

The System Engineer in the Marketing and Negotiation Process



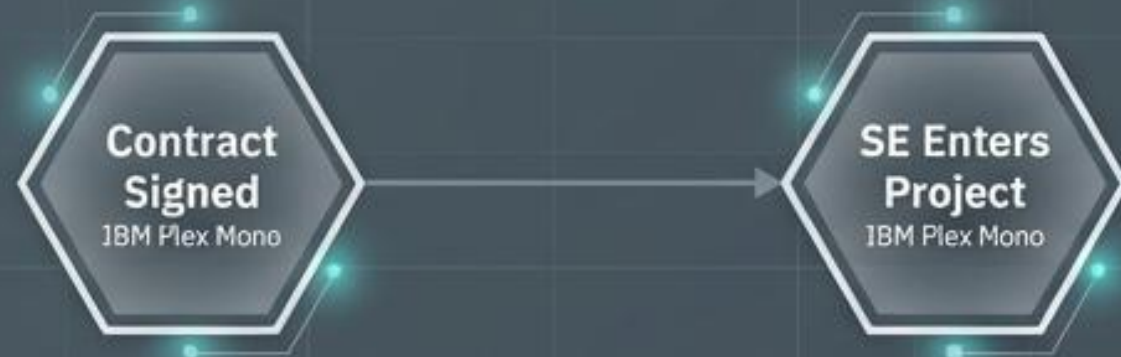
Bridging Technical Excellence with **Business Strategy**

Property of Haim Noti – System Engineering and Project Management

The Paradigm Shift: From Builder to Architect

Isolated Execution

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Inherited baseline often leads to friction and misaligned expectations.

Business Enablement

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Proactive vs. Reactive: Equipping the SE with marketing integration tools.



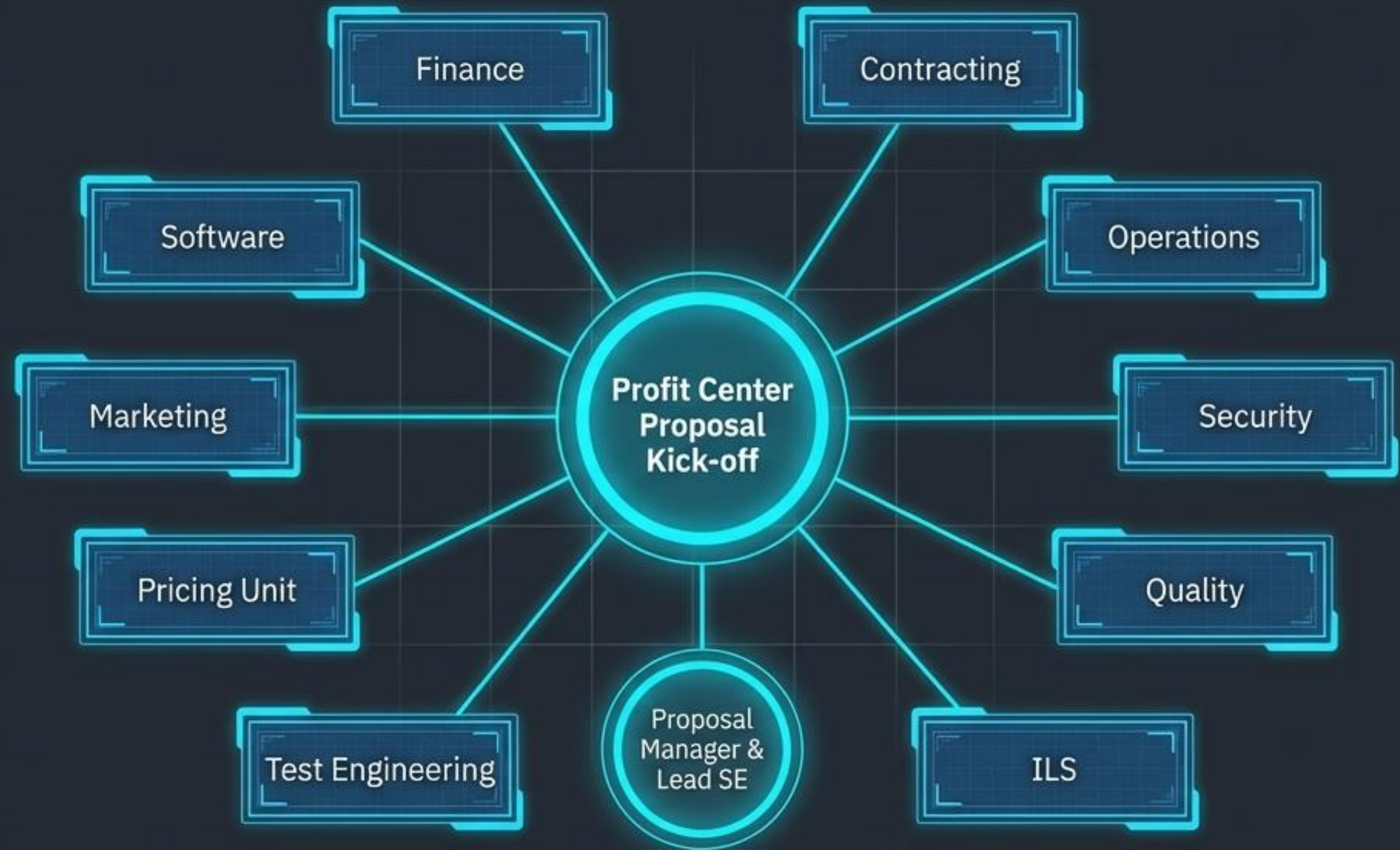
Technical Credibility: Deep technical support serves as a powerful **sales vector**.



Seamless Transition: Ensuring the proposed solution is **entirely executable** upon contract award.

The Proposal Ecosystem: Synchronized Kick-off

Trigger: ASAP after customer request.



Defining the Working Point



Mandatory Constraint: Meitar (Weapon Protection System).

Defining the Working Point must include IP/Weapon protection requirements for accurate pricing and as a strict prerequisite for API (Defense Export Control Agency) licensing.

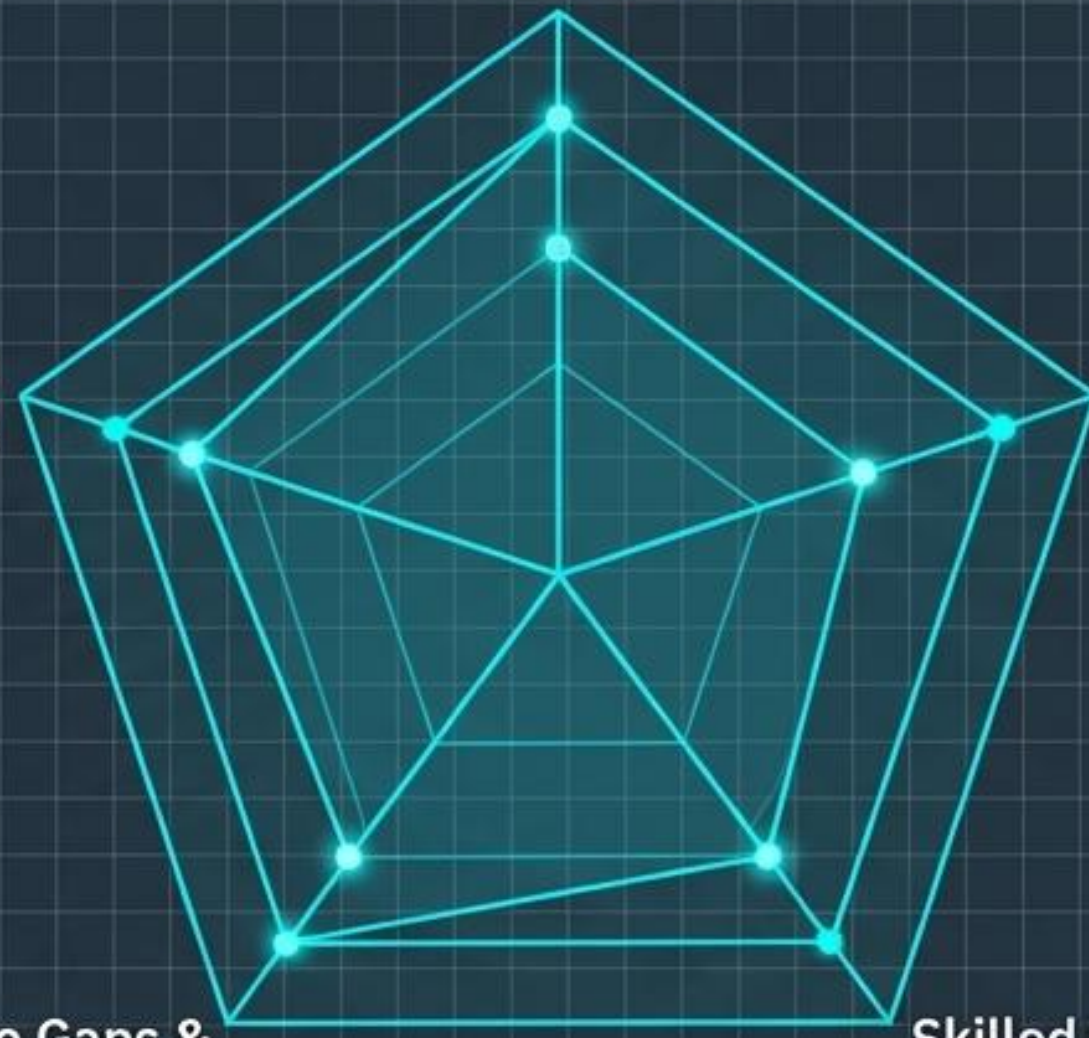
Customer Needs & Scoring

Aggressive Schedules

Strict Budgets

Knowledge Gaps & Market Uncertainty

Skilled Manpower Availability



Estimation Methodology

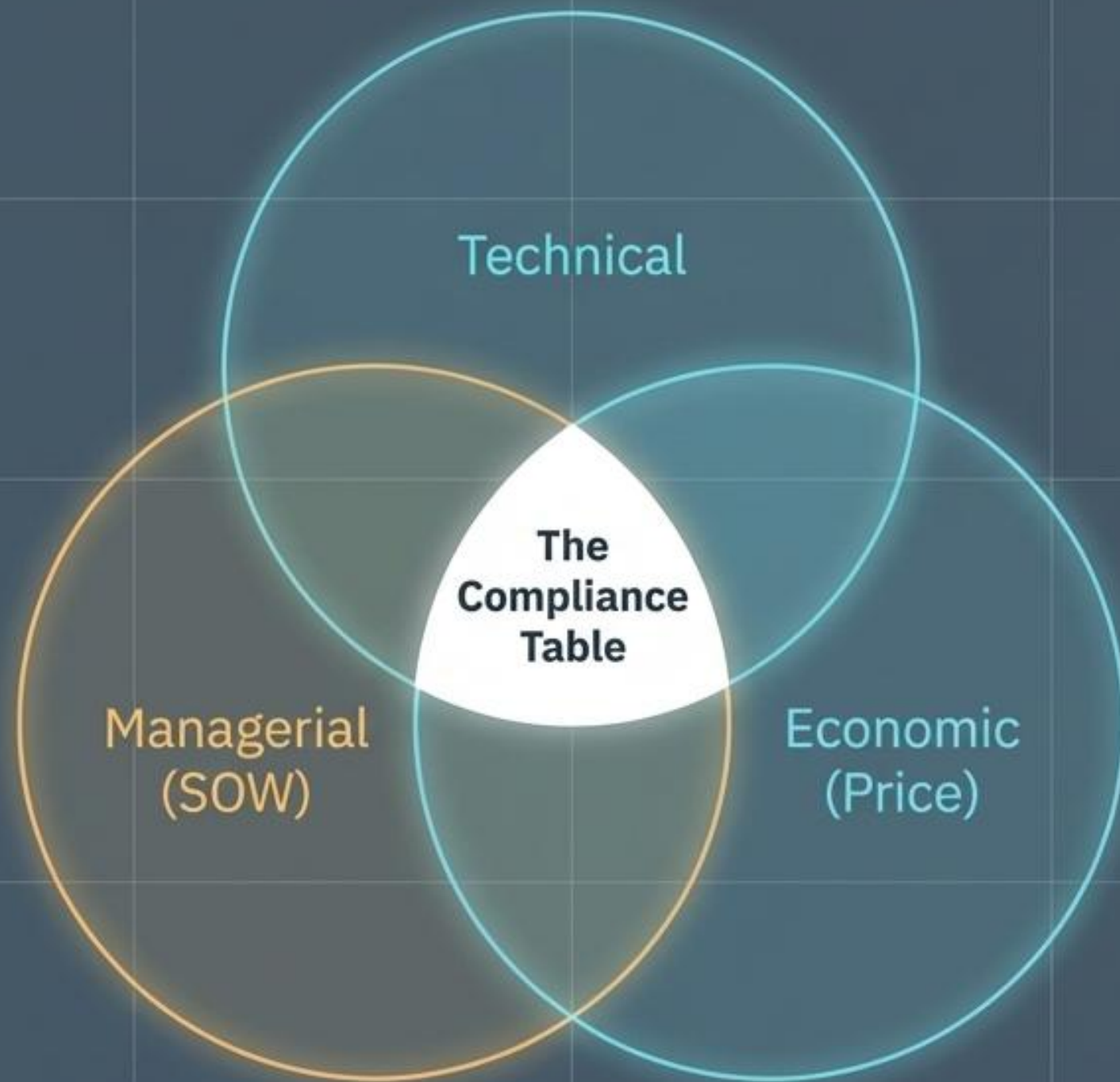
Utilize historical analogies and building blocks to estimate effort (e.g., historical board-development times) when the Working Point contains high uncertainty.

Telenortt: Optimizing the Working Point



The SE must map the customer's scoring logic—distinguishing between threshold criteria, design goals, and critical requirements—often with the help of Marketing and Competitive Intelligence.

The Proposal Triad & The Compliance Table



Subcontractor SOWs

The SE is the sole integrator ensuring subcontractor technical scopes seamlessly plug into the main system architecture without gaps.

Standardization

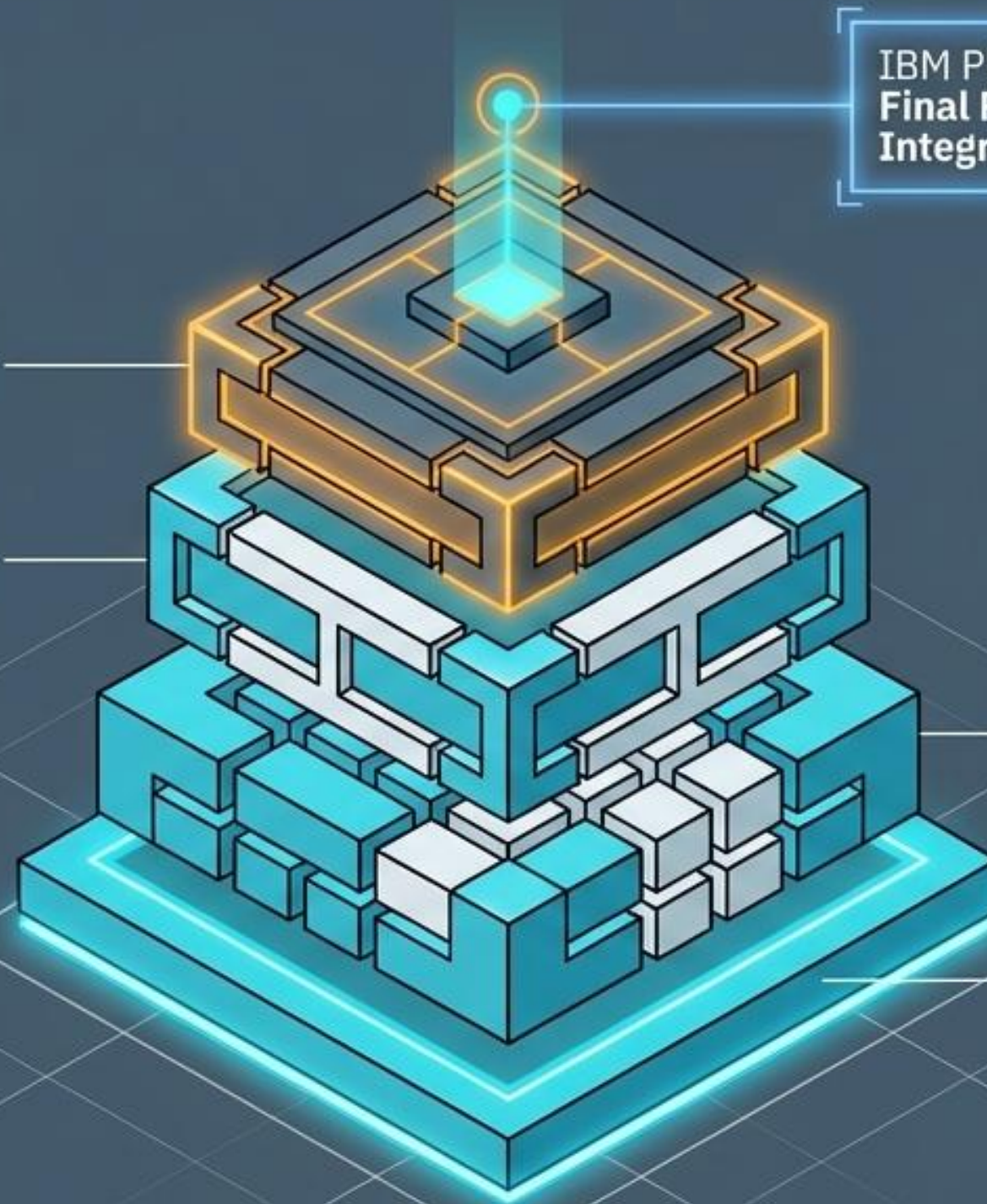
Identifying the 'landmines' in varying international customer standards by relying on Rafael's internal standard libraries and identical terminology.

The Architecture of Cost Modeling

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**Final Pricing Model &
Integration Matrix**

Inherent Standards: Mandatory inclusion of Rafael's internal quality and safety standards—even if the customer did not explicitly request them.

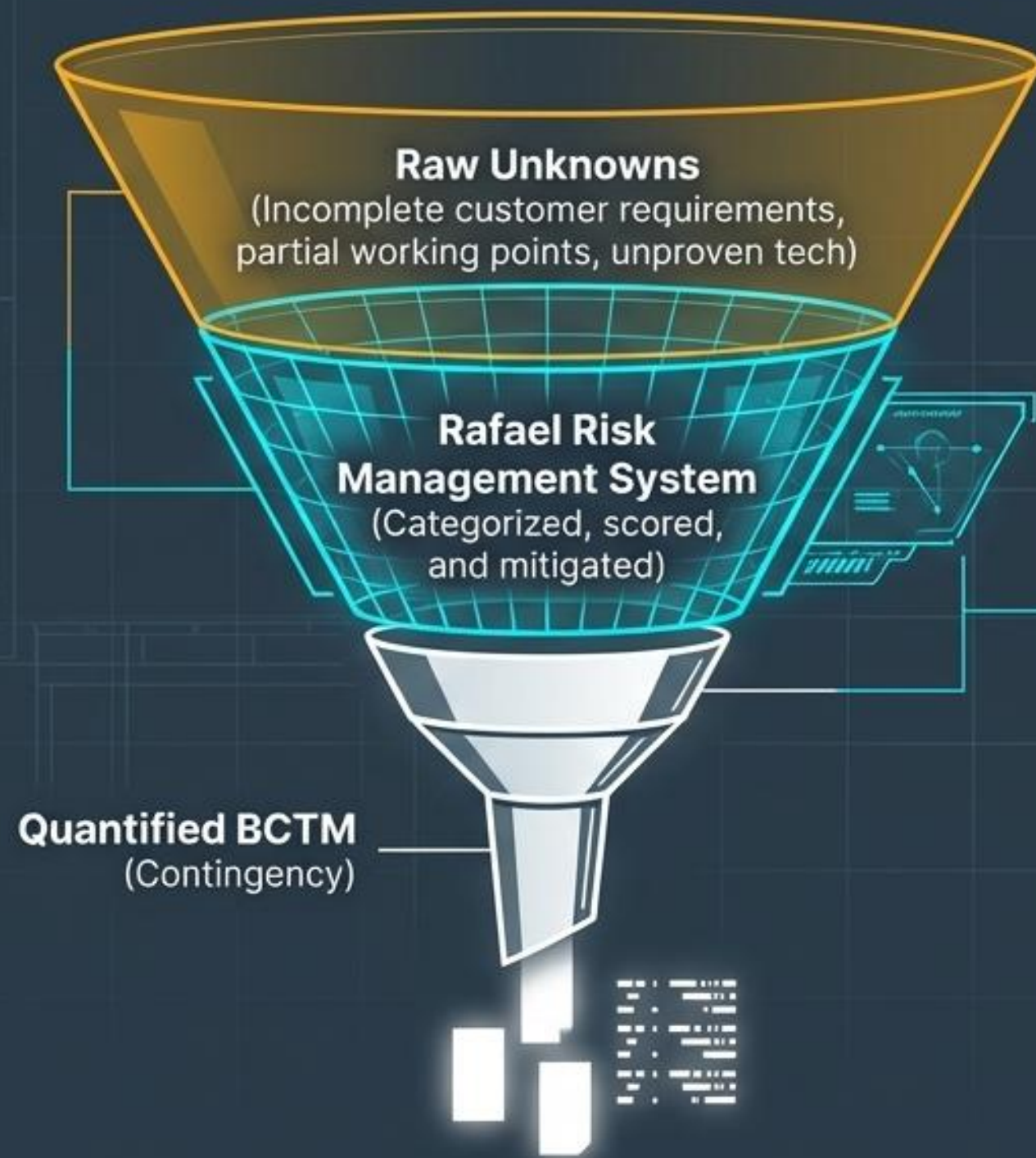
The Average Worker Baseline: Estimations based on standard proficiency, not solely on elite experts.



Pitch Division: Clear boundaries for Subcontractor Quotes & Discipline Labor to explicitly prevent double-counting.

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**Approved Working Point &
Complete WBS**

Risk & Contingency (BCTM)



Core Principle: The allocated cost for contingency (BCTM) must be a mathematical derivative of the project's formal risk profile—never the other way around. A risk plan is mandatory for every proposal.

Navigating the Customer Interface

Offense: Winning the Deal

Local Agents: Leveraging local representatives to decode customer expectations, organizational structure, and operational needs.

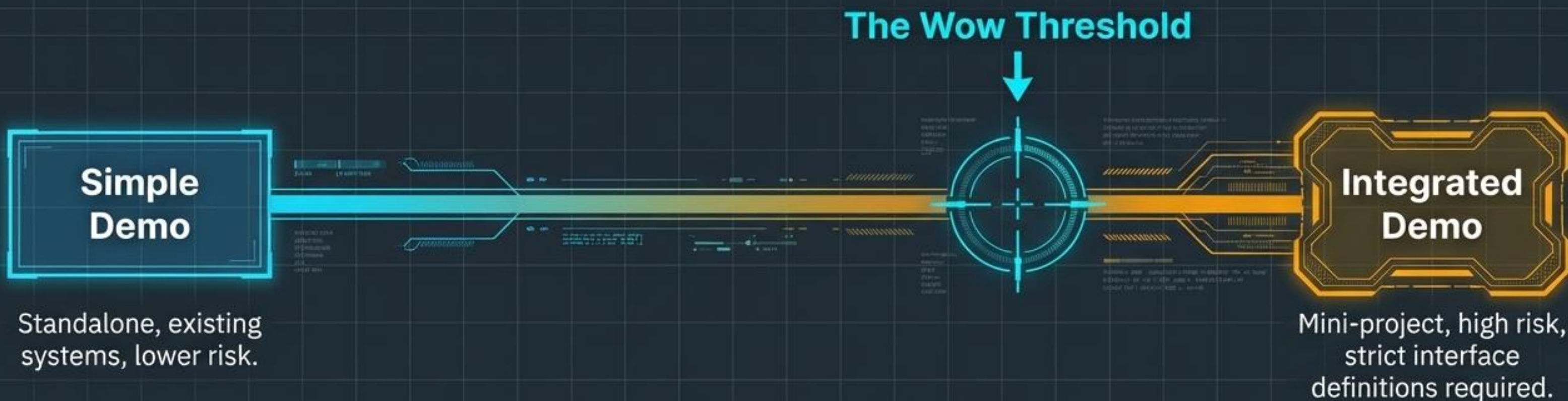
Targeted Agendas: Setting precise meeting expectations and bringing specific discipline leads only when their domain is the focus.

Defense: Protecting the House

Export Control Boundaries: Strictly adhering to API (Export Control) marketing licenses regarding what can be discussed.

IP Protection: Calibrating technical exposure to avoid educating a customer. Ensuring strict NDAs and TAA (for US markets) are active.

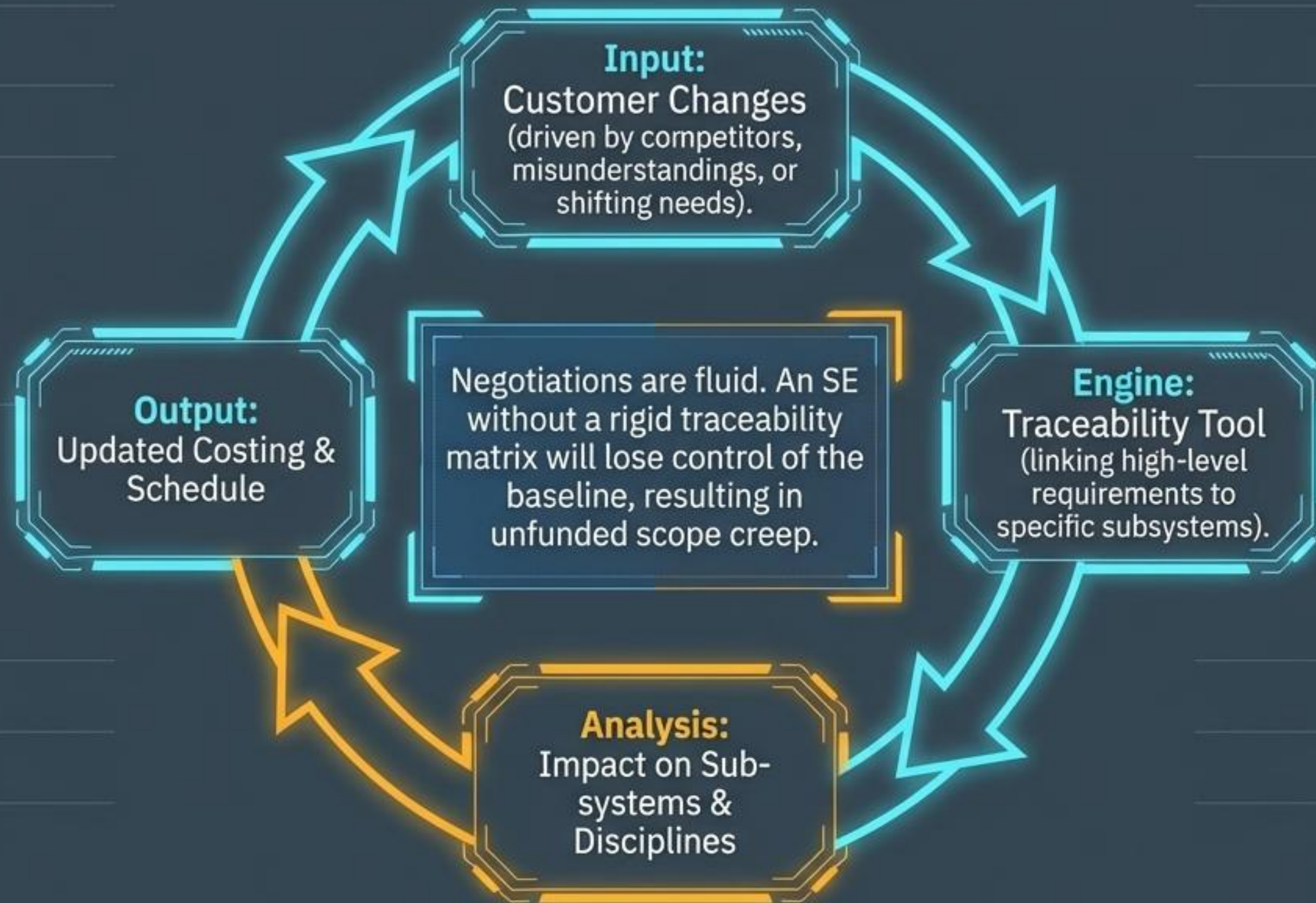
The Art of the Demonstration (Demos)



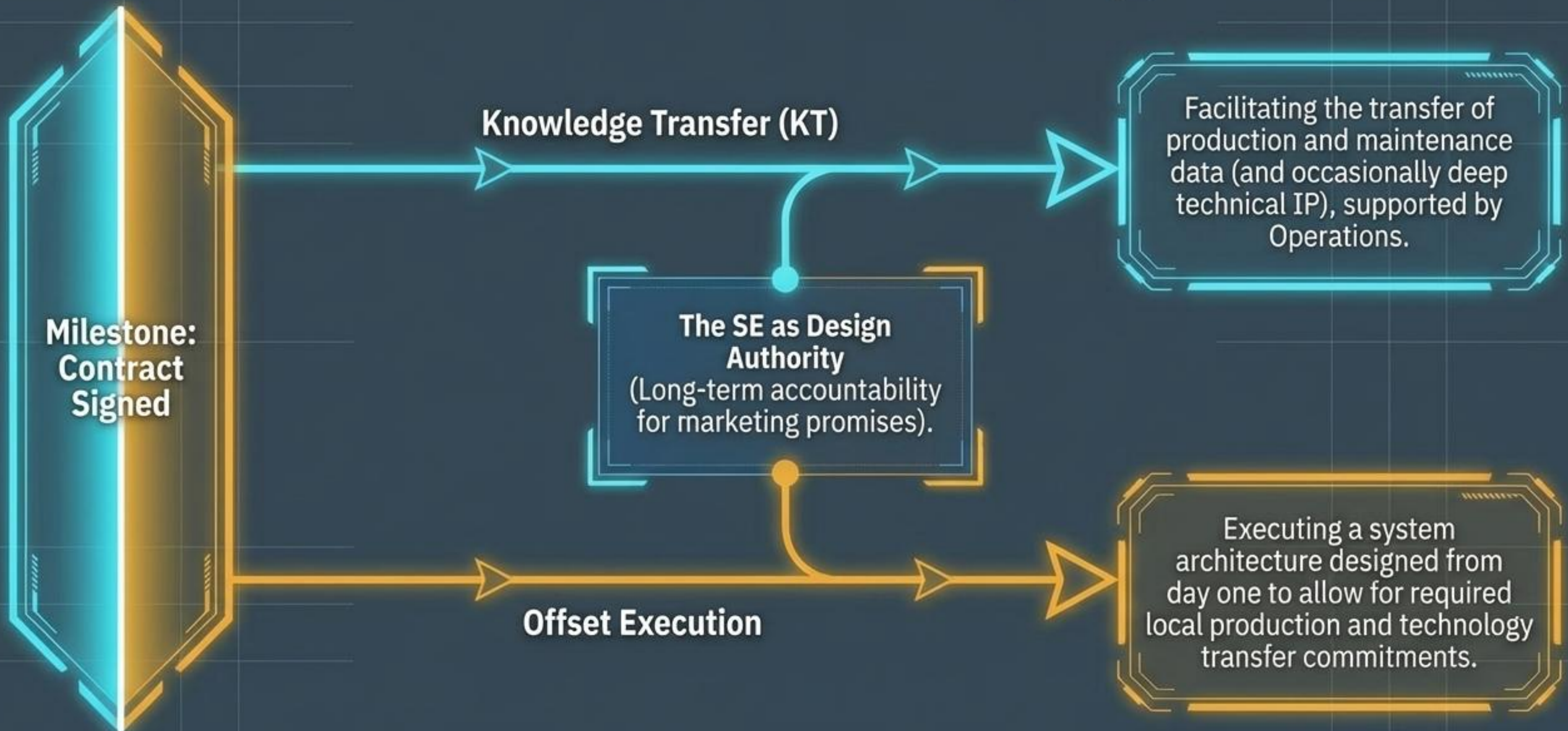
Strategic Rule: NCNC (No Cost, No Commitment)

Demos are typically unfunded. The SE must precisely identify the customer's minimum threshold for success versus what constitutes a decisive "Wow," eliminating any wasted effort beyond that exact point.

Agility in Negotiation



Contractual & Post-Delivery Support



Information Governance



Ultimate Goal: Protection against future contractual disputes and baseline ambiguity when the execution team (often different from the proposal team) takes over the project.

Synthesis: The SE's Dual Mandate

Architect of the Baseline

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Translating ambiguous customer needs into a precise, mathematically rigorous Working Point and Cost Model.

Guardian of Scope & Risk

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Enforcing strict boundaries, preventing double-counting, and ensuring contingency ensuring contingency (BCTM) is tied to actual, quantifiable risk.

Technical Diplomat

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Navigating the front lines of customer engagement, balancing the offensive drive to win with the defensive imperatives of Export Control (API) and IP protection.

The Systems Engineer is no longer just a builder of systems; they are a closer of deals.