



Vendor Perspectives on Collaboration

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Why Collaborate?

- ▶ Why does collaboration even matter?
 - Better solutions achieved if expertise from all sides is solicited
- ▶ Vendor perspective – even more critical
 - We aren't the regulator
 - We aren't the customer
 - We can build anything, but...



Collaboration and Partnership = Customer Success

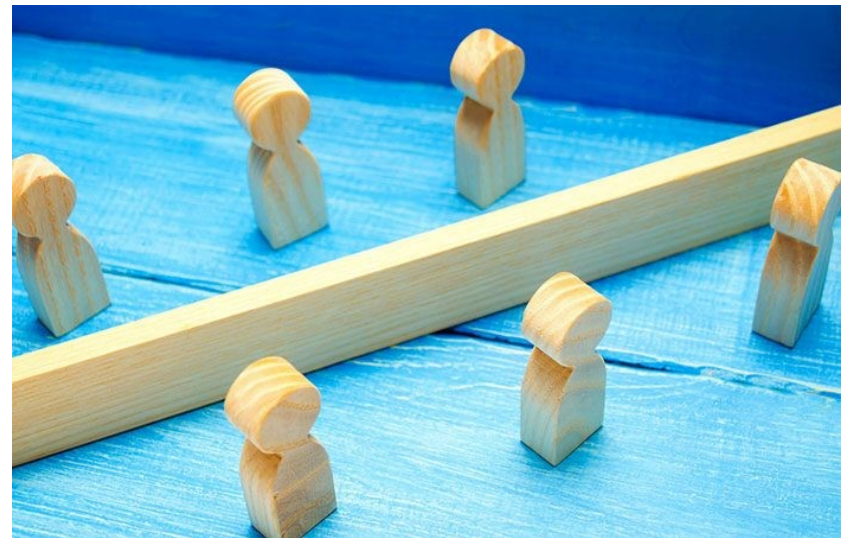
Case Studies

- ▶ Bad designs/products derive from bad requirements
- ▶ Bad requirements derive from lack of customer understanding
- ▶ Security/P&B Examples:
 - Misses:
 - CAARS
 - Original Checkpoint CTs
 - First Body Scanners
 - Hits:
 - Brownsville
 - Automated Screening Lanes
 - Schiphol
 - AI/Prohibited Items



Barriers to Collaboration...

- ▶ Prescribing solution instead of seeking collaboration
- ▶ Vendor arrogance: “we know better”
- ▶ Unequal power between two collaborators
- ▶ Inability to be open
 - Trust or competitive concerns
- ▶ Inability to find an expert partner
 - Vendors internally focused



Solutions?

- ▶ Classic Change Management problem
 - Us vs. “the problem”
 - Create the shared need
- ▶ Excellent project management/project managers
- ▶ Matchmaking programs
 - Incubators/conferences to identify partnership opportunities
- ▶ Industry Days
 - Mediated?
- ▶ Academic Partnerships
 - People and ideas..

