cross-section of candidates, stay open to the idea of new players and non-traditional solutions, and consider the "lifetime value" of a partner who continues to serve after the sale, and will grow and innovate with you.

04_ENGAGE YOUR TEAM

Continue to involve internal stakeholders in the process as it evolves. Develop a framework for these relationships that will help you communicate in the way (and with the frequency) that best serves peoples' individual needs and the project as a whole. For example...

Stakeholder Interest	Stakeholder Influence	Engagement Strategy
Low	Weak	Minimal Effort
Medium	Strong	Keep Satisfied
High	Weak	Keep Informed
Maximum	Strong	Keep Close

05_SUMMARY

A strategic, analytical procurement approach will serve the project well as you establish financing, look at potential partners, and give more shape to the project. You'll stay armed with the information to satisfy all stakeholders at any time.



Handshake: To close phase two, confirm your short list of partners. If Nomad is among them, we'll develop a project ROM (Rough Order of Magnitude) and proposal.





PHASE THREE // COMMIT TO THE PROJECT

In phase three of procurement, your vision begins coming to life. You select and commit to the best-aligned partner, then collaborate to finalize the platform, options, timelines, and purchasing mechanisms for your mobile operations solution. You award the contract, approve final drawings, and move to production.

01_SELECT YOUR PARTNER

Having carefully researched potential mobile operations partners, you'll likely fall into one of three camps: 1) *There is a clear choice and you're ready to commit*, 2) *There's a front runner but you have reservations*, or 3) *There is a short list*. In the latter two cases, weighted scoring can be useful in identifying the partner who is best-aligned with your needs. Create a matrix of criteria, both subjective and objective, assign importance (weight) to each, then grade your candidates. The more meaningful criteria included, the more instructive your results will be.

Criteria	Weighting	Raw Score (of 10)	Weighted Score
Criterion 1	40%	8	3.2
Criterion 2	35%	7	2.5
Criterion 3	25%	9	2.3
Total Weighted Score (of 10)		8	

Depending on your stakeholders and internal processes, price may or may not be weighted. If it is, take care to watch for unrealistically low offers, and consider including long-term value items (such as service and warranty options) in your matrix. In these final stages of partner selection, ask contenders as many questions as come to mind. Ask for references. It's the most critical decision of your project, and a well-aligned partner will be responsive to thorough vetting.



Consider the big picture.

A city in the Southeast was procuring a shared mobile operations asset. Through numerous rounds of selection, Nomad emerged the clear front runner. There was some hesitation, as several other specialty vehicle manufacturers resided closer to the customer. The purchasers

visited Nomad, and over the course of several days came to understand that the talented team, attention to quality, and service after the sale eclipsed any benefit that might have been offered by the other builders' proximity. Don't focus too tightly on any one measure. Take in the whole view.

02_SHORE UP THE DETAILS

From this point forward, let's assume you've decided to partner with Nomad. Fantastic! With a verbal commitment or Letter of Intent, plus acceptance of the Rough Order of Magnitude (ROM) proposal and drawings, it is time to finalize the details. This "pre-production" phase will sometimes entail one or more on-site visits to tour the facility, meet your team, and develop comprehensive project specifications. Funding will be finalized and verified, and timelines will be established. Bear in mind that the "average" mobile operations project takes between 180 and 240 days from pre-production to delivery. As you've done throughout the procurement process, keep your stakeholders in the loop and set realistic expectations for this timeline and other milestones.



Hazard: Beware of schedule creep. Understand the time it will take to manage stakeholders, gain consensus, get approvals, and (if necessary) obtain legal opinions.

03_AWARD + APPROVE

If it has not been settled already, complete your negotiations, agree on Terms and Conditions, formally award the contract, and submit a signed Purchase Order along with any required payment. Your Nomad Sales Executive will remain engaged throughout the construction process (and beyond), but at this time transitions many production tasks to the Project Management team. Initial engineering drawings will be developed for your review and, on approval, the project will be slotted into the build queue. You're off to the races!

04_SUMMARY

The importance of finding a trusted, well-aligned partner for your mobile operations project can't be overstated. Extra time spent here, especially gaining stakeholder buy-in, goes a long way toward avoiding deal-stalling potholes down the road. Similarly, attention to detail and consensus with the contract will minimize delays.



Handshake: To close phase three, we will establish a plan for ongoing communication during the build. We'll begin collaborating on delivery and training plans.

ASSESS

TOUR

LAUNCH

ACCOMPLISH

SUPPORT



PHASE FOUR // ACHIEVE SUCCESS

In phase four of procurement, your strategic methods, long-term view, inclusiveness, and attention to detail culminate in a perfectly-suited mobile operations solution. Everyone involved feels respected, looks good to their stakeholders, and most importantly is set up to serve the mission today, tomorrow, and beyond.

01_INITIATE PRODUCTION

For the buyer, procurement is a front-loaded process. So, while it's true that much of the work has been done, you should stay engaged to ensure stakeholder expectations continue to be met. Nomad has honed a production process that saves time and energy, cuts stress, and positions you for long-term success. Here's what you can expect: The project narrative we developed together will be translated into precise specifications that make the solution truly "designable." Project Management will create a schedule, and Engineering will develop comprehensive technical drawings. Nomad will hold an Internal Technical Review (ITR) with representatives from every facet of the project. From this meeting a list of clarifications, changes, and questions (some of them for you) will be created.



Hazard: Questions and adjustments generated early in production are the project's foundation. Respond promptly and accurately to avoid delays and added costs later.

500

Victory through agility.

Production times vary, but 180-240 days is a good baseline. A Fortune 500 company needed their solution delivered faster. By defining the project clearly and getting ongoing stakeholder

consensus, the customer was able to make quick decisions during production and avert slowdowns. They were thrilled with the process and finished solution, and are finding additional areas to leverage Nomad's mission-driven approach.

02_MONITOR THE BUILD

Nomad's industry-best Quality Control (QC) practices should inspire confidence. Every weld, wire, component, and finish is scrutinized from the start of the build through delivery. Expect weekly meetings with your Sales and Project Management teams, and we can provide photos, video clips, and other assets to share progress. You are also invited to review your project at the Nomad facility any time. Incorporating several visits into your budget will assure both yourself and the project stakeholders of progress and contract

compliance. Visits also develop relationships that will add value to your organization long after the asset ships. Whatever your means of collecting updates, always report regularly to invested colleagues.

03_REVIEW

Your mobile operations project is complete! Nomad has conducted a final QC period of at least one week to ensure the asset deploys flawlessly and is roadworthy, watertight, and technically sound. The final review can take place at the time of delivery, but an on-site inspection at Nomad will allow issues to be resolved more efficiently. In addition to functional and aesthetic quality, consider strategic questions to engage stakeholders, uncover hidden value, and set the stage for long-term, mutually beneficial alliances.

// How could this solution serve beyond its intended mission?

// What did we learn that can be applied to other projects?

// What does the future of our mobile operations program look like?

04_RECEIVE, LEARN, SHARE

Nomad can arrange delivery of your asset, or it can be picked up from our Montana facility. You'll receive complete training and takeaway materials. Plus, our commitment to lasting partnerships means the learning won't stop at delivery. This time is an opportunity to appreciate the product and share the story of its creation. Think about hosting internal and/or community events. Engage the press. Enjoy the moment and get excited... This success story is just beginning.

05_SUMMARY

A thoughtful, strategic procurement process has resulted not only in a successful project, but also in knowledge and relationships that will drive your organization to the next level. Take a victory lap with your team and move ahead to the connected future.



Handshake: Phase four ends with the delivery of your finished solution and closing of the build contract. Now, the rewards of strong support and advocacy begin.



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PHASE FIVE // COLLABORATE + INNOVATE

Nomad doesn't make "products" or close "transactions." We build integrated mobile operations *solutions* and lifetime *partnerships*. We will work with you after the sale to ensure flawless performance, develop measures of success, demonstrate ongoing value to stakeholders, and tell your story to the world.

PRICE IS WHAT YOU PAY. VALUE IS WHAT YOU GET.

-WARREN BUFFET

The Nomad Customer Success Model

Customer service is too often reactive. It waits until something is broken. We prescribe a more proactive approach. Your progress is our driving purpose, and we have forged a four-point philosophy that keeps customers at the forefront. The program is unique to your needs, ever-evolving, and always seeking new ways to deliver exceptional, measurable value.

01_DEFINE SUCCESS

The foundation of a lasting partnership is built on well-defined and communicated expectations. First, we'll solidify your success metrics (not an entirely new exercise, as these were outlined early in the project). We will create specific milestones that indicate your mobile operations initiative is meeting its objectives, and establish joint accountabilities for demonstrating the achievements. Keep in mind, the metrics will likely grow and change over time as you show continual value to stakeholders. Metrics could include things like asset utilization, system downtime, response and deployment time, operations and maintenance costs, and training hours. You might also consider metrics that show broader impact, like media coverage, community feedback, asset sharing, and environmental incentives.



Hazard: The more organizations and/or stakeholders involved, the more rigorous you will need to be in gaining across-the-board consensus on success metrics.

02_MEASURE + MAINTAIN

With desired outcomes defined, it is vital to conduct regular reviews and share the findings. In this arena, Nomad Total Command (NTC) software provides immense value, reporting on system health, connectivity, deployment data, and other key performance indicators. The system can alert users not only of problems, but also when preventative maintenance and other milestones are approaching. Furthermore, Nomad's warranty plans and dedicated, in-house service department ensure your asset is protected 24/7.

03_OPTIMIZE + INNOVATE

The lifetime value of mobile operations can be greatly increased with sustainment and I.T. refresh programs, which update and upgrade hardware that can no longer keep up... At a fraction of the cost of an entirely new solution. You may also find that your asset could be modified to better serve its mission. Nomad stands at the ready for these adjustments. We'll make sure you're aware of advancements, trends, regulatory changes, and other shifts. We'll provide ongoing education and connect you with like-minded customers. Likewise, you'll be in a perfect position to enhance our understanding of wins, pain points, and changes in your sphere of operations.

04_ADVOCATE

There is power in sharing stories. Coordinated co-marketing, events, testimonials, and referrals amplify everyone's efforts. You become a valued, sought-after leader, and others experience the exceptional quality and mission-driven approach of a Nomad solution.



Partnership: Stronger together.

In 2006, Nomad built a mobile telemetry trailer for the U.S. Army Aviation Flight Test Directorate. The project was successful by all measures, and led to a half-dozen more contracts. The individual who championed the projects became known among his peers as a mobile operations expert, which led to a string of promotions for him, and even more contracts for Nomad.

05_SUMMARY

Committing to work together over the long haul is a force multiplier. Leveraging one another's experience, perspective, connections, and influence leads to greater understanding, better solutions, superior service, and continual, easily-proven value.



Handshake: Phase five is a lasting, evolving partnership. Both you and Nomad see the exponential value created, and agree to contribute ongoing time and resources.



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