

RURAL DEFENSE MANUFACTURER ZEROES IN ON FUTURE BUSINESS MODEL OPPORTUNITIES

ABOUT DYNOVIS INC. Founded in 2013, Dynovis, Inc. is a Virginia-based business providing inspired engineering solutions and product expertise for the defense industry. Manufacturing is currently located in Fairfield with plans to expand its engineering and manufacturing capability.

THE CHALLENGE. Many Virginia companies in rural regions, micropolitan areas, and small metropolitan areas have struggled to maintain or diversify their businesses away from federal contracting, especially in the Department of Defense (DOD) supply chain sector. Dynovis is an example of one company in need of expanded investments to help sustain its current DOD capacity, while at the same time creating new capacity for related opportunities.

MEP CENTER'S ROLE. GENEDGE received funding through the Virginia Department of Veterans Affairs & Homeland Security to operate the Rural Virginia DOD Supply Chain (RURAL-VA) program. This special program identifies, selects and assists qualified DOD supply chain companies in Virginia as they scale their development of diversified business planning, new commercial offerings, or expanded DOD supply chain business opportunities. The goal is to improve the capacity and capabilities of targeted, existing suppliers in the initial year of this effort allowing companies like Dynovis to capture new business and increase sales volume on existing programs that are experiencing growth.

Based on the results of their CoreValue® “Discover” and CoreValue® “Deep Dive” analyses, Dynovis was accepted into the program. GENEDGE engaged in a formal project with Dynovis to be completed in two phases: (i) Growth Accelerator, and (ii) ISO Management System Implementation. Growth Accelerator facilitations are designed to help a company’s leadership align strategically around a central Mission and Vision, then prioritize strategic business investments and resources accordingly. ISO Management System Implementation is particularly helpful to DOD suppliers like Dynovis, who are seeking to diversify their portfolios with commercial opportunities. Like many DOD suppliers, Dynovis is aligned to MIL specs and standards to guide their quality system; however, commercial and industrial supply chains do not recognize that standard. The Phase 2 ISO Implementation services help these suppliers develop a quality management system that can be certified to the International Standards Organization systems such as ISO9001, TS 16949, and AS 9100.

"While our formal GENEDGE impact statement tells a story of our level of satisfaction for GENEDGE's efforts working with us, we want to relay our appreciation for guiding the discussions over the past several months - a very informative and worthwhile effort. We want to stay engaged with GENEDGE as we grow and scale, not only to have a fresh set of eyes in our planning, but also to help maximize our potential with available GENEDGE resources."

-Mike Tyson, VP Programs

RESULTS



Phase 1: Reduce complexity of direct selling by **85%**



Phase 1: Reduction in quoting cycle time by an estimated **40%**



Phase 2: Prepared client for independent certification to the commercial ISO standard.

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