

A BD Management Tool that Drives Contract Wins

Succeeding as a government contractor is more complex and competitive than ever. From the early stages of capture to delivering quality, on-time proposals, BD teams face numerous challenges: the prioritization of opportunities, effective allocation of people and resources across bids, timely communication and easy collaboration, customer and competitor analysis, and informed, timely bid decisions. These pain points are hard to address without a foundational tool that offers the structure and flexibility now indispensable to BD success.

GovBD is transforming BD in four key areas:	
 <p>Expert Pipeline Management</p> <p>A solution custom-made to manage the entire Federal Lifecycle</p>	 <p>Efficient Information Control</p> <p>A single repository for all BD-related information accessible anytime, anywhere</p>
 <p>Insightful Business Intelligence</p> <p>Transforming data into actionable next steps</p>	 <p>Adaptable Cloud Technology</p> <p>A tool capable of matching any organization's unique BD processes</p>

A COMPREHENSIVE, FULL LIFECYCLE SOLUTION

GovBD is the first Software as a Service (SaaS) solution built specifically to provide the management tools needed to succeed in today's government contracting climate. GovBD helps contractors win new business by combining the best of **cloud technology** with the experience of nearly **three decades of sustained growth** in the Federal space.

While there are a number of pipeline management tools on the market, GovBD delivers an unmatched and dynamic snapshot of your opportunity pipeline from both a granular and strategic perspective, allowing for better decision-making and higher win rates. Equipped with greater insight into the status of your firm's pipeline, the competitive environment, and how your BD resources are being utilized, GovBD boosts the performance and effectiveness of business development teams at all stages of a company's maturity.

EXPERT PIPELINE MANAGEMENT

One of the perennial pitfalls of government contractors is what long-time BD consultant Bob Lohfeld calls a “Helter-Skelter Capture Process.” This process, or lack thereof, tops the list of stumbling blocks BD teams struggle to overcome. GovBD gives instant structure to your capture process. It offers a concrete framework to create tasks and meetings, set up call plans, conduct data calls, and assign internal roles to enable better accountability and define work streams.

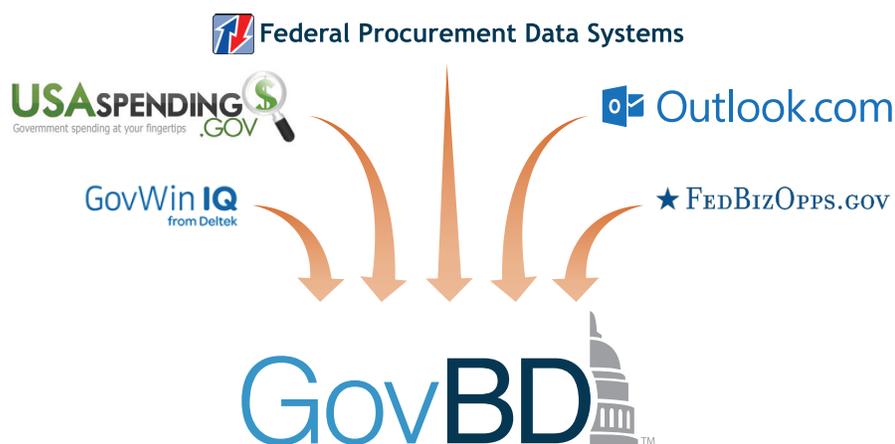
As is common with many Federal contractors, **CREC** relied heavily on Excel spreadsheets and PowerPoint to track opportunities. Their BD team spent hours each week fashioning capture plans by manually updating data and translating that information into time-consuming and imprecise PowerPoint slides.

GovBD completely revamped their BD process. The solution made an immediate impact. Instead of mandating weekly capture plan meetings, now BD teams meet once or twice a month as needed. **CREC cut meeting preparation and reporting time by 25% after employing GovBD for 3 months.** GovBD enabled real-time reporting, automated capture plan development, and provided clear work streams so BD energy could be repurposed to more vital functions.



EFFICIENT INFORMATION CONTROL

In BD, data management is paramount. Tracking key dates and storing key personnel resumes, capture plans, proposals, meeting notes, and other supporting documents is practically impossible without a single referential database. GovBD serves as a data repository to store all BD information in one place. Other BD tools, such as Outlook (widely used to track, store, and manage contacts or tasks), often lose information in untraceable email chains. In GovBD, any information stored at any time will always be available.



GovBD automates the centralization of data from multiple sources.

One of **ALQIMI's** principal pain points was data management. All of ALQIMI's BD-related documents were stored exclusively in email – hardly a reliable container. Their BD team tried to maintain a robust file storage structure, but documents were often lost in email, causing lost time and money.

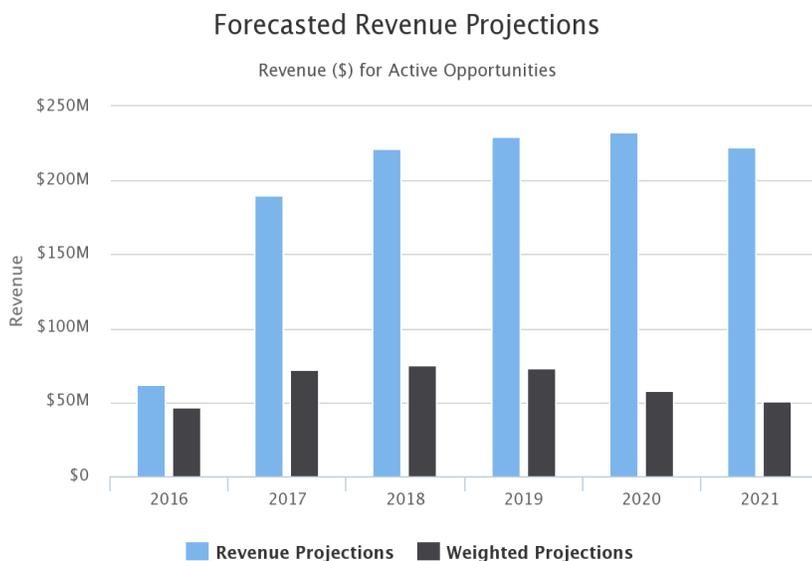
Since switching to GovBD, **their team has reduced document retrieval loss by 30%**. Today, all NDAs, technical manuals, proposal documents, and any other relevant attachments are stored in GovBD. ALQIMI successfully leveraged GovBD to store information in a single, centralized, easily accessible, and searchable repository.

INSIGHTFUL BUSINESS INTELLIGENCE

At the end of the day, the focus of every BD effort is winning. Even companies with strong data management and well-organized BD teams are at a disadvantage if they cannot translate past performance into accurate projections of the future. One of GovBD's greatest strengths is its ability to transform huge amounts of data into precise dashboards and reports.

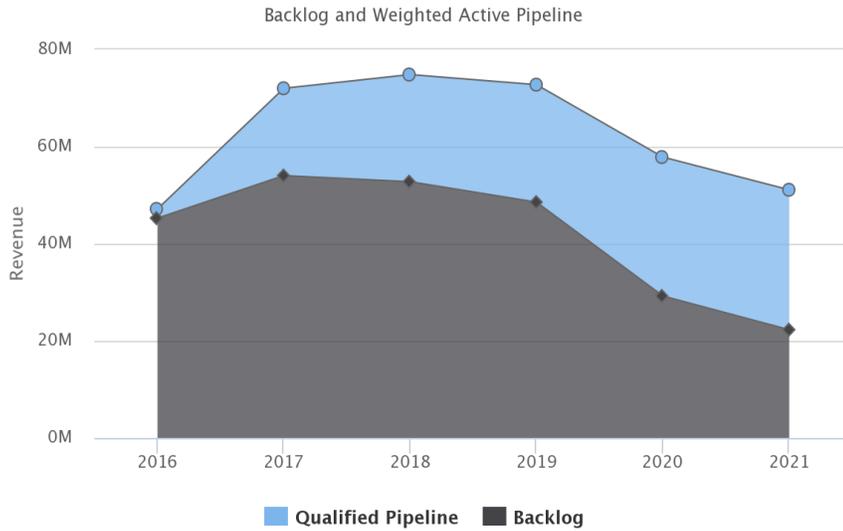
Intercom Federal needed a pipeline management solution to help them expand their opportunity portfolio. As a smaller contractor, they lacked the analytical tools to accurately report on the existing pipeline, let alone make informed projections about the future. As a result, Intercom was far too anchored to current clients, leaving them underprepared for future bids in a competitive market.

GovBD's ability to generate a clear, over-the-horizon view of the pipeline gave Intercom the forward guidance needed to reallocate BD resources effectively and win new business. It offered their BD team an intuitive tool that ensured Executives and BD team members could operate inside a common framework. **After 1 year, Intercom saved about \$140,000 in BD costs, more than 15 times the cost of their GovBD package.**



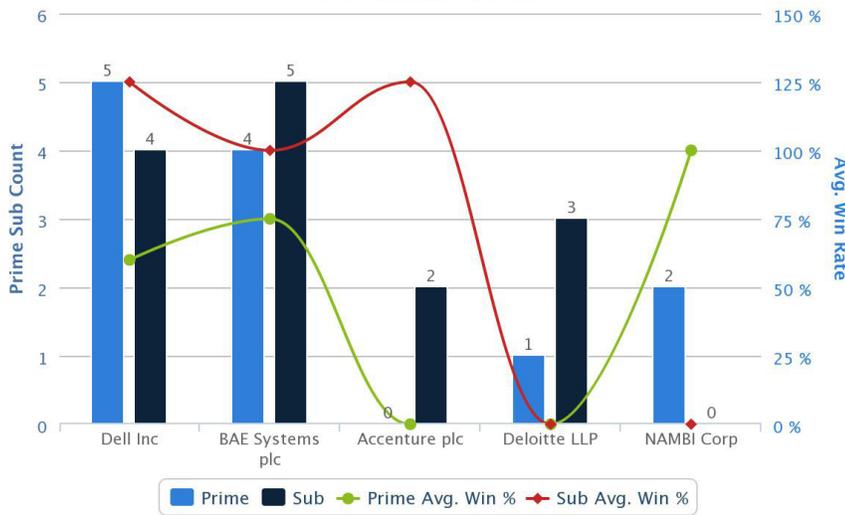
Understanding revenue projections well into the future allows firms to make better strategic decisions today.

Forecasted Revenue Composition



Understanding revenue compositions well into the future allows firms to make better strategic decisions today.

Win Rate by Partner



Real-time analysis of competitive intelligence clearly identifies successful partner alliances and effective strategy.

ADAPTABLE CLOUD TECHNOLOGY

Business development is no longer a rigid process composed of fixed teams that pursue opportunities in a narrow market place. Each fiscal year, government dollars are less, competitors are more, and the demands for services are greater. To master the market requires simple collaboration techniques to enhance decision-making.

Many contractors use generic tools that lack the depth to match their unique BD structure and processes. Similar to other Federal contractors with decentralized management structures and operations, **A-TEK's** main challenge was coordinating a large BD team scattered across different locations.

Cloud accessibility proved hugely beneficial to ensure BD teams were on the same page. As a cloud-based application, GovBD users can log in and view their pipeline from any location on any device. This advantage helped A-TEK cut BD prep time by 50%. **The ability to customize capture plans, dashboards, and gate reviews drastically transformed A-TEK's BD process.**

To win new government contracts, BD teams need a new approach to stand out from the crowd. They need tools that are adaptive to changing requirements, Agile teams, and personnel turnover. At the same time, they need a solution that is tailor-made for the nuances of the public sector lifecycle. BD teams also need a smart solution that can sift through data to provide insightful analysis updated in real-time. GovBD represents the convergence of modern cloud technology and process-driven business development practices to achieve these lofty goals.

GovBD

