

AUSA Sustaining Member Profile

Brighton Cromwell, LLC

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Brighton Cromwell, LLC is a certified, small-business supply chain integrator providing procurement, logistics and kitting services in support of numerous military platforms to DoD, international militaries and prime contractors. The company has established relationships with numerous manufacturers, leading industrial supply companies and original equipment manufacturers (OEMs) to successfully manage thousands of contracts sourcing aftermarket parts, kitting solutions and equipment for a variety of tactical military vehicles, aircraft and naval systems. It maintains ISO 9001:2008-quality management certification, and it is certified to the SAE Aerospace Standard AS9120 for aviation, space and defense distributors.

Headquartered in Randolph, N.J., Brighton Cromwell (BC) has 50 employees and operates distribution from two warehouses in Randolph and Mine Hill, N.J., totaling 40,000 square feet to accommodate growth. The company has been recognized as one of the fastest-growing defense and technology companies in the country over the past decade, building a reputation as a reliable military supply chain partner capable of finding almost any part and delivering it almost anywhere in the world. BC's corporate culture encourages employees to continuously perfect the form and functionality of the technology and services used by the company to strengthen the capabilities of the U.S. warfighter.

Responding to the shift in U.S. defense spending away from new weapons system development to sustainment and upgrades of existing tactical military equipment, BC has become expert in creating maintenance and overhaul kits to efficiently manage fleet upgrades and repairs. The company has established relationships with important OEMs to ensure the delivery of genuine authorized parts, allowing it to provide highly competitive prices through its direct-buying capabilities.

BC won its first contract to provide kits to support routine maintenance of tactical vehicles in 2004 and, in September 2010, won another contract with the Defense Logistics Agency (DLA) Land Attachment to deliver more than 9,000 additional kits. To meet the aggressive delivery timeline, BC oversaw management of 31 subkits and components and implemented a plan to reduce stock-outs and cut production time in half. BC then implemented this plan across its entire organization and doubled its shipment capabilities without adding significant infrastructure. Today, the company is the largest supplier of kits to the DLA Land Attachment and one of only three authorized military parts distributors for AM General, manufacturer of the Humvee.

Determined to carve out a niche for BC, the company's leaders sought to develop advanced technology for contract management and sourcing in the industry that would give them a competitive advantage far above other supply chain integrators. To that end, BC invested in the development of proprietary supply chain management software to streamline and manage every step of the procurement cycle. A team of talented programmers was brought on to design SEDNA, which features a bid management and sourcing system that analyzes hundreds of ordering activities and catalogues parts from more than 4,000 suppliers. SEDNA features patent-pending sourcing technology that enables BC to quickly and accurately source routine and hard-to-find military parts. Using performance-based metrics to ensure the highest level of support, SEDNA delivers inventory management, parts sourcing and acquisition, distribu-



tion, material forecasting, obsolescence management, and quality control, and it provides the best value in logistics and contract management for America's warfighter. BC now supplies sourcing and procurement services to nine of the top 25 defense contractors in the world.

BC also recently introduced its new wholly owned subsidiary, Govbuy.com, which this year will launch the largest commercial online marketplace for federal, state and local governments as well as tax-exempt entities such as colleges, universities and hospitals. Govbuy.com will offer a comprehensive selection of tools and supplies across multiple product categories, offering more than four million stock-keeping units (unique items) and dozens of distribution centers throughout the country.

BC is recognized among the fastest-growing technology companies in New Jersey (No. 1 in 2009 and No. 5 in 2010, *NJBIZ*); is listed on Deloitte's Technology Fast 500 (2009 and 2010); and is listed in *Entrepreneur Magazine's* Hot 100 (2008), placing 21st on the list of fastest-growing government contractors in America. The company also has been named in the Inc. 5000 (2008–2010).