A full life-cycle BD pipeline management application for federal contractors

GovBD™
Track, Capture, Succeed

We Understand GovCon Challenges

Many government contractors face similar obstacles…

Lack of visibility into pipeline status

Missed opportunities due to highly manual tracking

Uncertainty around growth prospects and financial health

Difficulty evaluating partners and forming winning teams

Organizational confusion and lost communication

Largely manual business processes

The GovBD Advantage

… GovBD was designed to address them head-on

- A Clear, Holistic View of the Pipeline – Leads, Captures, Proposals

- 24/7 Access - Anytime, Anywhere (laptop, mobile phone, tablet)

- Easily Customizable to Match Your Business Processes

- Integrates with: Outlook, GovWin IQ, FedBizOpps, FPDS, and USA Spending to minimize manual data entry

- Business Intelligence through advanced reports and dashboards

- Low Total Cost of Ownership – quick time to value, minimal maintenance, and pay by the drink
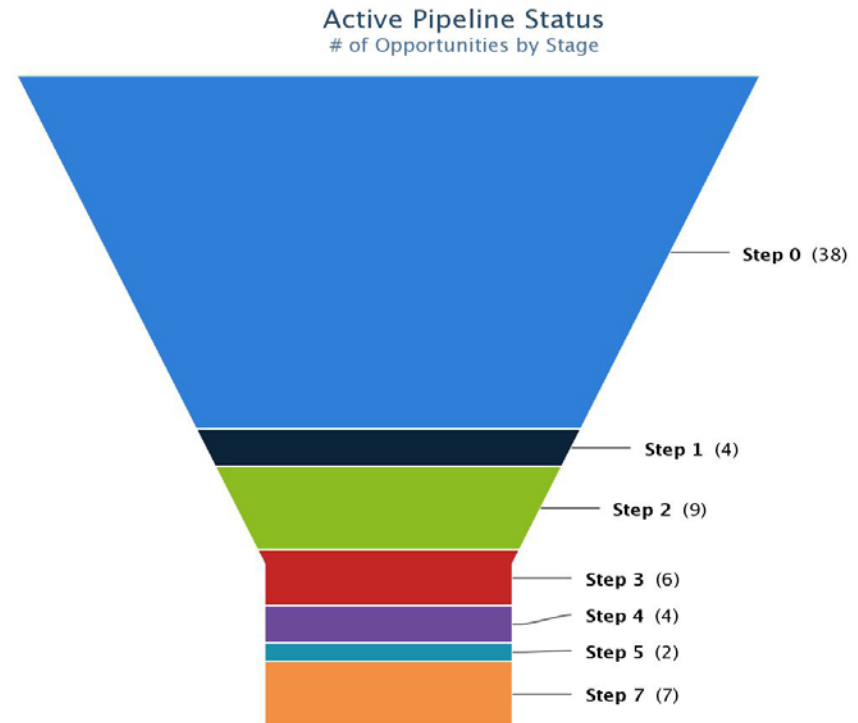
GovBD Offers Full Life-Cycle Capabilities

All of the end-to-end business development tools you need to win federal government contracts in a single application

Features	Opportunity Discovery	Capture Management	Proposal Delivery
1-click Opportunity downloads from GovWinIQ and FedBizOpps	✔		
Assign tasks and allocate team responsibilities	✔	✔	✔
Leverage existing relationships to cultivate organic growth	✔	✔	
Track Task Orders from IDIQs or GWACs	✔	✔	
Manage your bid-no bid process with built-in gate reviews		✔	
Schedule color team reviews and bid-no bid meetings directly	✔	✔	✔
Track employee certifications, resumes, and project experience			✔
Plan and allocate resources across BD tasks and proposal development processes	✔	✔	✔
Use deep analytics to improve bid-win percentages and BD resource allocation	✔	✔	✔
Store all relevant emails, notes, and documents in a single place	✔	✔	✔
Form winning teams	✔	✔	✔
Accessible anytime, anywhere and via mobile device	✔	✔	✔

Automatically Add Public Opportunites

Add Opportunities from 3rd party data sources, then Systematically Track them through the Pipeline
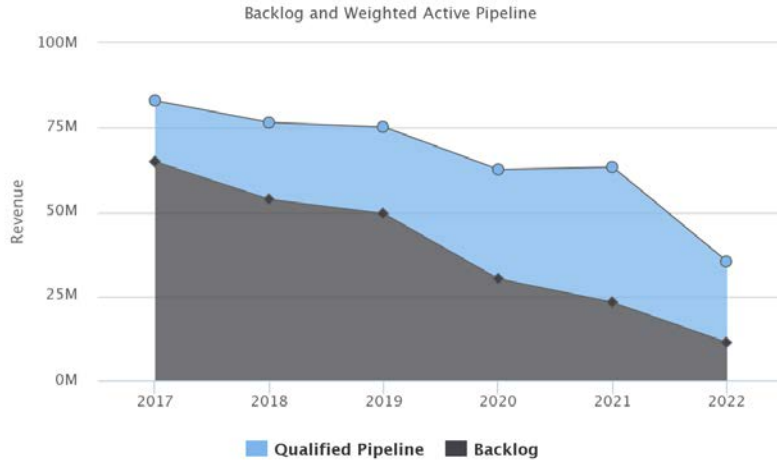
- GovBD imports opportunities from two main sources: GovWinIQ and FedBizOpps (FBO)

- After import, data auto-populates into GovBD fields, modules, and projections to support reporting

- Key opportunity dates, events, and meetings are tracked and visually presented in charts and calendars
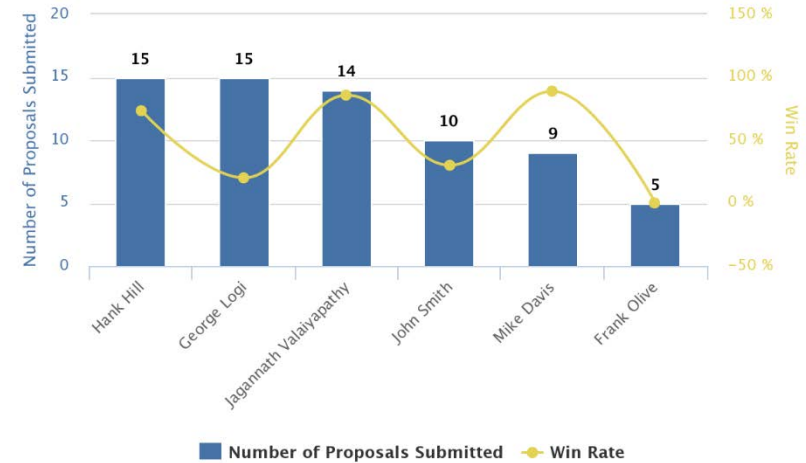
- Formal Bid-No Bid, Gate Reviews, and Color Team Reviews are included

Active Pipeline Status
# of Opportunities by Stage

Step 0 (38)
Step 1 (4)
Step 2 (9)
Step 3 (6)
Step 4 (4)
Step 5 (2)
Step 7 (7)

Deep Analytics delivered through pre-built, interactive, dashboards

Forecasted Revenue Composition
Backlog and Weighted Active Pipeline

Qualified Pipeline   Backlog

Proposal Managers by Win Rate

Number of Proposals Submitted   Win Rate

Forecasted Revenue Projections
Revenue ($) for Active Opportunities

Revenue Projections   Weighted Projections
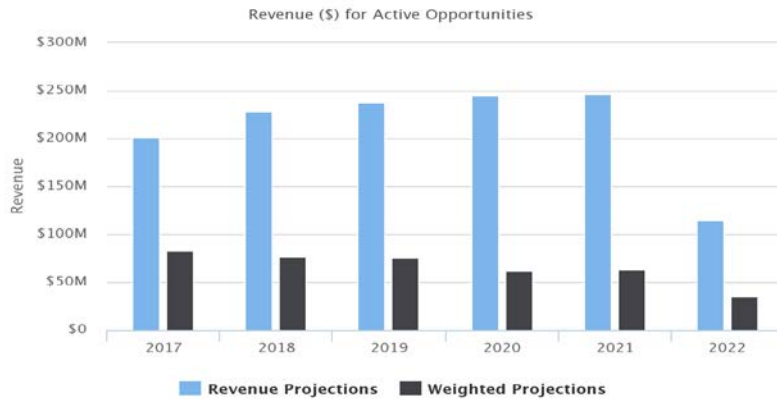
Top 5 Partners and Competitors
# of Occurrences on My Team or Competitor Team

Count
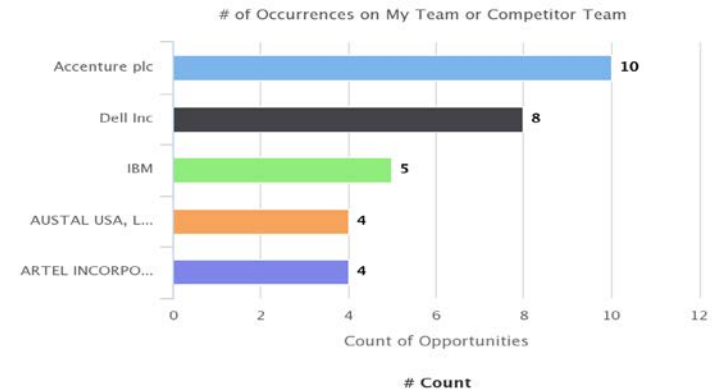
Leverage Partnerships to Build Better Teams

ORGANIZE YOUR TEAM
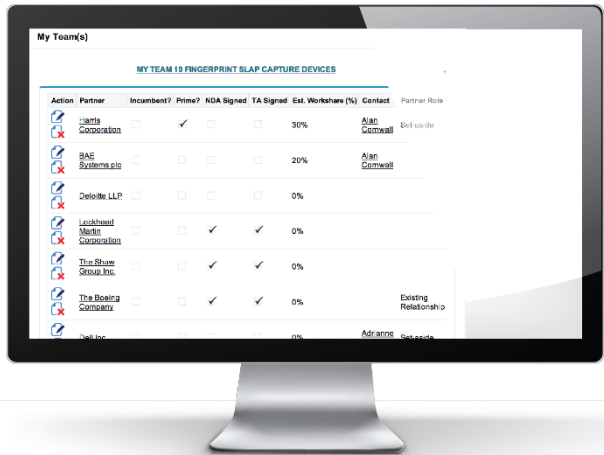
- For each opportunity in your pipeline, have access to an overview of your team's composition and competitors

- Identify and centrally store critical information: signed NDAs/TAs, NAICS Codes, Sub or Prime contractors, even work-share

COLLECT COMPETITIVE INTELLIGENCE

- Using past performance and awards data, GovBD recommends partners based on win-rates

- Tracks performance and value of all your teammates across projects and agencies

More Efficiently Allocate BD Resources

ASSIGN ROLES ON THE CAPTURE TEAM

Internal Roles

Role	
Opportunity Owner	
Business Development Lead	
Capture Manager	
Technical Lead	
Proposal Manager	
Contracts Manager	
Sub Contracts Manager	
Pricing Lead	

- Determine specific roles on the capture team and assign roles to members of the BD team

- Assign tasks and call plans to key members in a structured manner to ensure accountability

PLAN FOR UPCOMING PROPOSALS
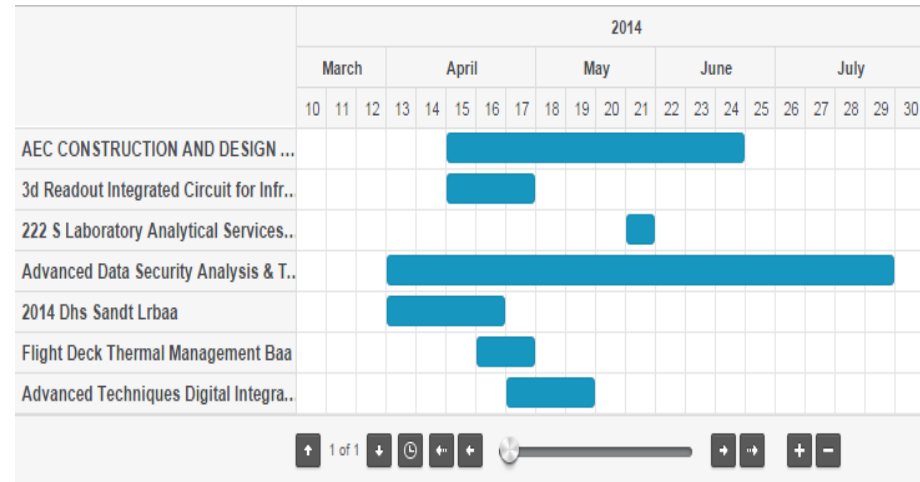
- Triage opportunities based on available proposal resources in advance

- Prioritize opportunities based on progress to date and submission deadlines

Make More Thoughtful Bid No-Bid Decisions

Bid–No Bid Scorecard
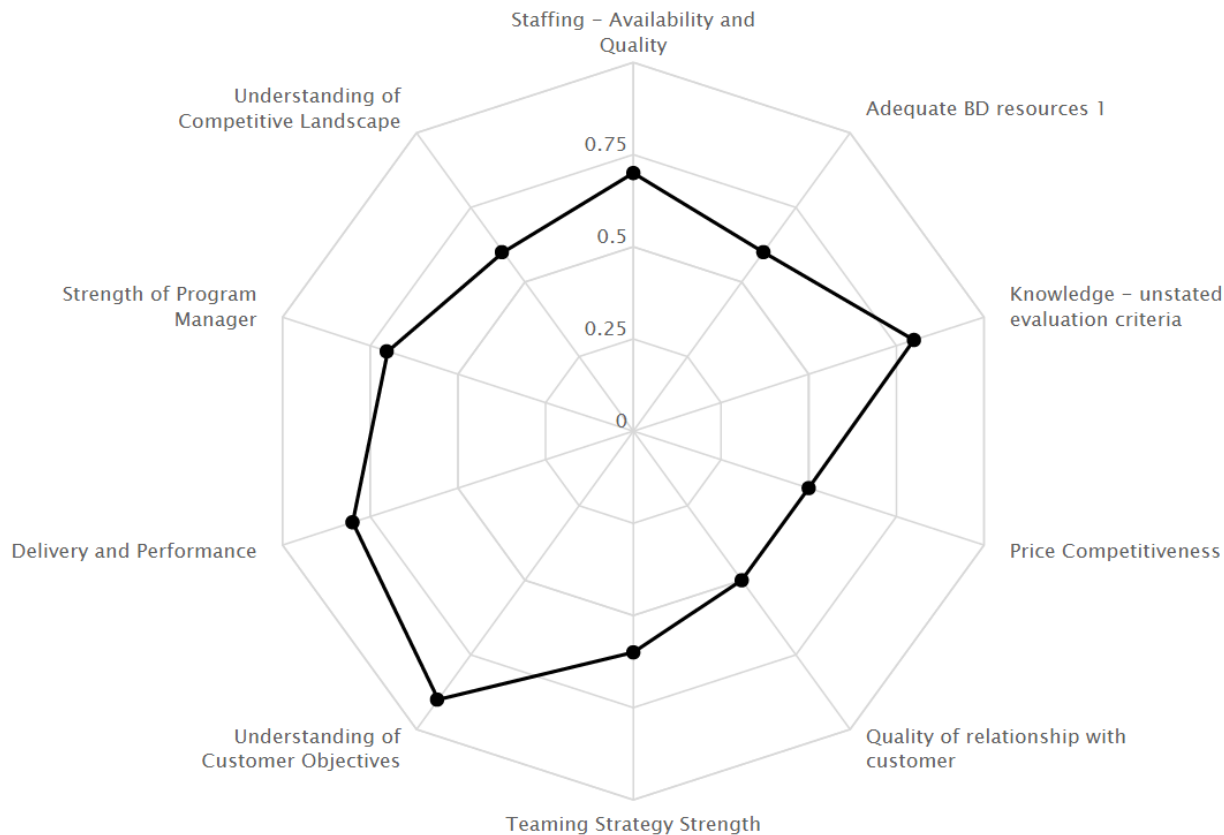
- Allow quantitative assessments of bid readiness and team strengths to guide investments in proposals

- Identify weaknesses to support capture and teaming activities

- Align BD approach with customer evaluation criteria / success factors

Drive Better Capture Outcomes

Directly track key readiness metrics to drive accountability and on-going pursuit

Assess BD activity across the entire pipeline in a single view
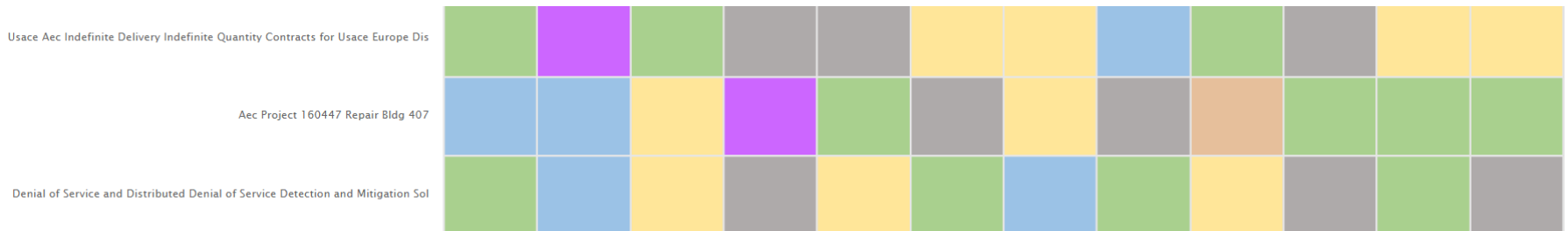
Empower Staff With User-Generated Reports

Reports are customizable by a "drag and drop" feature allowing you to report on any field or calculation tracked by the solution
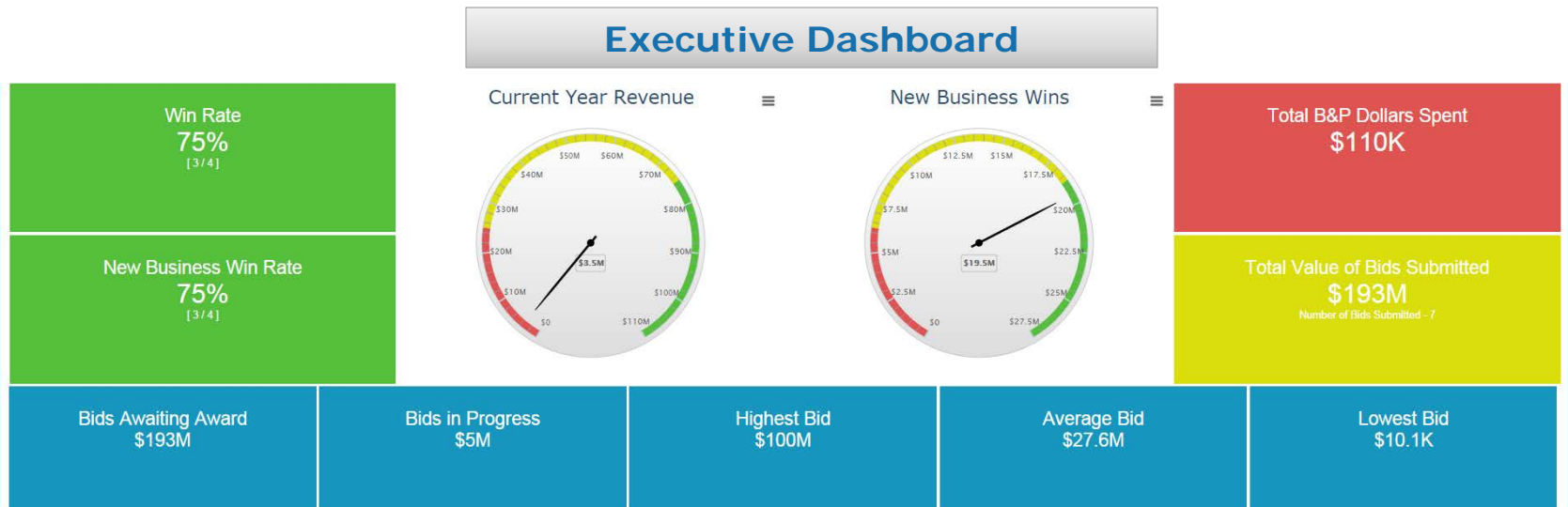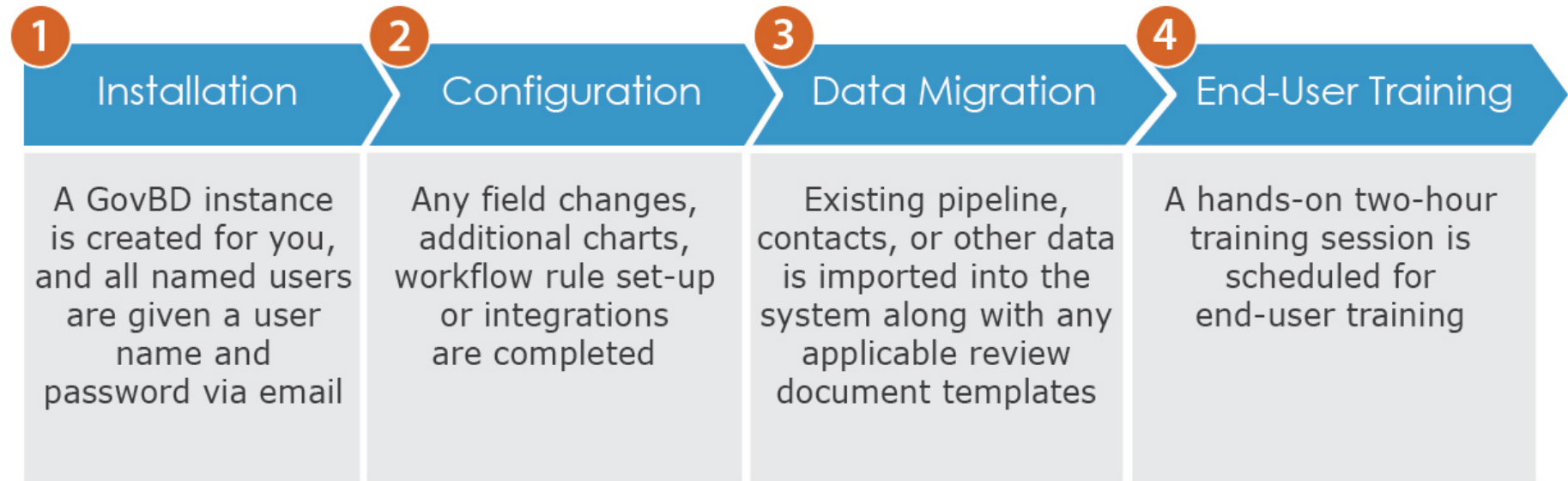
View Corporate Health In Real-Time

Transform BD information into actionable Business Intelligence

- GovBD provides robust Reporting Analytics based on Trends Analysis

- Reports allow users to filter and manipulate information in different forms to drill down into detail about the pipeline

- Charts are interactive, downloadable, and dynamic

Easy Installation & Quick Time to Value

Upon purchase, GovBD is up and running quickly through 4 phases:

① Installation	② Configuration	③ Data Migration	④ End-User Training
A GovBD instance is created for you, and all named users are given a user name and password via email	Any field changes, additional charts, workflow rule set-up or integrations are completed	Existing pipeline, contacts, or other data is imported into the system along with any applicable review document templates	A hands-on two-hour training session is scheduled for end-user training

Why Customers Choose GovBD

- **Ready Out of the Box:**
  Customers seldom request or need heavy customization; simple field changes or work flow rules cover most issues

- **Single Source of Truth:**
  Best practices start with total BD team immersion; the tool is most successful when BD information and activity is centralized in GovBD

- **Intuitive and Easy to Use:**
  GovBD launches within a matter of hours, and Customers are ready to use the tool after minimal end-user training

Check out one of our Customer Stories below: Customer Stories

Tremendous Record of Customer Success

"GovBD is the best option around. We used an internal solution, then Salesforce without a front end, then GovWin's integrated CRM program, then GovBD... GovBD is easy to understand and it displays information graphically without a huge time investment. I can't see a scenario where we'll move away from GovBD."

Carl Weiss
VP Logistics & Business Development

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