



Proposal Preparation Support

Extend Your Staff

Augment Your Capability

Increase Your Proposal Development Efficiency

Increase Your Win Rate



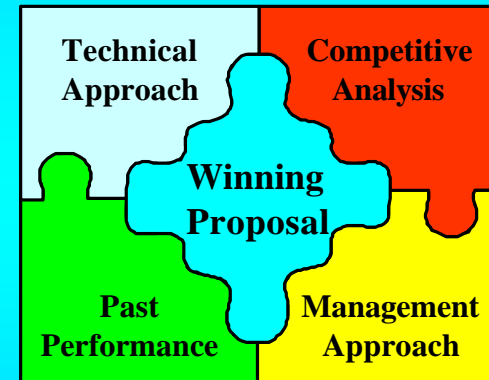
Overview

- We Can Assist Your Current Proposal Development Capability
 - Writing/Authoring/Researching
 - Proposal Reviews (e.g., Pink/Red Team)
 - Reviewing Your Proposal Process
 - Provide Proposal Development Support Tools
- We Can Augment Your Current Capability
- We Can Outsource the Entire Proposal
 - Providing Snapshots at Key Review Milestones
- We can Handle Your Short Turnaround and “Must Win” Opportunities & Meet Surge Needs



Proposal Preparation Support

- Competitive Analysis
- Proposal Management
- Technical Approach
- Management Approach
- Past Performance
- Resume's
- Cost



Competitive Analysis

- Bid Qualification
- Strategic Win Approach
 - Low Cost
 - Highest Capability/Best Technical
 - Best Value (With BOE Justification)
- Teaming Partners
 - Strategic Team Members
 - Niche SD/SDB/8a Teaming Partners



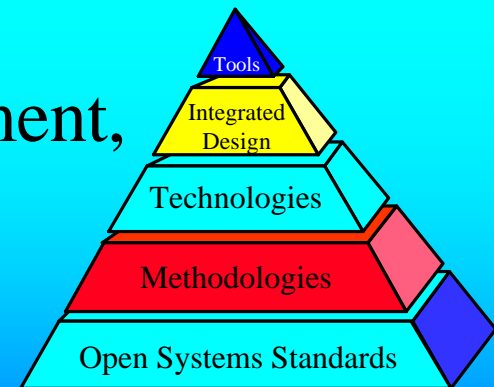
Proposal Management

- Ensure FULL Compliance
- Develop Themes, Discriminators, Ghosts, Mitigating Our Team Ghosts
- Schedule Development
- Capture Management Coordination
- Production & Delivery Support



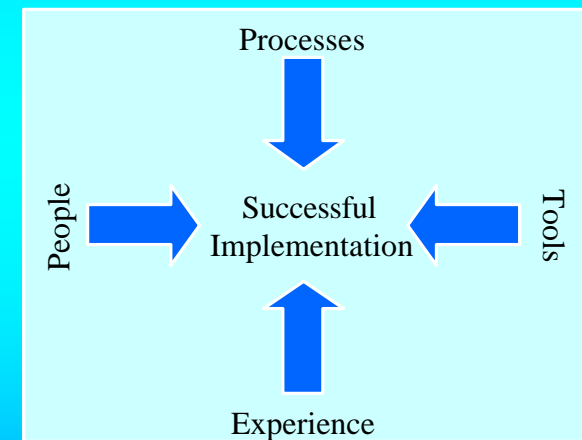
Technical Approach

- Customized Solutions Tailored to the Customers Standards, Needs, and Priorities
 - IEEE 12207, J-STD-016, MIL-STD-498, DoD STD 2167A
 - SEI CMM for Software Development, Acquisition, Integration
 - DII-COE
 - Lifecycle Process Model
 - COTS Solutions (ERP, CRM, Legacy Integration)



Management Approach

- Program Management Office and Related PMO Support Organization
- Supporting Elements
 - QA, CM, PET, etc.
- Automated Tools
 - MS-Project, JAMIS, etc.
- Service Level Agreements (SLAs)
- Performance Based Contracting
- Metrics Definition & Measurement
- Bringing the People, Process, and Tools Together



Past Performance

- Selection of Appropriate References
- Tailored Write-Ups to Match RFP Requirements
- Submitted to PM for Review/Comment
- Awards/Discriminators (Things Done Right)
- Lessons Learned (Things Not Done Right)



Resumes

- Labor Category Conformance
 - Matching RFP Labor Categories to Company Labor Categories
 - Matching Based on Degree, Years of Experience, and Type of Experience
- Resume' Writing
 - Full Compliance with RFP
 - Formatted for Easy Evaluation



Cost

- Very Sensitive Information
 - Dedicated Cost Personnel Per Company. Never Will We Have the Same Cost Support Person Supporting 2 Companies at the Same Time.
 - Cost Win Strategy
 - Build-Up Support
 - Supporting Basis of Estimate



Supplemental Support

- Bidders Conference Support
- Questions and Answers
 - Which Questions to Ask
 - Which Questions NOT to Ask
- Orals Preparation & Coaching
- Infrastructure Support (Repository)
- Editing, Publishing, & Production



Infrastructure Support (Repository)

- Web Based Repository
 - Microsoft SharePoint Portal
 - Database of Past Performance POC Data
- Searchable Repository
 - Keyword Search for Specific Capability
 - Structured File System for Proposals
 - Structured Components (CM Plan, etc.)
- Proposal Management Tools
 - Who is Working on Which Proposals



Types Of Support

- Staff Extension
 - Integrated with Proposal Team
 - Working as a Proposal Writer/Reviewer
 - Section/Volume Leader
- Outsourced
 - Complete End-To-End Proposal Development
 - Support Your Pink/Red Team Reviews



Results

- Organizations that we have Supported Have Achieved a Sustained Win Rate of 80%+ (dollars bid/dollars won) Over Five Years
- 99%+ Proposals Were Found To Be Fully Compliant
- We Can Help You With Your Proposal Process and Proposal Development Tools



Proposal Clients

- Australian Government
- Bureau of Alcohol Tobacco and Firearms (BATF)
- Bureau of Land Management (BLM)
- Census Bureau
- Department of Commerce
- Department of Defense
 - Air Force
 - Army
 - Navy
 - Marines
 - DISA
 - DFAS
- Department of Energy
- Department of Education
- Department of Justice
- Department of State
- Department of Transportation
- Department of Treasury
- Federal Bureau of Investigation (FBI)
- FEDCAC
- Federal Aviation Administration (FAA)
- Federal Deposit Insurance Corp. (FDIC)
- General Services Administration (GSA)
- German Government
- Health & Human Services (HHS)
- Housing and Urban Development (HUD)
- Hungarian Government
- Immigration and Naturalization Service (INS)
- Internal Revenue Service
- National Aeronautics & Space Administration (NASA)
- National Institutes of Health (NIH)
- National Imagery and Mapping Agency (NIMA)
- National Oceanic and Atmospheric Administration (NOAA)
- New Zealand Government
- Nuclear Regulatory Commission (NRC)
- National Security Agency (NSA)
- Peace Corps
- Poland Government
- Small Business Administration (SBA)
- Social Security Administration
- United Kingdom
- United States Coast Guard (USCG)
- United States Postal Service (USPS)
- (... and many more, including numerous commercial)



Summary

- We Can Assist Your Current Proposal Development Capability
 - Writing/Authoring
 - Pink/Red Team Reviewing
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- We Can Augment Your Current Capability
- We Can Provide Support Tools (Repository)
- We Can Outsource the Entire Proposal
 - Providing Snapshots at Key Pink/Red Team Reviews

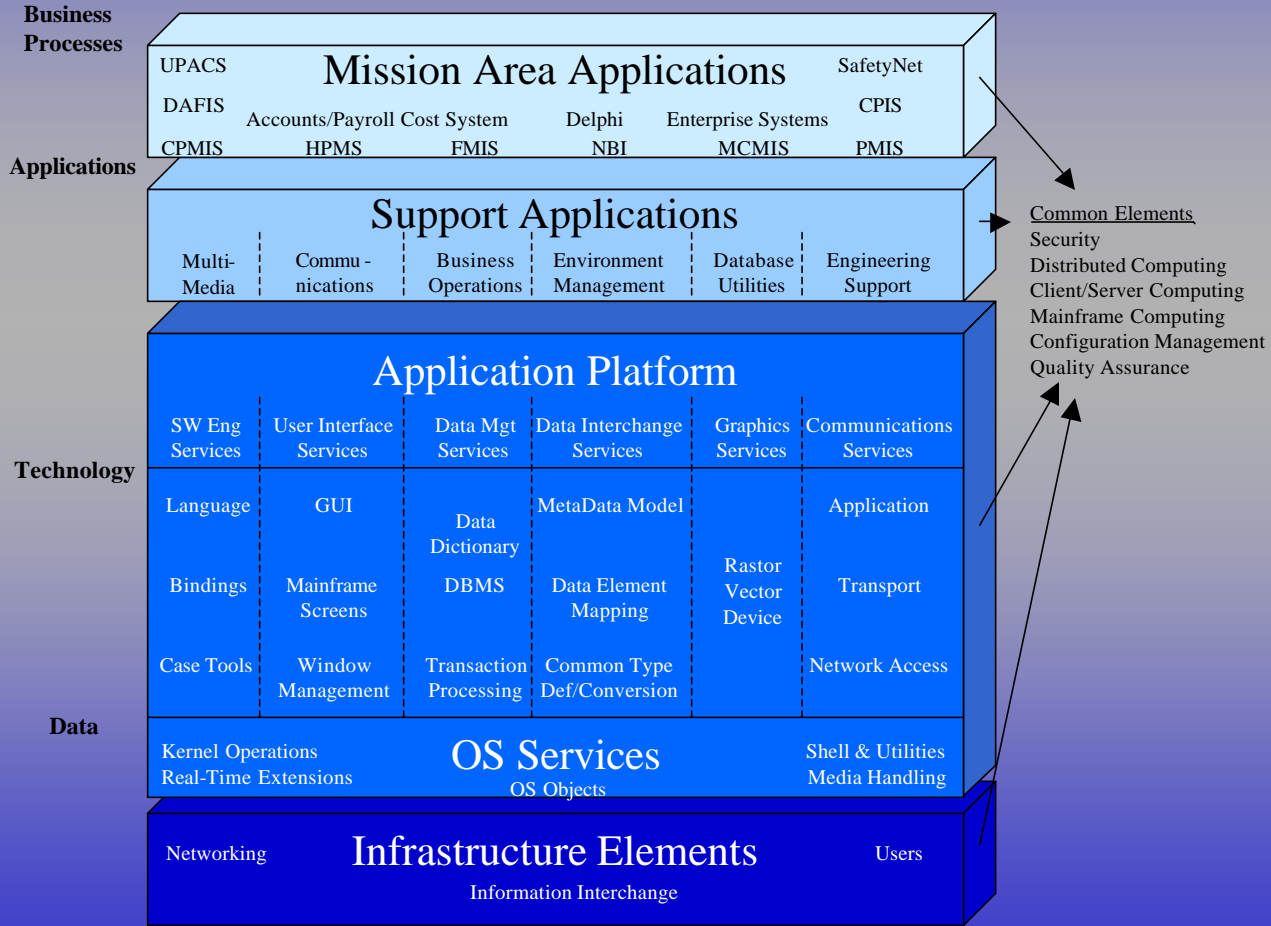


Supporting Reference Slides



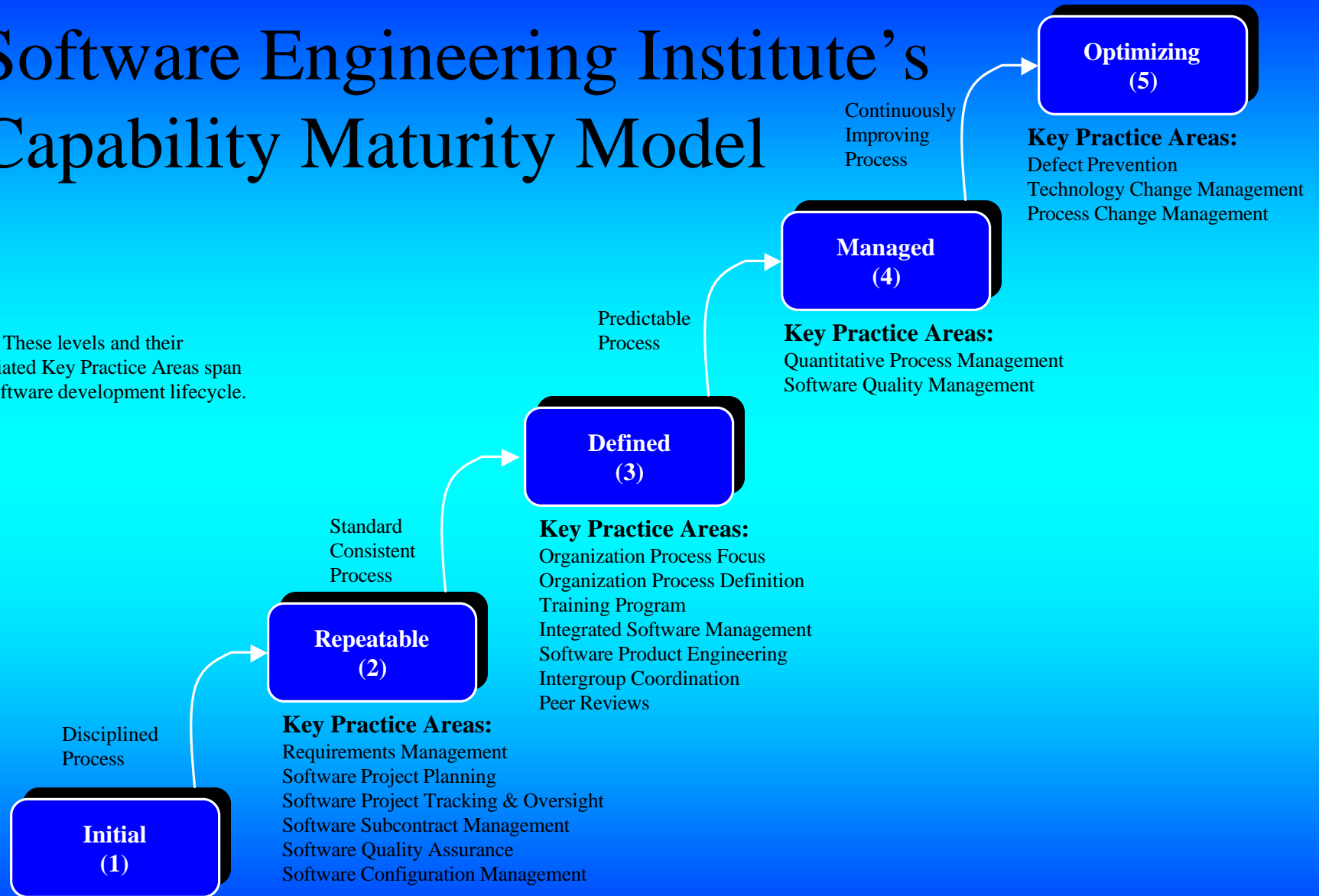
Enterprise Architecture

FEAF Layers

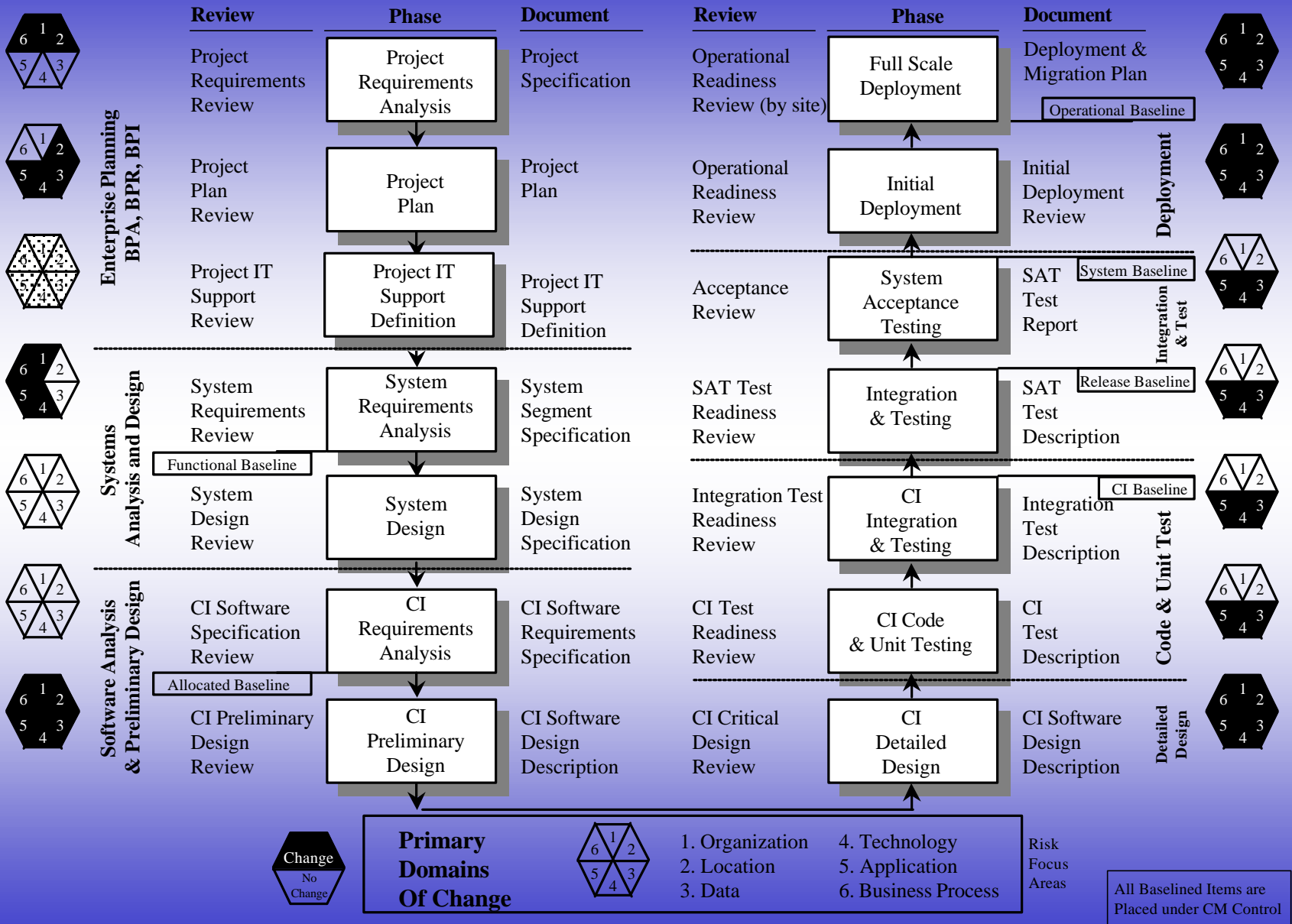


Software Engineering Institute's Capability Maturity Model

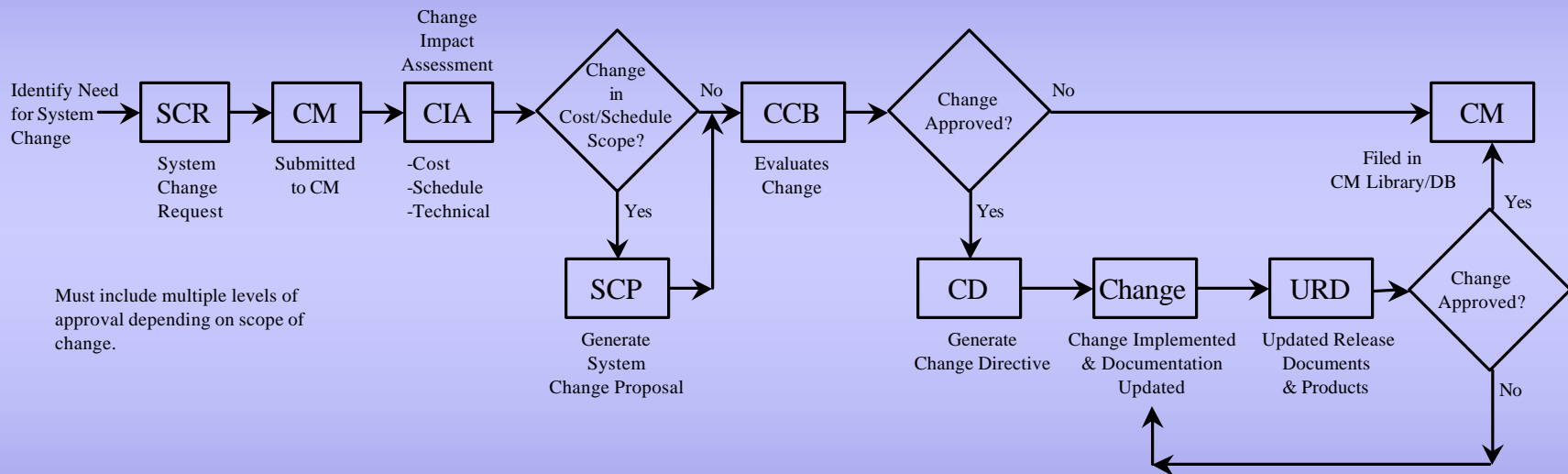
Note: These levels and their associated Key Practice Areas span the software development lifecycle.



Development Lifecycle: Phases, Reviews, Activities, Documents and Baselines



CM: Baseline Change Management Process



Configuration Management

Component Versions Locked Into Proposal Release

Numbering:
Release.Subrelease.Subsystem.CI

Section #	Proposal #1	Proposal #2	Proposal #3	Proposal #4
1.1.1.1	V1	V1	V1	V1
1.1.1.2	V2	V2	V2	V2
1.1.1.3	V8	V9	V8	V8
1.1.2.1	V1	V4	V1	V1
1.1.2.2	V5	V7	V7	
1.1.2.3	V4	V5	V5	V4
	SubRelease 1.1	SubRelease 1.2	SubRelease 1.3	SubRelease 1.4

CI Partitioning:

- Different Platforms
- Different Functions
- Different Executables
- Different Interfaces (e.g. Web, IVR, etc)

Not every Release will contain every Section

Different Versions Locked Into Proposal Releases

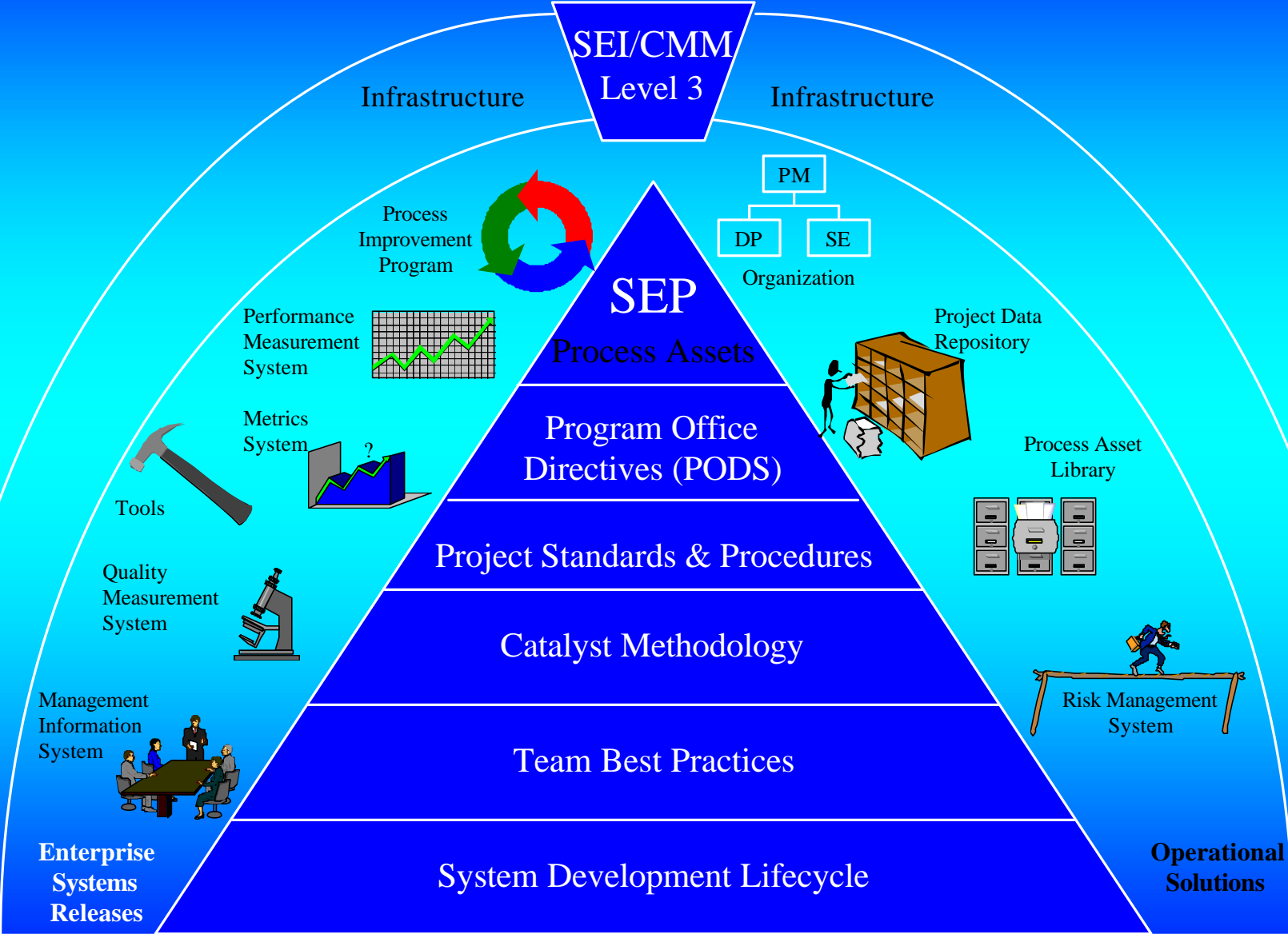
Proposal Release	Mainframe	Regional Server	PC
A	1.1	1.1	1.1
B	1.2	1.1	1.1
C	1.3	1.2	1.1

JandJ Notes:

- Proposal Lots?
- Files & Sections
- Standard Templates



Program Quality Management System

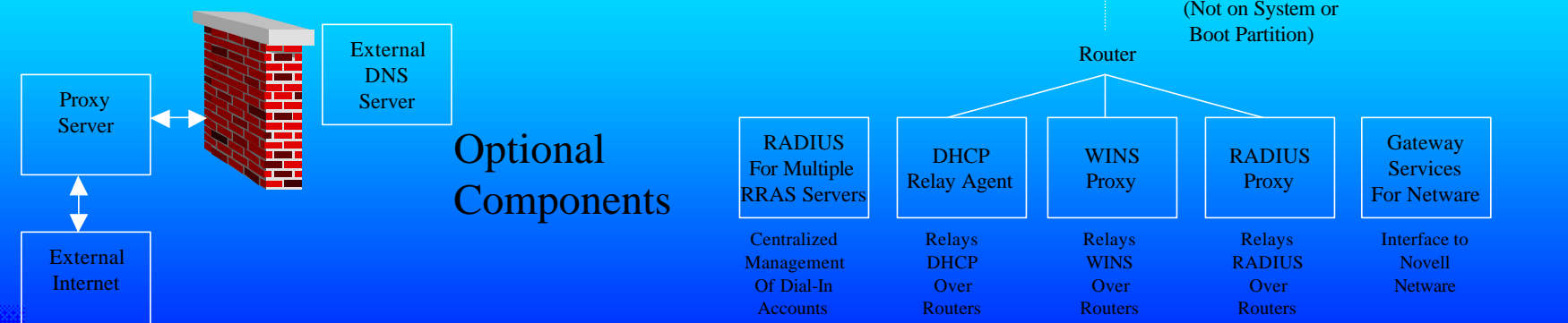
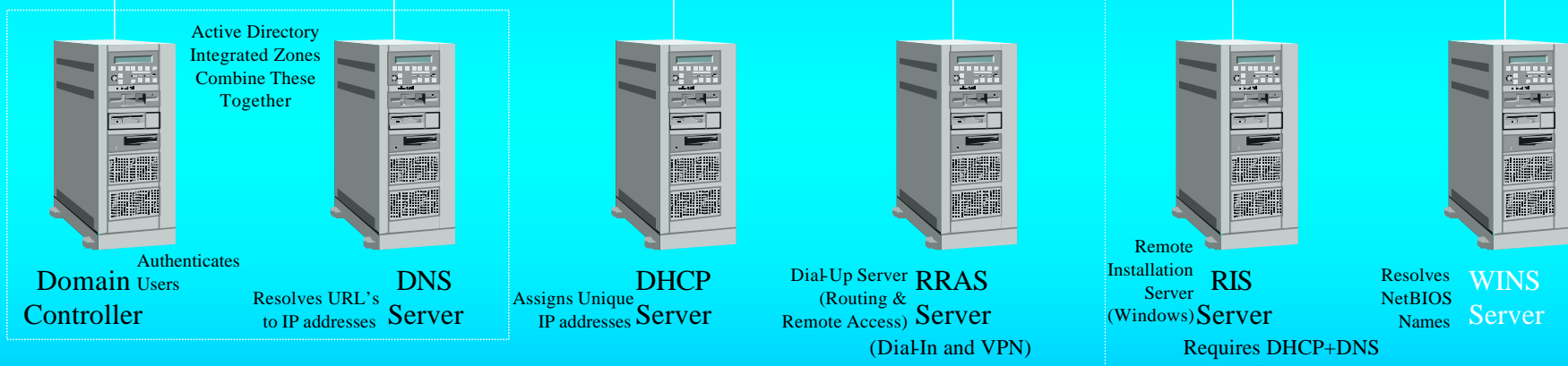
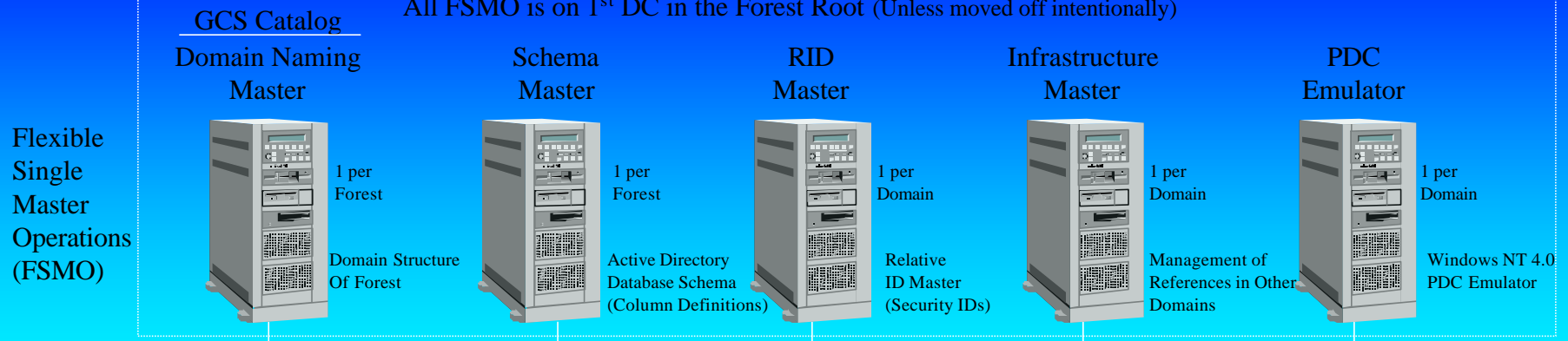


Applied Computer Engineering
 Our PQMS is Fully Integrated With Our Team, Ready to Ensure Quality Results for You.

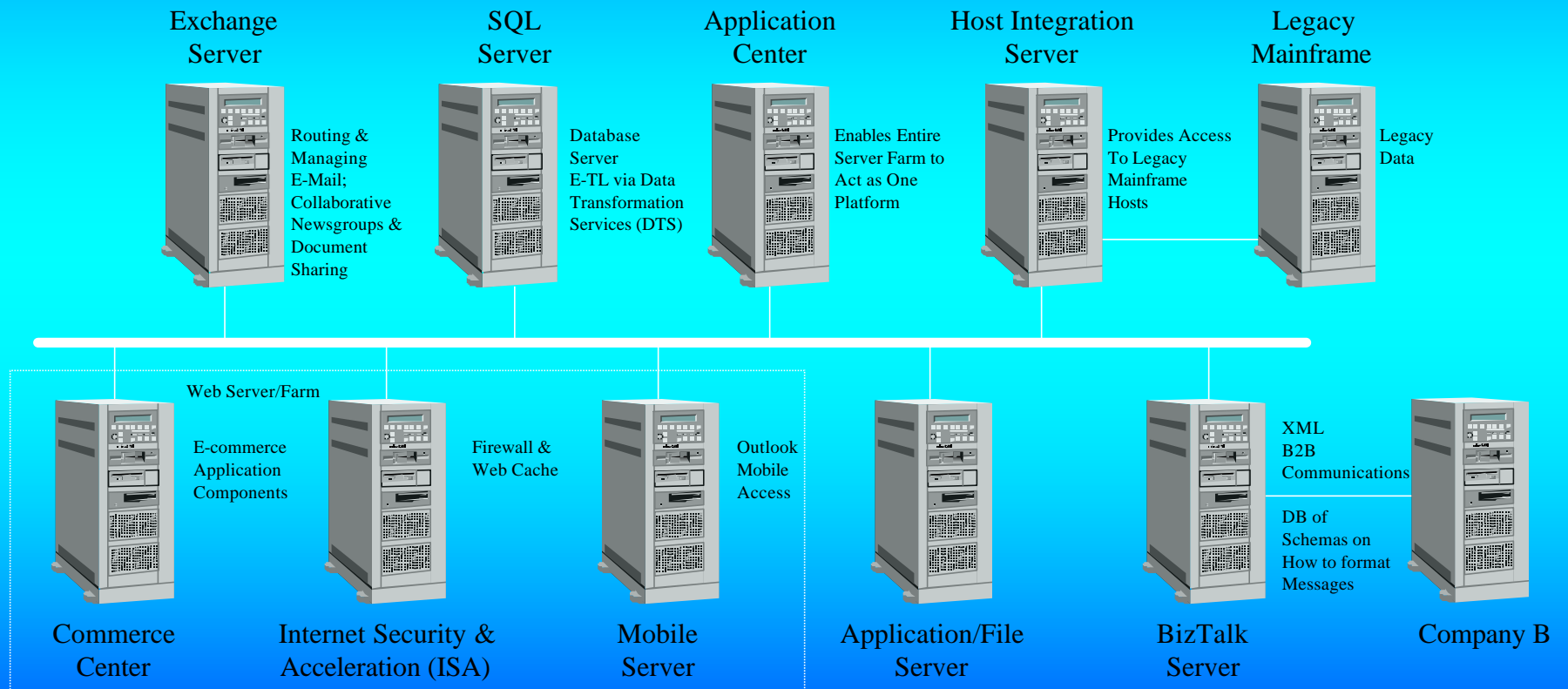
Windows 2000 Nominal Network – Roles (explained)

Can all be on 1 Domain Controller

All FSMO is on 1st DC in the Forest Root (Unless moved off intentionally)



Microsoft.Net Server Family



.Net Common Components

Assembly

Assemblies replace COM

PE Metadata	Portable Executables (PEs): DLLs and EXEs Microsoft Intermediate Language (MSIL)	Module Version ID
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PEs are made up of MSIL and use JIT compiling

Common Language Runtime (CLR)

Common Type System (CTS)

All Languages Share a CTS

Unified Class Framework

Class Framework is Unified Across Languages

Visual
Basic
File.vb

Visual
C++
File.vc

Visual
C#
File.vs

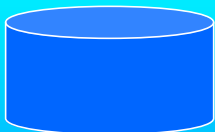
Other
(Cobol)
File.cob

Languages are built on top of the common CLS

Common Language Specification (CLS)

Namespaces are used to organize hierarchies within each system

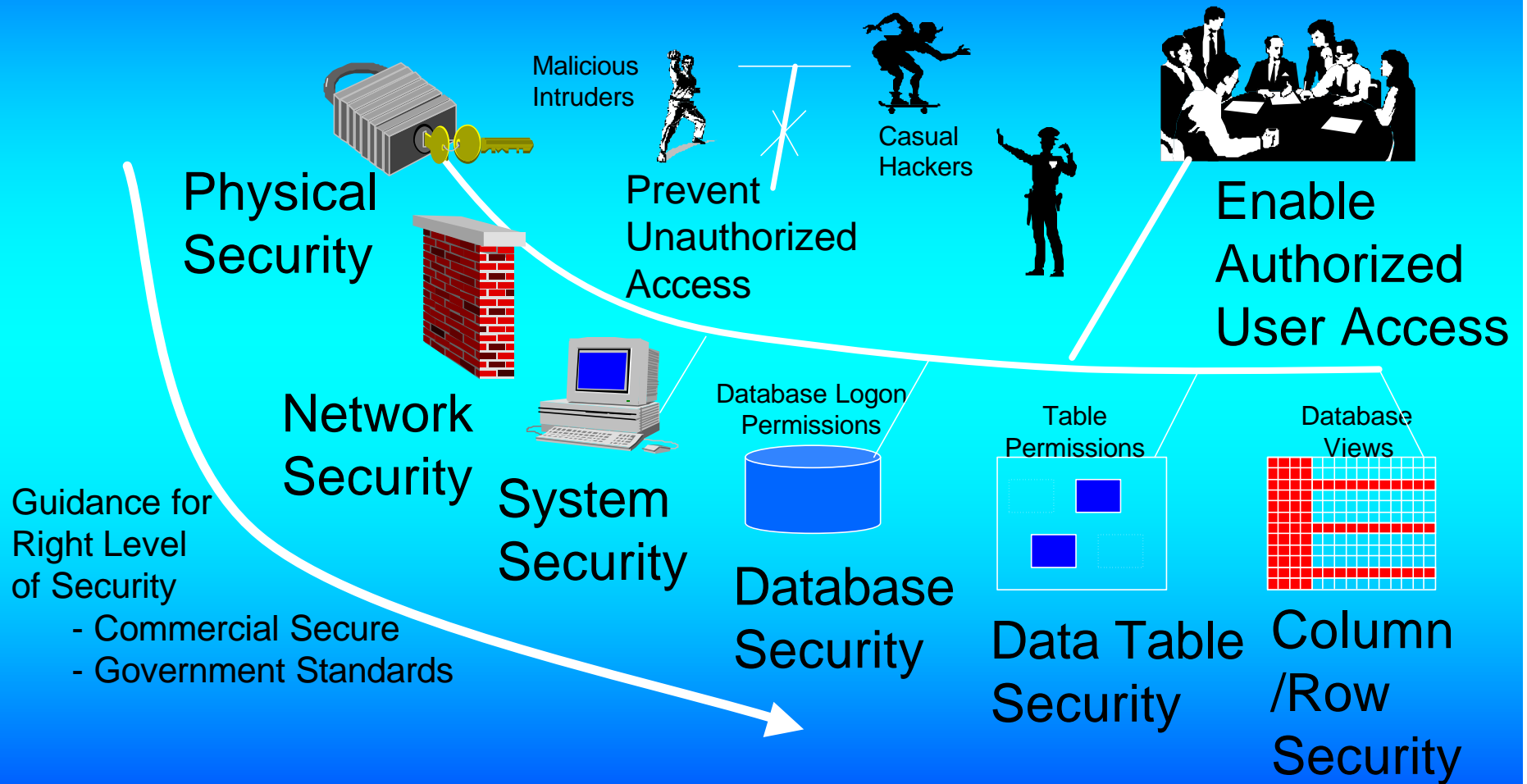
Connect to DB via
Active Data Objects (ADO)



System – Windows.Forms - Buttons
Namespace Type Class



IT Security



Repository Architecture

Client

Office Applications

Windows Explorer Shell

Browsers

HTTP + Extensions

Windows 2000 Protocol Services

Server

SharePoint™ Portal Server

Document Management Services

Index

Search

Web Storage System

Metadata Model, Folders & Policies,
Content & History

Full-Text
Indexes

