

### GovBD Customer Testimonial



#### Total lifecycle support for defense systems

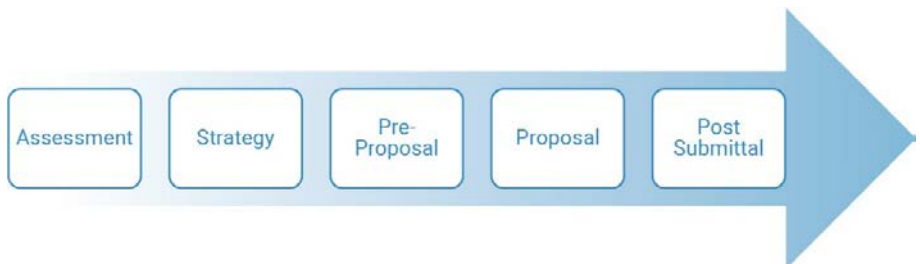
"GovBD has been a terrific tool to capture all our BD and contracts information in one place. The REI team has been superb with implementation of many unique requirements we wanted to help tailor the tool to our specific needs. Biggest asset is having all company's opportunities in one place which allows easy access for any managers to review and for aggregation of the various data that was once hidden on various spreadsheets."

*Jim Blasko*  
Epsilon Systems Solutions, Inc.  
Program Manager

## Welcome to the GovBD Newsletter!

Welcome back to the first installment of the GovBD newsletter in the New Year. Not only is it a fresh start for some of our clients to reach new levels of success, but we are also welcoming a new administration which has contributed to a new level of uncertainty in the marketplace.

This quarter, we concentrated on building a more robust support aspect into the tool as well as our website.



The goal of the newsletter is to engage our customers, create raving fans, and continually enhance GovBD with the features you recommend so that you can continue to win new business!

This quarter we cover:

- New **Support** aspects **GovFix** and **Email & Web to Case**
- A spotlight on our **Partner Portal**
- **APMP Capture & BD Conference** Sponsorship
- Introducing our new partner **TargetGov**
- Uncertainty accompanying the **New Administration**
- **Upcoming Events** and featured **Sponsorships**



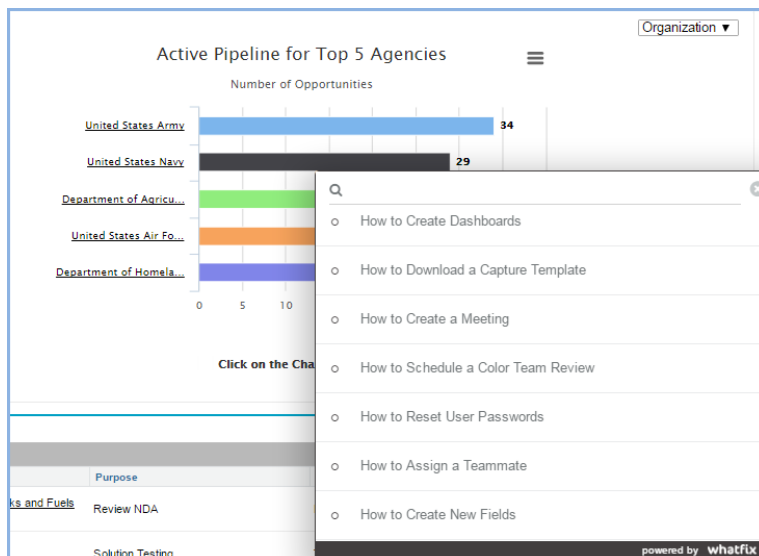
GovBD was successfully deployed on [Salesforce's Government Cloud](#) which is now open to GovCons who have unique data requirements to comply with NIST800-171 and DFARS regulation.



## New Support Feature: GovFix

One of the major focuses for the GovBD team is supporting the application. One of our core competencies as an organization consists of automating processes that are often manually completed. We asked ourselves in what ways we could automate some of the commonly found questions we run into day to day.

GovFix, powered by Whatfix, offers support functionality internal to our product. In turn, this functionality will ease the onboarding process, improve support, and reduce long-term training commitments for our clients.



Look for the tab on the right-hand side of any page within GovBD. We have designed workflows that will walk you through the various tabs of GovBD and provide step-by-step instructions to complete many commonly found actions like managing users, resetting passwords, adding fields, and more.

We are in the process of upgrading all GovBD instances to the most current version to provide the additional ROI. Feel free to reach out to us at [GovBDSales@reisystems.com](mailto:GovBDSales@reisystems.com) to schedule yours today!

The screenshot shows the 'Reports & Dashboards' section of the application. A 'New Report...' button is highlighted with an orange box. A tooltip titled 'Click 'New Report'' is displayed, showing a list of report actions. The tooltip also includes a search bar for folders and a list of all folders.

Action	Name
GovBD Open Opptys by Stage	Open Opportunities by Opportunity Stage
GovBD Open Opptys by Lead Organization	Open Opportunities grouped by Lead Organization
GovBD Open Opptys by Owner	Open Opportunities grouped by Opportunity Owner

## Spotlight: Teaming Portal

### What is it like to work with a sub on an opportunity?

- ☐ Are you relying on email to share opportunity information with teaming partners?
- ☐ Have you ever wanted to share a capture plan with your subs?
- ☐ Is making past performance data calls a pain?

### GovBD's Teaming Portal will immediately:

- ✓ Make data collection seamless
- ✓ Enable information sharing to be effortless
- ✓ Develop shared capture goals
- ✓ Share data in a secure online environment



#### Cooperate

Work jointly with your teaming partners on opportunity discovery and proposal development without reliance on email.



#### Share

Grant access to critical documents such as NDAs, TAs, and resumes within the context of a bid.



#### Collaborate

Track action items within GovBD using Chatter, Notes and Attachments.



#### Synchronize

Assign roles and responsibilities across multiple team members.

### Now your Partners can share segments of your GovBD data including:

 Revenue Projections	 Key Contacts	 Action Items
 NDAs and TAs	 Proposal Management	 Direct Collaboration

For those of you not aware, the Teaming Portal is a powerful extension of GovBD that builds on the existing partners and teaming module. The Teaming Portal allows particular joint opportunities to be shared with specific teaming partners directly within GovBD, thereby providing a safe space to work jointly on opportunities. Data access is limited to only those opportunities on which a partner is teamed with you and can be controlled by adjusting read/write access at the partner user level.

If you would like to learn more about Partner Communities or see the collaboration tool in action contact [GovBDSales@reisystems.com](mailto:GovBDSales@reisystems.com) to schedule a demo today!

## Uncertainty in the Market: New Administration

The election of a new President, with no policies of the new administration in place, generally casts a shadow of uncertainty for potential change in the public-sector spending trends. Many of the organizations we speak with, clients and prospective clients alike, have been expressing their concerns about the future of their contracting pipeline. From what we can tell so far, several opportunities at the Defense Department will be emerging, such as increased financing of border security stemming from an increase of \$54 billion in the next budget proposal.

### Cybersecurity National Action Plan

#### NEAR-TERM GOALS:

- Commission on Enhancing National Security made up of strategic, business and technical thought leaders outside of government
- \$3.1 billion proposed to modernize federal IT
- Multifactor authentication for Americans' online accounts
- \$19 billion in cybersecurity spending in FY 2017, a 35% increase over FY 2016

The continued interest in the Cybersecurity National Action Plan (CNAP) by the administration will be a bright spot for Government Contractors. CNAP was originally launched by President Obama in 2016.

The intent was to enhance privacy protection, public safety, economic and national security, and allow Federal agencies to take better control of their digital security.

Under the Obama administration, \$80 billion annually was spent to maintain the aging IT infrastructure of the Federal Government. A portion of the funds (\$3.1 billion) was focused on upgrades for the most vulnerable government systems.

The current White House has not moved away from such a plan. It has instead decided to examine the cybersecurity threat and determine the state of the government's infrastructure. As outlined in a draft of an executive order about cybersecurity, a review will be made in a 60-day window before throwing money at a problem of which they are not fully advised.

Though some in the cybersecurity industry may be uncertain of their future, CNAP spending is not going to stop. Time will tell where, when, and how budgets will actually land, so it is even more important to leverage the tools available to your team to make smarter bid decisions and leverage the tools available to your team. GovBD can help! Email [GovBDSupport@reisystems.com](mailto:GovBDSupport@reisystems.com) to set up additional training to learn in what ways you can better utilize our solution to help you win more!

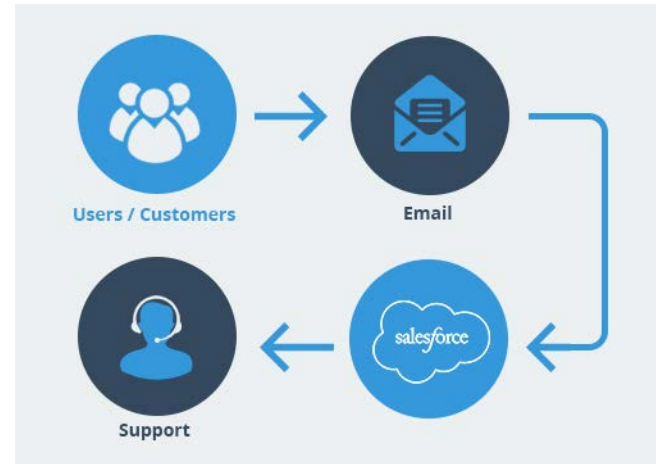


## GovBD Support 2.0 – How We Will Serve You Better

As part of this quarter's initiative to streamline support efforts, we will be launching a few improvements which include:

- Email-to-case submission
- Case entry input on our website:
  - <http://www.govbdapp.com/contact>
- GovBD Chatter Groups

Expect to receive an announcement specifically announcing the launch of these improvements in the coming days. For additional information email [GovBDSupport@reisystems.com](mailto:GovBDSupport@reisystems.com) to learn more.

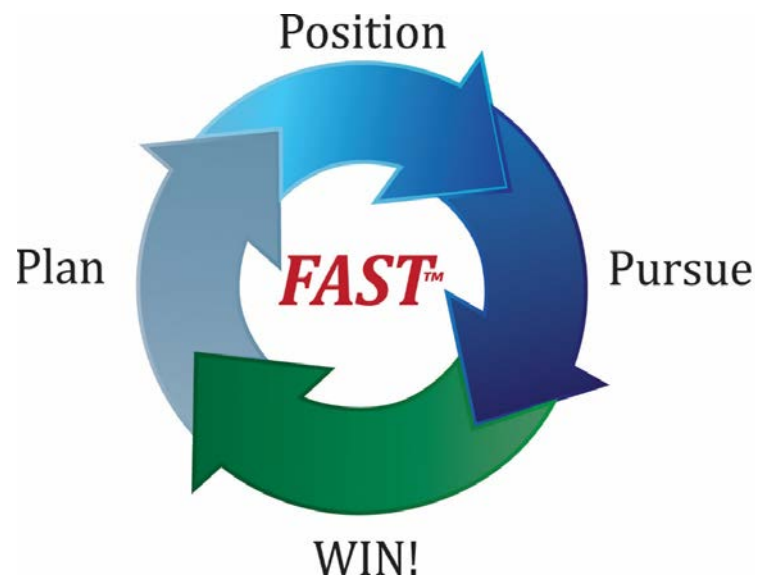


## Introducing Our New Partner: **TargetGov**

We are very excited to announce our new partner, TargetGov. We have been working behind the scenes to bring the Fast™ Process functionality to the GovBD platform. This process has been proven to assist BD teams: Plan, Position, Pursue, and Win opportunities that are the best fit for your organization.

“Properly utilizing a CRM system is a key contributor to the success of government contractors of all sizes. The processes, partnerships, opportunities and timelines in the federal marketplace are far too complex to rely on a simple spreadsheet.”

**Gloria Larkin**  
Found and CEO of TargetGov



### GovBD-Sponsored Events

GovBD sponsored the National Capital Area APMP Capture and Business Development Conference which brought a unique blend of business development and technical writing professionals together for a day of networking and discussions surrounding post-election impact on Federal acquisition, the importance of thorough capture, and building high-functioning and multi-generational capture teams.

We also supported REI Systems' presence at the Salesforce World Tour in Washington DC again this year. Salesforce always provides knockout content year after year, and it is great to meet new and existing clients as well as get a sneak peek at the new technologies on the Salesforce platform.



### Will We See You There?

GovBD will have a booth at this year's [27<sup>th</sup> Annual Government Procurement Conference](#) on April 19<sup>th</sup> which is being hosted at the Walter E. Washington Convention Center in Washington DC. This is a national conference that fosters relationships between prime and small contractors with a full listing of departments being represented as well.



## Meet Your BDR – Cedric Strayhorn

Cedric has been working in a business development representative role reaching out to prospective clients and sharing the features and benefits of the GovBD application.

Cedric's favorite GovBD feature is the Gate Review. Built-in Gate Reviews enable BD teams to evaluate and assess opportunities to make objective Bid/No-Bid decisions based on specific criteria. Cedric relishes connecting with new prospects and sharing a tool that can improve BD processes.

Cedric is also a local jazz musician – he can be seen playing keyboards with his group Strayhorn Jazz or sitting in with other local groups.



## GovBD Referral Program

GovBD's growth and success comes in various ways. Most important to us is through producing raving customers. More than 50% of our GovBD customers have been referred to us by our current customer base! That speaks to your incredible loyalty and the tremendous value GovBD brings government contractors across the country.

To formally thank you for your continued support, we offer the GovBD Referral Program. Make a successful referral and receive a \$250 Amazon Gift Card. For successful referrals of more than 5 licenses, you could win a brand new iPad 64GB!

Submit your referrals to [GovBDSales@reisystems.com](mailto:GovBDSales@reisystems.com)



## We are Always Looking for Your Feedback

Many of our most recent product enhancements have arisen through customer feedback and we love it!

If you have ideas to improve GovBD's capabilities, feel free to submit them to [GovBDSales@REISystems.com](mailto:GovBDSales@REISystems.com) or contact us directly at **571-306-5281**.

**The Customer with the best ideas will be featured in the next newsletter!**