

Corporate Alliance Program

Frequently Asked Questions (FAQs)



1. Q: Who are the 12 Corporate Alliance Program (CAP) corporations?

A. The members of the Corporate Alliance Program are Accenture, American Express, AXA Equitable, BNY/Mellon, Citi, Colgate-Palmolive, Columbia University, Con Edison, Credit Suisse, Goldman Sachs, IBM, and National Grid.

2. Q: What are the four initiatives that make up the CAP program, and how do I enroll?

A. CAP members have committed to support one or more of four separate initiatives that make up the CAP program. Each initiative has different requirements.

M/WBE Recruitment Service

CAP members request from the NYC Department of Small Business Services (SBS) lists of minority and women-owned businesses (M/WBE) that may satisfy contracting opportunities from their companies. Participation in the M/WBE Recruitment Service program requires that your firm (1) be currently certified as a minority or woman-owned business with the City of New York, and (2) have a complete and up-to-date profile in the SBS database.

City-certified M/WBEs are matched against the SBS database for contracting opportunities identified by CAP members. To best qualify for these opportunities check your profile in the Online Directory of Certified Businesses at www.nyc.gov/buycertified to ensure your experience and information are current. To update your profile, contact the Vendor Services team at bizhelp@sbs.nyc.gov or 212-513-6444. Pay particular attention to your contact information (business phone and e-mail), NIGP commodity codes, company description and past work experience.

CAP/ Columbia University Mentorship Program

A core group of M/WBE construction firms are identified through a competitive application process to participate in academic, bidding and technical assistance training in construction management and learn the unique aspects of what is required to do business with the CAP members.

Corporate Coaching Program

Professional services M/WBEs, selected through a competitive application process, will be matched with senior executives from CAP companies to participate in this program. Together, they address specific business challenges M/WBE firms face in core areas over a defined period of time. Additionally workshops in Pitching Your Business, Fundamentals of Strategic Sourcing, Sustainability Practices, Joint Venturing & Teaming, and Developing Your Business Plan help firms understand how to navigate corporate contracting.

The Corporate Coaching Program will have a separate application process. SBS will notify certified M/WBEs when the application periods open.

Corporate Skills Training

A training program designed to educate M/WBEs about doing business with private corporations. Workshops and resources include:

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- Joint Venturing & Firm Collaboration
- Basic Corporate Procurement Principles
- Fundamentals of Strategic Sourcing
- Pitching Your Business
- Responding to Bids and RFPs
- Succession Planning and Risk Management
- Sustainability Practices
- Going Global
- Sub-contracting and Tier 2 Buying

Registration for this program will be open to all certified companies at no cost. SBS will notify certified M/WBEs when the registration period opens.

3. Q: How will you identify M/WBEs qualified to participate in CAP?

A: M/WBEs that meet the appropriate criteria for each of the four initiatives will be considered. The CAP member companies each have minimum supplier capacity requirements (e.g. sales volume, age of business, and past contract performance) that may vary based on specific contracting needs.

4. Q: What are the services offered to M/WBEs that participate in CAP?

A: SBS supports all M/WBEs, including CAP participants, with services that include:

- business courses
- legal assistance
- access to financing and incentives
- help recruiting and training employees
- becoming a government contractor (City, State and Federal levels)
- finding the right contract opportunities – identifying agencies that buy what your company sells, how to register for contracting e-mail alerts, and access to exclusive networking events with buyers
- assistance competing for contract opportunities – answering questions on specific bids and RFPs, cost estimating, labor rates, and response formats
- assistance performing on awarded contracts (e.g. submitting payment requisitions, creating work schedules, and dealing with change orders)

5. Q: If I participate in CAP, will I still have to register my company separately in these corporations' supplier systems?

A: Currently, each corporation maintains its own supplier registration system, with their own processes and needs. SBS is creating a "How-to" guide to outline what M/WBEs need to do to register in each CAP member's system. IBM and Citi are already collaborating with other

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corporations (AT&T, Bank of America, Citi, Pfizer, and UPS) via a [supplier connection web portal](#) to consolidate common processes.

6. Q: I am already certified as a member of the Women Presidents' Educational Organization (WPEO), Women's Business Enterprise National Council (WBENC) and/or National Minority Supplier Development Council (NMSDC). What's different about this program?

A:

- There is no fee for City-certified M/WBEs to participate in CAP
- If you are currently receiving contracting opportunities through one of these organizations, CAP may afford you additional opportunities
- SBS works closely with both WPEO and NMSDC. Members of these organizations can "fast-track" their M/WBE certification with the City as a result of our partnership.

7. Q: Who is the contact at SBS for questions about CAP?

A: For more information on CAP you may contact Daphne Emerson, Corporate Alliance Program Manager (corporatealliance@sbs.nyc.gov/ 212-618-6756). You can also contact the Vendor Services team at bizhelp@sbs.nyc.gov or 212-513-6444.

8. Q: Will participating in CAP guarantee my firm a contract?

A: No program offered by the City of New York will guarantee a contract. With the exception of sole-source contracts, emergency purchases and certain negotiated acquisitions, all contracts awarded by the City are competitively bid. Likewise, our CAP members do not have contracts "set-aside" for participating firms.

What you will gain is increased access to these corporations and better information about their requirements for the vendors that they contract with. This should help your firm to become more competitive when seeking opportunities to work with them.

9. Q: Will I be able to meet buyers from the CAP participating corporations that can help my firm get a contract?

A: A special section of our annual Citywide Procurement Fair is designated for CAP members. There, you'll be able to meet supplier representatives from some of the companies and talk to them about contracting opportunities. Additional events will be announced as they are planned.

10. Q: What will the corporations that participate in CAP do with my information when SBS sends it for possible contracting opportunities?

A: Both the corporations participating in CAP and SBS hold your firm's data with the highest level of confidentiality and security. Your data will not be provided to third parties for any other purpose.

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11. Q: I'm a minority/woman business owner and want to participate in CAP. What do I need to do to certify with the City of New York? OR I used to be certified with the City as an M/WBE, but my certification expired. How do I re-certify?

A:

- Download the M/WBE certification application at www.nyc.gov/getcertified or begin the application online at www.nyc.gov/BusinessExpress
- Attend free workshops on the certification application process. See workshop schedule and register at www.nyc.gov/helpmecertify
- Get help completing the certification application at any one of the NYC Business Solutions Centers. Find the center nearest you or have an Account Manager contact you, visit www.nyc.gov/NYCBusiness

12. Q: My firm is not a certified M/WBE and not eligible to get certified, but I would still like to access all of your services, including CAP.

A: In addition to the City's M/WBE program, SBS runs a federally-funded Procurement Technical Assistance Center (PTAC) to help all businesses learn to sell to all levels of government. Additionally, you may visit the [NYC Business Solutions Centers](#) located in every borough of the City.

While as a non-certified firm you won't have access to the special services offered under CAP, you can still go to each corporation's website and register in its supplier system directly. Many of these corporations have commitments to work with all types of small businesses.

13. Q: When and how can I apply to get a CAP coach?

A: We will notify M/WBEs by e-mail to announce the start of each new CAP initiative. You will receive an e-mail when the Corporate Coaching Program begins.