

## Network, Systems and Software Engineering for the Federal Government

### Technology Health + IT Services

Nelson Enterprise Technology Services  
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**Robert Nelson**  
CEO

**BIO:** Robert S. Nelson II is the founder and president of Nelson Enterprise Technology Services (NETS), a highly successful Service Disabled, Veteran- and Minority-Owned Small Business (SDVODB) and recent 8(a) awardee that provides forward-thinking, cost-effective NextGen IT, Health and Global Aviation solutions to the federal government. Mr. Nelson possesses over 20 years of technical experience, and holds numerous professional certifications including MCSE, Security + and ITIL v3 Foundation.

As a hands-on manager and team leader, he has worked closely with customers such as the US Department of State to architect innovative IT transformation and modernization initiatives that leverage virtualization, automation, and cloud computing. His work also includes proactive 'Green IT' solutions that reduce the carbon footprint and maximize energy efficiency

per square foot of data centers and operations.

Mr. Nelson distinguished himself as a US Army Field Artillery soldier during the First Gulf War, and since that time has built a career around systems engineering, networking, and IT security. He is also actively involved in the local community, including sponsorship of the Dynamite Soccer Club, a Prince William County, VA non-profit youth soccer organization; McKinley Technology High School Firebird Robotics Team 1915, a club within this specialized DC secondary school that offers students the ability to pursue careers in science and technology by engaging them in a mentor-based robotics program; and the VETS Group, a 501 (c)(3) organization that specializes in assisting veterans and their families achieve economic empowerment through education, entrepreneurship and employment.

Since founding NETS in 2008, Mr. Nelson has grown the company from 2 to 32 current employees with annual revenues of \$3.0 million, building a strong reputation for excellence within the Department of Defense, the Department of State, and other agencies. NETS' recent 8(a) designation will open new opportunities for NETS to position itself as a contractor of choice among federal and state agencies for services associated with networking, infrastructure management, software development, systems engineering, health solutions, global aviation management and related services.

### Company Profile:

Nelson Enterprise Technology Services (NETS) is a successful Service Disabled Veteran Owned and Minority Owned Small Business focused on

providing Next Gen IT infrastructure, systems engineering, and networking solutions to our federal and state and local government customers. Our team of skilled, qualified technical and management professionals consistently deliver measurable results – on time, within budget, and without surprises

NETS provides innovative solutions to meet complex, challenging requirements spanning enterprise communications and networking, interoperability, IT security and information assurance, e-government, e-health, systems design and development, and project management. Our growth and success are a direct result of the passion our engineers bring to each engagement, and our ability to leverage our customers' existing investments with state-of-the-art technologies that continually improve services. Learn more at <http://www.nets-us.com/>.

If you would like more information about this topic, or to schedule an interview with Robert Nelson, please call 703-677-8720 or email [info@nets-us.com](mailto:info@nets-us.com).

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Nelson, please give us a little background on Nelson Enterprise Technology Services?

**Mr. Nelson:** Nelson Enterprise Technology Services is a five year old Health, Project Management and Technical solutions firm that was started to provide cutting edge solutions to the federal government. The core capabilities of the firm is Network Engineering, Systems Engineering and Software Engineering. Prior to forming the company I worked as a contractor

supporting the Department of State and architected several innovative, technical solutions into the agency to solve mission critical issues. At that point I believed that the solutions I was providing to the State Department should be used at all agencies, empowering them to get more done with less resources and NETS was born. While researching the government sector I learned of several social and economic programs that would assist the company in bringing these innovative solutions to the federal market space, essentially growing our market share, and as of today, we have achieved the SDVOSB certification at Veteran Affairs as well as the SBA 8a SDB certification from SBA.

**CEOCFO:** How have you navigated the waters in the government space? What do you understand today that maybe others do not realize?

**Mr. Nelson:** What we do at NETS better than other companies our size is that we have instituted corporate processes and procedures earlier. That provides multiple advantages, we have repeatable processes that drive success, we bake in continuous improvement activities to make each iteration stronger than the last, and, as the company grows, we do not have to go back and recreate the wheel or institute new processes that change the way we operate. I learned that while designing solutions for the government it is important to setup a structure that is scalable and evolving to meet current and future requirements. We also understand the government procurement process and what needs to be done to get in front of the right stakeholders. We are doing myriad things that many companies our size are not doing, like establishing CMMI Level III rated processes and getting ISO 9001-2008 certified. These are the types of activities that are going to set us apart from companies our size as well as many larger firms. It will also give us a niche in the federal market place as we have implemented corporate best practices.

**CEOCFO:** What types of services do you provide? Is there a particular niche

that you like to work with or that you typically work with?

**Mr. Nelson:** My background is in systems and network engineering. I supported the Department of State for ten years. Then I started my own company and I have been supporting federal agencies from a company perspective for the last three years, but basically just bringing in robust solutions for the current environment and having that understanding of how critical value-based solution engineering in this fiscal climate.

**CEOCFO:** Robust solutions in what particular area?

**Mr. Nelson:** Our primary core capabilities include such technologies as IPv6, HSPD-12, which incorporates PKI which is Public Key Infrastructure

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and ICAM which is Identity Credential Access Management, as well as the systems engineering lifecycle. Those are our core capabilities that we hang our hats on.

**CEOCFO:** What is IPv6?

**Mr. Nelson:** IPv6 is a new internet protocol. Right now the internet rides on IP version 4; therefore we are running out of IP addresses. Pretty soon there will not be enough IP addresses, so IPv6 is the replacement that provides enough IP addresses for the future. All CIOs should be evaluating IPv6 and determining a path forward. We are helping our clients devise strategies for seamless transition to IPv6 to include sustaining their security posture throughout the transition life cycle.

**CEOCFO:** Your website indicates dedication to customer service and satisfaction. Many companies talk

about that. Would you give us an example of how that plays out in reality?

**Mr. Nelson:** Of course. We focus on partnership to success with our federal clients. Therefore, the thing that we do a little differently than others is we are constantly in touch with the stakeholder, at the executive level, weekly. We do monthly reviews; we do quarterly reviews. I think the most important piece is that we are in the client's space weekly, making sure that the customer is happy with our services and we constantly evaluate if there is something more that we can do to make our clients successful. Their success is our success. If we identify unique solutions that save time and/or money, then we know our client will be successful and, in turn, satisfied with our performance.

**CEOCFO:** What are you currently working on? Would you give us an example of how the project starts, what you do and what your role is as you go along?

**Mr. Nelson:** This is another reason why we are different than others firms the same size. We formally manage our pipeline. We have gate reviews for an opportunity. Therefore, we do not just find an opportunity and say, “let's just go after it”. That is called a “blue bird”. We actually go out and align the opportunities with our past performance, determine if we have relationships and do we have relevant past performance. The goal is to ensure that we have a higher probability to win an opportunity before we determine our strategy. With that said, we are actually trying to align several opportunities at the Department of State and the Department of Transportation and we are looking forward to winning those in the next six to twelve months. We have several new wins that are in the initial phases with the Department of the Army and the Department of Transportation, I work with my senior executives to establish solid transition plans, work with the client to staff and ramp up as quickly as possible and then ensure that our managers follow our processes to include our internal review process. I take an active role in

reaching out to our clients to establish the weekly, monthly and quarterly touch points.

**CEO CFO:** What affect, if any, have you seen of sequestration, some of the current budget cuts and just the general tone of government?

**Mr. Nelson:** From my point of view it has not affected us as much as it has others. The contracts that we currently have do not get their funding the same way. Our contracts get funded from the Hill or is an agency that makes its own revenue. Therefore, it really has not affected us in terms of our work force. However, payments are being delayed; security clearances are taking longer to process, so that is where we are being affected.

**CEO CFO:** Would you tell us a little bit about your team? What do you look for over and above technical, particularly with a focus on customer service? Not every technical person is able to pull that off.

**Mr. Nelson:** I understand, because I could not do it myself when I was technical, I had to learn that skill. The lesson for me has been to surround myself with some very smart people that have already proven themselves at other larger companies. What I have seen in the past is that in order to make the leap from one to five million you have to have a certain skill sets. Also, in order to make the leap from five to ten million and then from ten to twenty five million you have to have people around you that have demonstrated, proven success doing that. That is how I build my blocks, right now.

**CEO CFO:** Are you finding the same difficulty as most everyone in getting the people that you need?

**Mr. Nelson:** I am not. I build the relationships early on. I identify who I need early on. This whole thing is planned out, believe it or not. I already know the next person that I am bringing on board. Therefore, I start meeting these types of people now. I develop a one year interview process, because I talk to and build relationships with several people that I feel fit the bill and over time find out which one is the most comfortable and which one fits my environment.

**CEO CFO:** What has surprised you as the company has grown?

**Mr. Nelson:** What surprised me the most is, again, I am a technologist and when I sat down and wrote my business plan and wrote out the first five years, it happened the exact same way as I wrote it and honestly, I did not think it was going to happen just the way I wrote it.

**CEO CFO:** Is that attributable to you or attributable to the market?

**Mr. Nelson:** It is a tribute to the research that I did when I wrote my business plan. That is because, again, I did not know anything about the federal space from a market perspective, I did not know anything about socio-economic statuses and the advantages those bring. I think that is a tribute to me doing my research and gaining a full understanding of the market.

**CEO CFO:** What is ahead for the company?

**Mr. Nelson:** For us, right now we have doubled revenue year over year and have a solid game plan to double our revenue again in 2014. We just received our SBA 8a SDB certification from SBA. That is going to be the tool that is going to take us to the next level where we will be at or exceeding ten million dollars a year by 2015.

**CEO CFO:** Are there challenges that you are on the lookout for?

**Mr. Nelson:** There are always changes in legislation that could pose a challenge in the future. For example; veterans affairs. I am a Service Disabled Veteran Owned Certified company and it is currently being managed by Veteran Affairs. However, there is legislation out now that could move the management of the SDVOSB program to SBA. The move to SBA could change the certification process and make it more difficult for a SDVOSB to get re-certified in the future.

**CEO CFO:** What sets Nelson Enterprise Technology Services apart?

**Mr. Nelson:** We are a company that is owned by technologists that understand the government space and understand the solutions and customer pain points at the highest level. That is really what sets us apart. The other piece is that we understand government procurement life cycles and the processes and procedures that are required to grow market share within the Federal Government.



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