7th Annual Federal Contracting Conference
May 30th and 31st, 2018 - Orlando, FL

Market Research for Capture Planning

May 30, 2018

"...to be a winner, you must plan to win, prepare to win, and expect to win." - Zig Ziglar

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Workshop Learning Objectives

- Understand the various **purposes of market research**

- Use **on-line resources and tools** and **networking** to perform market research for both **business/strategic planning** and **capture planning**

- Apply market research results to **make smart bid decisions** and/or **position your company** to win and capture new Federal Government Contract work

Purposes of Market Research

I. Business and/or Strategic Planning
- Identify potential market sectors, customers, and opportunities to target for new and/or strategic growth

II. Capture Planning
- Obtain knowledge of the targeted customer's environment

Market Research – as related to Business and/or Strategic Planning and Capture Planning for your business – is *NOT* to be confused with the Government's process of Market Research to collect and analyze information about capabilities within industry to satisfy agency needs.

Business Development (BD) Lifecycle

Market Research for Business / Strategic Planning

Market Research for Capture Planning

Identification

→ *Pursuit Decision* →

Qualification

→ *Win Strategy Approval* →

Proposal Planning

→ *RFP Release → Bid Decision* →

Proposal Development

→ *Color Reviews → Submission*

- **Market Research**
- **Opportunity Sweeps**
- **Opportunity Research**
- **Industry and Customer Meetings**
- **Pursuit / No Pursuit Analysis**

- **Capabilities Analysis**
- **SWOT Analysis**
- **Customer Research**
- **Win Themes**
- **Call Plan**
- **Competitive Analysis**

- **Solution Development**
- **Teaming**
- **Data Call Development**
- **Pre-RFP Proposal Response Development**

- **Proposal Schedule**
- **Compliance Matrix**
- **Proposal Kickoff**
- **Proposal Training**
- **Daily Stand-Ups**
- **Data Calls**
- **Proposal Response Development**
- **Color Reviews**
- **Editing**
- **Production**

Capture Planning is the process of qualifying opportunities, assessing the environment, and implementing winning strategies oriented toward capture a specific business opportunity or winning a specific contract award.

Proprietary Plan To Win

Sources of Market Research Information

1. On-line Resources and Tools

2. Networking

Consistently successful Business Development (BD) requires **analytical, investigative, and interpersonal skills,** applied to an iterative cycle of **research, intelligence gathering**, and **relationship building** activities.

On-Line Resources & Tools for Market Research

- Agency Websites
- Agency Office of Small Business Programs (OSBP) Websites
- Agency-Published Prime Contractors Lists
- Agency Vendor Databases
- Bid Search Tools (Subscription Services)
- Bid-Specific Interested Bidders Lists
- Bureau of Labor Statistics
- Company Websites
- Dun & Bradstreet Ratings
- glassdoor.com
- GovernmentContractsWon.com
- govevents.com
- Grant Thornton Government Contractor Surveys
- Industry News Service Subscriptions
- O*Net Online
- Office of Management and Budget (OMB) Website
- payscale.com
- Salary Survey Data (ERI, Western Management Group)
- Search Engines

★ FEDBIZOPPS.

FPDS

SAM
SYSTEM FOR AWARD MANAGEMENT

SBA DSBS

USASPENDING.gov

GSA eLibrary

SBA Small Business Goals

Integrated Award Environment IAE

Integrated Award Environment (IAE)

Current Status of the Transition

SAM.GOV

★ FBO

- You can search and view opportunities on beta.SAM.gov today
- Additional filters are in development and will be on beta.SAM.gov soon
- FBO.gov will be transitioning to beta.SAM.gov in early FY2019

SAM

- You can search and view entity registration and exclusion data on beta.SAM.gov today
- Entity registration and renewal should continue to be completed on SAM.gov
- In FY19 we will begin migrating SAM data entry features to beta.SAM.gov
- Once SAM.gov has migrated, beta.SAM.gov will become SAM.gov
- You will not need to re-register your entity but a new beta.SAM.gov user account will be required

FPDS

- You can search and view contract data on beta.SAM.gov today
- In FY19 we will be migrating FPDS to beta.SAM.gov
- A new reports module and Award API are being built

beta.SAM.gov Functionality

- A single web application that requires a single user account
- A single, more accurate search across all of our award data sets
- A single, role-driven workspace to track all of **YOUR** award data
- A single reports center for accessing federal award analytics

- Assistance Listings
- Contract Opportunities
- Contract Data
- Entity Registrations
- Entity Exclusions
- Wage Determinations
- Federal Hierarchy
- Sub Award Reports
- Past Performance

Be aware of tool transition timelines and impacts.

Subscribe to the GSA Interact IAE Industry Community to get updates:

https://interact.gsa.gov/node/461584

Proprietary Plan To Win

Networking for Market Research

a. Live Networking: active participation in face to face networking events within local networking communities
  - Targeted Market Customer Events
  - Targeted Market Professional Organizations

b. On-line Networking: active monitoring and participation in virtual networking communities
  - Targeted Market Customer Organizations' Social Media and Blogs
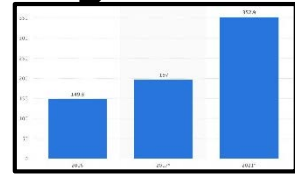 - Targeted Market Competitors' Social Media and Websites

- Agency Blogs
- Agency Websites
- Agency OSBP Websites
- Company Websites
- Search Engines

Market Research for **Business/Strategic Planning**

➢ What Government agencies procure the types of products / services your company offers?

➢ What are the typical spending levels for these products / services by agency?
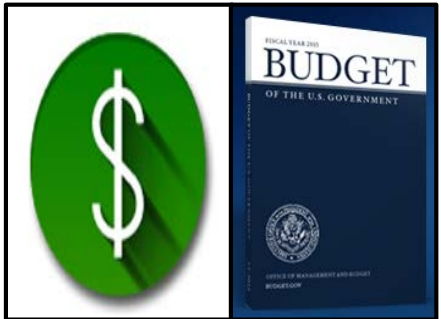
➢ What are the current and projected levels of available / budgeted funding for procuring these products / services by agency?

➢ What are some of the barriers to entry to be eligible to compete for contracts by agency?

➢ What are some of the incentives to compete for contracts by agency?

Proprietary Plan To Win

Checklist: Market Research (Business/Strategic Planning)

Market Research Activity	Online Resources and Tools / Networking
1. Identify Targeted Agencies	• FBO • FPDS • USASpending.gov • WWW (Agency Websites, Agency OSBP Websites, Bid Search Tools, govevents.com, Search Engines)
2. Identify Agency Spending Trends	• FPDS • USASpending.gov • SBA Small Business Goals • WWW (Agency Websites, Agency OSBP Websites, Bid Search Tools, GovernmentContractsWon.com, Search Engines)
3. Confirm Agency Funding	• FBO • USASpending.gov • WWW (Agency Websites, Bid Search Tools, OMB Website, Search Engines)
4. Identify Potential Market Barriers to Entry	• FBO • GSA eLibrary • WWW (Search Engines)
5. Identify Potential Market Incentives	• FBO • SBA Small Business Goals • WWW (Agency Websites, Agency OSBP Websites, Bid Search Tools, Search Engines)

Proprietary Plan To Win

Market Research for **Business/Strategic Planning**

➢What Government agencies procure the types of products / services your company offers? – **EXAMPLE**:

NAICS 541712: Research and Development in the Physical, Engineering, and Life Sciences

Top 10: Department Full Name
- DEPT OF DEFENSE (13838)
- NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (926)
- INTERIOR, DEPARTMENT OF THE (578)
- ENVIRONMENTAL PROTECTION AGENCY (177)
- COMMERCE, DEPARTMENT OF (163)
- HEALTH AND HUMAN SERVICES, DEPARTMENT OF (162)
- VETERANS AFFAIRS, DEPARTMENT OF (111)
- GENERAL SERVICES ADMINISTRATION (49)
- HOMELAND SECURITY, DEPARTMENT OF (47)
- TRANSPORTATION, DEPARTMENT OF (43)

Top 10: Contracting Agency Name
- DEPT OF THE AIR FORCE (8589)
- DEPT OF THE ARMY (2607)
- DEPT OF THE NAVY (1702)
- NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (926)
- GEOLOGICAL SURVEY (356)
- DEFENSE ADVANCED RESEARCH PROJECTS AGENCY (DARPA) (309)
- DEFENSE INFORMATION SYSTEMS AGENCY (DISA) (192)
- ENVIRONMENTAL PROTECTION AGENCY (177)
- U.S. SPECIAL OPERATIONS COMMAND (USSOCOM) (166)
- NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (151)

Type one or more keywords you would like to search on:

541712 POP_STATE_NAME:"FLORIDA"

Go   Clear   Advanced Search

To submit comments, please click here
Search took 0.15 seconds

Result Page: 1 2 3 4 5 6 7 8 9 10 Next

PDF   CSV   ATOM 0.3   MY YAHOO!

You must click here for very important D&B information.

List Of Contract Actions Matching Your Criteria — Results 1 - 30 of 16143 as of Apr 1, 2018 5:22:11 AM

Award ID (Mod#):	DTFACT17C00005 (P00002) (View)	Award Type:	DEFINITIVE CONTRACT
Vendor Name:	FLIGHT LEVEL ENGINEERING, LLC	Contracting Agency:	FEDERAL AVIATION ADMINISTRATION
Date Signed:	March 28, 2018	Action Obligation:	$222,450
Referenced IDV:		Contracting Office:	692L79 DOT FAA TECHNICAL CENTER
NAICS (Code):	RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY) (541712)	PSC (Code):	R&D- GENERAL SCIENCE/TECHNOLOGY: ENGINEERING (BASIC RESEARCH) (AJ41)
Vendor City:	BAKER	Vendor DUNS:	079741350
Vendor State:	FL	Vendor ZIP:	325317822
Global Vendor Name:	FLIGHT LEVEL ENGINEERING LLC	Global DUNS Number:	079741350

Award ID (Mod#):	ING16PX01184 (P00003) (View)	Award Type:	PURCHASE ORDER
Vendor Name:	BUCKINGHAM, KRISTIN	Contracting Agency:	US GEOLOGICAL SURVEY
Date Signed:	March 27, 2018	Action Obligation:	-$8,174.03
Referenced IDV:		Contracting Office:	US GEOLOGICAL SURVEY
NAICS (Code):	RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY) (541712)	PSC (Code):	SPECIAL STUDIES/ANALYSIS- SCIENTIFIC DATA (B529)
Vendor City:	GAINESVILLE	Vendor DUNS:	080305351
Vendor State:	FL	Vendor ZIP:	326073837
Global Vendor Name:	BUCKINGHAM KRISTIN	Global DUNS Number:	080305351

Award ID (Mod#):	NNX16CM02C (2) (View)	Award Type:	DEFINITIVE CONTRACT
Vendor Name:	SEMPLASTICS EHC LLC	Contracting Agency:	NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
Date Signed:	March 27, 2018	Action Obligation:	$0

Search Criteria
To remove the criteria or a portion of the search criteria click the button next to each search level.
- (X) 541712
- (X) PoP State Name: "FLORIDA"

Sort By
This section allows the user to sort the existing list of contracts by various fields within the contract. For example you can sort the existing list of contracts by Date Signed or Contract Type. Click on the appropriate field to Sort By. Only one Sort can be conducted at a time.
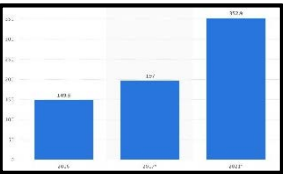
Sort Order: Descending
- Relevance
- Contract Type
- Agency Code
- Agency Full Name
- **Date Signed**
- Contracting Agency ID
- Contracting Agency Name
- Department Full Name
- Action Obligation ($)
- NAICS
- PSC

FPDS

Market Research for **Business/Strategic Planning**

➢ What are the typical spending levels for these products/ services by agency? –
EXAMPLE: NAICS 611710: Educational Support Services

Spending Explorer
Explore the spending landscape.
USASPENDING.gov — The Spending Explorer makes it easy to understand the big picture of federal spending.

Spending Expl	Spending Expl	Spending Explorer
🏠 Start Over	🏠 Start Over	🏠 Start Over
📅 FY 2018 ⌄	📅 FY 2017 ⌄	📅 FY 2018 ⌄
Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4	Q1 Q2 Q3 Q4

ALL BUDGET FUNCTIONS
$1.2 Trillion

ALL BUDGET FUNCTIONS
$3.0 Trillion

ALL BUDGET FUNCTIONS
$1.2 Trillion

BUDGET FUNCTION
General Science, Space, and Technology
$14.7 Billion

BUDGET FUNCTION
General Science, Space, and Technology
$5.9 Billion

BUDGET SUB-FUNCTION
Space flight, research, and supporting activities
$10.3 Billion

BUDGET SUB-FUNCTION
Space flight, research, and supporting activities
$4.4 Billion

FEDERAL ACCOUNT
Education, National Aeronautics and Space Administration
$14.5 Million

You've chosen
Education, National Aeronautics and Space Administration
A **Federal Account** of **Space flight, research, and supporting activities**

FY 2018 OBLIGATED AMOUNT
$11.0 Million
Data as of December 31, 2017

See the breakdown by: 👤 Recipient ⌄

1-20 of 43 results   < **1** 2 3 >

Name ⇅	Obligated Amount ⇅	Percent of Total ⇅
ARCTIC SLOPE TECHNICAL SERVICES, INC.	$1,555,445	14.13%
UNIVERSITIES SPACE RESEARCH ASSOCIATION	$1,045,954	9.50%
ALL POINTS LOGISTICS, LLC	$984,310	8.94%
OKLAHOMA STATE UNIVERSITY	$750,000	6.81%
UNIVERSITY OF VERMONT & STATE AGRICULTURAL COLLEGE	$750,000	6.81%
MONTANA STATE UNIVERSITY INC	$750,000	6.81%
UNIVERSITY OF ALABAMA IN HUNTSVILLE THE	$750,000	6.81%
WICHITA STATE UNIVERSITY	$750,000	6.81%
UNIVERSITY OF WYOMING	$749,938	6.81%

📑 Glossary

Market Research for **Business/Strategic Planning**

➢ What are the current and projected levels of available / budgeted funding for procuring these products / services by agency? – **EXAMPLE:** Cybersecurity

Market Research for **Business/Strategic Planning**

➤ What are some of the barriers to entry to be eligible to compete for contracts by agency? – **EXAMPLES**:

- **Department of Defense (DoD)**: Personnel Security & Facility Clearances

- **Any Federal Government Agency that uses or requires a Cloud Service Offering (CSO)**: FedRAMP compliance and authorization to operate (ATO) for cloud security

- **Department of Veterans Affairs (VA)**: To qualify for participation in the Veterans First Contracting Program, a unique authority for Service-Disabled Veteran-Owned Small Business (SDVOSB) and Veteran-Owned Small Business (VOSB) set-aside and sole source contracts, eligible SDVOSBs/VOSBs must first be verified by the Center for Verification and Evaluation (CVE).

- **Any Federal Government Agency that uses GSA Schedules as part of their acquisition strategy**: Become a GSA schedule holder or partner with one

Proprietary Plan To Win

Market Research for **Business/Strategic Planning**

> What are some of the incentives to compete for contracts by agency? – **EXAMPLES**:

- Agency Small Business utilization
- Agencies that encourage and enhance communication between Industry and Government

CY 2018 PALT Update Session Schedule

UNCLASSIFIED

- 9 January 2018
- 13 February 2018
- 12 March 2018 (revised)
- 10 April 2018
- 8 May 2018
- June: No session due to TSIS
- 10 July 2018
- 14 August 2018
- 11 September 2018
- 16 October 2018

Time: 0900-1000
Partnership III Building, CR 321
3039 Technology Parkway
Orlando, FL 32826

National Aeronautics and Space Administration

FY2016 Small Business Procurement Scorecard

B 91.72%

FPDS-NG Prime Contracting Data as of Feb. 20, 2017
eSRS Subcontracting Data as of Mar. 14, 2017

Prime Contracting Achievement:			69.93%
	2015 Achievement	**2016 Goal**	**2016 Achievement**
Small Business	17.33%	16.75%	16.67% ($2.7 B)
Women Owned Small Business	3.37%	5.00%	4.05% ($648.0 M)
Small Disadvantaged Business	8.70%	5.00%	8.17% ($1.3 B)
Service Disabled Veteran Owned Small Business	0.71%	3.00%	0.86% ($137.9 M)
HUBZone	0.62%	3.00%	0.52% ($82.7 M)

8(a) Vendors Federal Prime Spending

GovWin IQ from Deltek

September 13, 2017

8(a) Spend by Department, FY14-FY17 ($K)

Proprietary Plan To Win
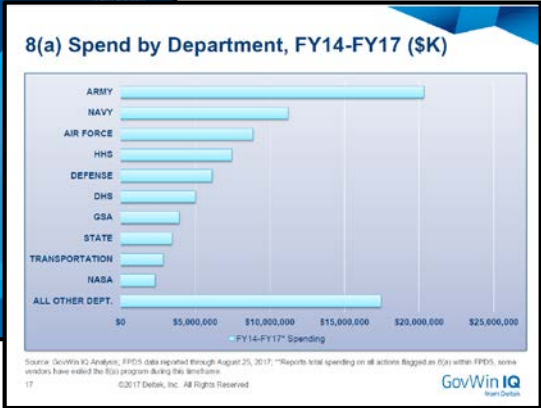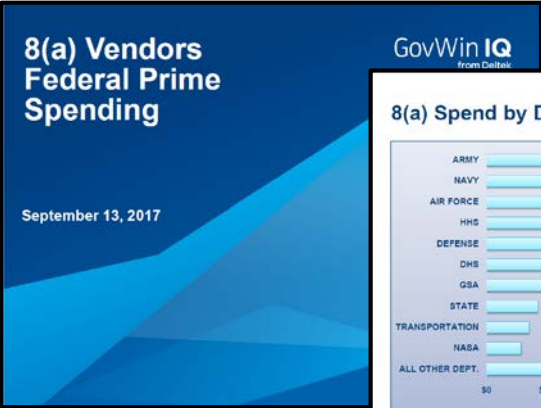
Market Research for **Business/Strategic Planning**

- **Identifying Government Contracting Opportunities** (based on targeted market sectors / customers, spending / funding, and market barriers / incentives)

- Agency and Agency Office of Small Business Programs (OSBP) Websites (ACQUISITION.GOV and Search Engines)
  - Forecasts of Opportunities
    - ❑ Static Data by Fiscal Year (FY) – Usually Posted in the Fall
    - ❑ Dynamic Search Capability – Data Usually Continuously Updated
- Agency Strategic Plans
- FedBid
- Bid Search Tool Subscription Services
- FedBizOpps (FBO)
- FPDS
- Industry News Service Subscriptions
- govmates
- SBA SUB-Net
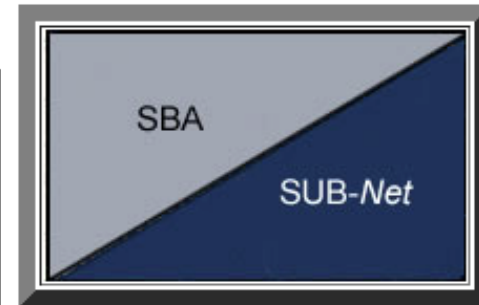
Market Research for **Capture Planning**

- **Knowledge of the customer environment is the #1 key to winning a Federal Government contract**

  ➢ Enables smart bid strategy decision-making based on potential barriers to market entry and/or the competitive environment

  ➢ Ensures your proposed solution aligns with customer requirements

  ➢ Demonstrates genuine understanding of the entire scope of work, providing higher confidence in your ability to meet requirements

Six Keys to Winning:
1. Knowledge of the Customer Environment
2. Key Personnel
3. Past Performance
4. Team
5. Innovation
6. Pricing

Market Research for **Capture Planning**
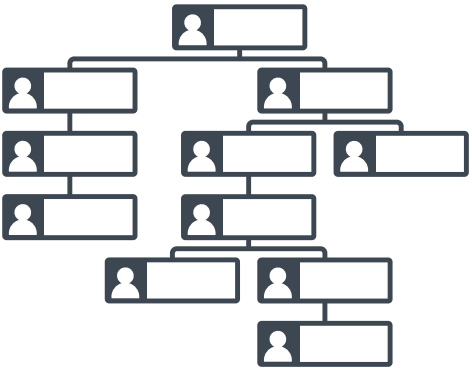
➢ Who is the customer?

➢ What is the customer's mission?

➢ What is the customer's vision?

➢ What are the customer's requirements (stated and unstated)?

➢ What are the customer's pain points? What hurts? What doesn't work? What keeps the customer awake at night? What is the main problem that is trying to be solved with this procurement?

➢ What are the customer's hot buttons to avoid?

➢ What are the customer's typical practices in acquisition strategy and source selection?

➢ What contractors are currently providing products / services to this customer?

Checklist: Market Research (Capture)

Market Research Activity	Online Resources and Tools / Networking	BD / Capture Planning By-Products
1. Know the Customer and Understand Customer Requirements, Mission, and Vision	• FBO • WWW (Agency Websites, Search Engines) • Agency OSBP	• Obtain knowledge of customer environment • Develop understanding of customer requirements (stated and unstated), current situation, and where they want to go • Perform SWOT analysis (external environment Opportunities and Threats)
2. Identify Customer POCs	• WWW (Agency Websites, Search Engines) • Agency OSBP	• Develop Call Plan • Obtain knowledge of customer environment
3. Obtain Contract Action / Modification History	• FBO • FPDS • WWW (Bid Search Tools, Search Engines)	• Obtain competitive intelligence • Identify potential teaming partners • Perform pursuit / no pursuit analysis
4. Assess Incumbent Contractor Performance	• FBO • FPDS • WWW (Bid Search Tools, Search Engines) • Local Networks • On-line Networking	• Obtain competitive intelligence • Perform pursuit / no pursuit analysis
5. Identify Incumbent Contractor Size Status	• SAM.gov • SBA DSBS • WWW (Bid Search Tools, Company Websites)	• Obtain competitive intelligence • Perform pursuit / no pursuit analysis

Checklist: Market Research (Capture)

Market Research Activity	Online Resources and Tools / Networking	BD / Capture Planning By-Products
6. Obtain Competitive Intelligence Pricing Data	• GSA eLibrary • WWW [Bureau of Labor Statistics, glassdoor.com, O*Net Online, payscale.com, Salary Survey Data (ERI, Western Management Group), Search Engines] • Pricing Strategist Familiar with Market & Place of Performance • Local Networks • On-line Networking	• Develop Price-to-Win strategy
7. Obtain Data for Customer Spending by Contractor	• FPDS Reports • WWW (Agency-Published Prime Contractors Lists, Agency Vendor Databases, Bid Search Tools, Search Engines)	• Obtain competitive intelligence • Identify potential teaming partners
8. Obtain Data for Customer Spending for Similar Products / Services	• FPDS • USASpending.gov • WWW (Agency Published Prime Contractors Lists, Agency Vendor Databases, Bid Search Tools, Search Engines)	• Obtain competitive intelligence • Identify potential teaming partners
9. Obtain Data for Customer Contracts for Similar Products and Services	• FPDS • USASpending.gov • WWW (Agency Published Prime Contractors Lists, Agency Vendor Databases, Bid Search Tools, Search Engines)	• Obtain competitive intelligence • Identify potential teaming partners

Checklist: Market Research (Capture)

Market Research Activity	Online Resources and Tools / Networking	BD / Capture Planning By-Products
10. Engage in Live Networking	• FBO • WWW (Agency Websites, Agency OSBP Websites, govevents.com, Search Engines) • Local Professional Organizations • Agency OSBP	• Execute Call Plan • Obtain knowledge of customer environment • Develop understanding of customer requirements (stated and unstated), current situation, and where they want to go • Obtain competitive intelligence • Perform SWOT analysis (external environment Opportunities and Threats) • Discover additional contract opportunities • Identify potential teaming partners
11. Engage in On-Line Networking	• Facebook • Twitter • LinkedIn • WWW (Agency Blogs, Agency Websites, Agency OSBP Websites, Company Websites, Search Engines)	
12. Identify and Vet Potential Teaming Partners	• FBO • FPDS • FPDS Reports • SAM.gov • SBA DSBS • WWW (Agency-Published Prime Contractors Lists, Agency Vendor Databases, Bid Search Tools, Company Websites, Grant Thornton Government Contractor Surveys, Dun & Bradstreet Ratings, Search Engines) • Local Networks • On-line Networking • Agency OSBP	• Develop and maintain a composite team capabilities matrix • Obtain competitive intelligence

Case Study: Market Research (Capture)

- US National Data Center (NDC) Operations Support and Studies (OSS) II
- Solicitation Number FA7022-19-R-0001
- Sources Sought Notice (SSN)
  - Posted February 26, 2018
  - Responses Due: March 9, 2018
- NAICS 541511 – Custom Computer Programming Services
  - Small Business Size Standard $27.5M

Case Study: Market Research (Capture)

- Draft PWS Dated March 6, 2018
- Final Questions Due April 11
- Q&A Posted April 20

- US National Data Center (NDC) Operations Support and Studies (OSS) II
- Solicitation Number FA7022-19-R-0001
- Special Notice
  - Posted March 13, 2018
- Industry Day: April 6, 2018
  - Program Overview 9:00 – 10:00 AM
  - One-on-One Sessions 1:00 – 4:00 PM
  - Reservations Due March 26
  - Clearances/Base Access Requests Due March 27
  - Questions Due March 29

Know the Customer

1.1 The Air Force Technical Applications Center (AFTAC) TT Directorate and AMIC Det 2 OL/PKA are conducting Market Research for non-personal services to provide United States National Data Center Operations Support and Studies II (US NDC OSS II) services. This sources sought is one element

- Identify the customer by carefully reviewing information provided by the Government

- Recognize the different solicitation stakeholder organizations:
  - ▪ Requiring Activity
    - o Program Management
    - o End User Community
  - ▪ Contracting Activity
    - o Contract Administration
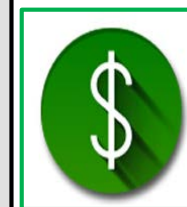
Proprietary Plan To Win

Know the Customer

The US NDC consists of the following components: (a) A 24x7 operations center located in the AFTAC Operations Center (AOC), Patrick AFB, FL (PAFB); (b) A 24x7 alternate (ALT) hot-backup system currently located at Lackland AFB, TX (LAFB), but in process of being moved to Millington, TN; (c) A Training System located at the 312th Training Squadron Goodfellow AFB, TX (GAFB); (d) A Remote Operations Center (ROC) located at PAFB (used to support unplanned and/or short term AOC outages, fire drills, etc.); (e) The US NDC Sustainment System (SUS, aka the test-bed) and (f) the US NDC Development System (DEVL), both located at AFTAC/PAFB. Additionally several special purpose and special access standalone subsystems are located at PAFB, FL.

- Identify *all* stakeholder organizations by carefully reviewing information provided by the Government
  - Multiple End User Sites
  - Numerous Government Partners
  - Various Contractors
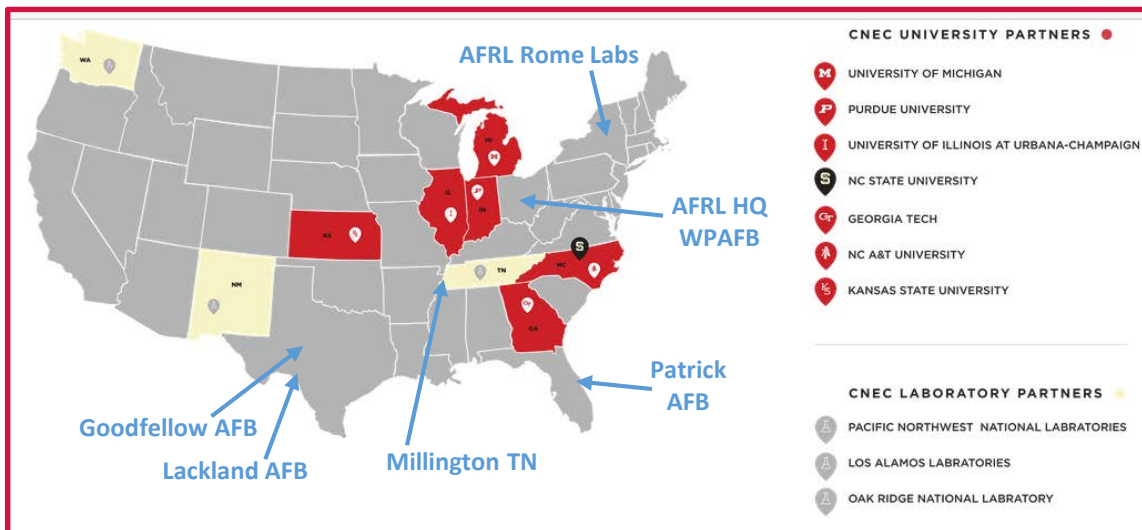
2) Integration of 3rd party efforts: The Department of Energy (DoE) and Air Force labs, as well as various government contractors are involved in numerous areas of US NDC development. Some examples are: portions of the knowledge base, event classification methodology, and Geographical Information System (GIS). It will be the contractor's responsibility to team with these AFTAC partners and integrate their products.

3) The US NDC contractor will be responsible for integration of hardware, COTS/GOTS software and calibration information, and contractor-developed software into the US NDC system. In order to separate the US NDC mission from the risk of contract gaps, AFTAC has established a US NDC technical team. For most tasks, the contractor works as an integrated part of the US NDC technical team.

AFRL Rome Labs
AFRL HQ WPAFB
Patrick AFB
Goodfellow AFB
Lackland AFB
Millington TN

CNEC UNIVERSITY PARTNERS ●
- UNIVERSITY OF MICHIGAN
- PURDUE UNIVERSITY
- UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
- NC STATE UNIVERSITY
- GEORGIA TECH
- NC A&T UNIVERSITY
- KANSAS STATE UNIVERSITY

CNEC LABORATORY PARTNERS ○
- PACIFIC NORTHWEST NATIONAL LABRATORIES
- LOS ALAMOS LABRATORIES
- OAK RIDGE NATIONAL LABRATORY

Customer Mission and Requirements

The US NDC is the geophysical data acquisition, data processing, reporting and archiving component of the United States Atomic Energy Detection System (USAEDS) operated by AFTAC. AFTAC's mission is to monitor compliance with nuclear test ban treaties to standards set by US verification and policy leaders. This mission requires the US NDC to detect, locate and identify foreign nuclear tests and provide rapid reporting and technical assessment to the appropriate national security agencies and policy makers. The US NDC processes, integrates and disseminates data and information up to and including the Department of Defense (DOD) TOP SECRET level. The US NDC also serves as the data distribution center for all US government and authorized users for International Monitoring System (IMS) data received from the Comprehensive Test Ban Treaty Organization (CTBTO). The focus of this effort is to fine-tune the current system by optimization of software algorithms through Scientific and Engineering studies, upgrade existing hardware, sustain the present operational systems, and integrate software deliveries from separate R&D contracts.

The US NDC is an advanced geophysical data acquisition and processing system, which provides the capability to receive, process, archive and report events of interest to meet nuclear treaty monitoring requirements. It acquires waveform data from a global network of seismic, hydroacoustic and infrasonic stations. Data is stored, distributed to researchers both internal and external to AFTAC, and reliably forwarded to a classified processing system. The US NDC receives data from the AFTAC United States Atomic Energy Detection System (USAEDS) network, the International Data Center (IDC) originating from International Monitoring System (IMS) sensors, from the United States Geological Survey, and from other countries. Data is automatically processed and users interactively display, review, refine, correct, and report currently available results.

- Develop an understanding of the customer's mission, requirements (stated and unstated), current situation, and where they want to go (vision)
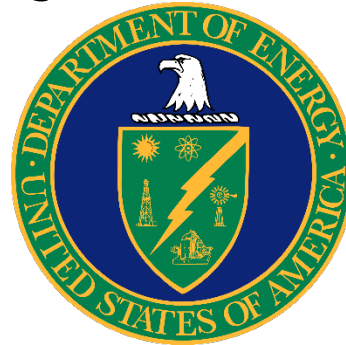
- Scope:
    - Provide **maintenance, sustainment, configuration management, database and system administration, development, testing and integration** of **geophysical data processing software, hardware, and geophysical data** from both traditional and non-traditional sources into the US NDC system

Case Study: Market Research (Capture):
Customer and Contract Performance Requirements

Successful performance on the US NDC OSS II contract requires (no order of precedence or importance):

a. The ability to recruit and retain a diversified mix of professionals in the defined areas of interest (i.e. electrical engineering, geophysics, system/software engineering, project management, configuration management, system administration, database administration).

b. Experience with complex, multi-location, and unique seismic, infrasonic, and hydroacoustic data acquisition and data analysis software.

c. System experience with Oracle/SUN, Solaris, Linux, UNIX workstations and servers and associated operating systems.

d. Working knowledge of a multi-location seismic, infrasonic, and hydroacoustic data acquisition and data analysis (or similar) processing system to include hardware and software requirements, research and operational elements.

e. Data management experience in handling and managing seismic, infrasonic, and hydroacoustic data.

f. Ability to create, manipulate, and manage both high level and detailed project schedules for engineering/scientific study projects.

g. Ability to perform systems engineering functions to include, but not limited to, reliability modeling and analysis, engineering analyses, and maintenance analyses and functions.

- Develop an understanding of how customer requirements align with contract performance requirements:

  - Sustain a SW / HW architecture to include CM
  - Integrate 3rd party efforts from DoE/USAF Labs
  - Integrate HW, GOTS/COTS SW and calibration information and contractor-developed software
  - Support integration / transition of software being developed by Sandia National Lab
  - Provide 24 x 7 on call support to ensure 99% operational availability rate
  - Conduct engineering / scientific studies to help optimize nuclear detection
  - Conduct engineering and IT infrastructure studies

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Case Study: Market Research (Capture):
Customer Mission

25TH AIR FORCE

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25AF SITE MAP

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Air Force Technical Applications Center

Published August 30, 2017

PHOTO DETAILS / DOWNLOAD HI-RES 1 of 1

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Mission
The Air Force Technical Applications Center (AFTAC) provides national authorities quality technical measurements to monitor nuclear treaty compliance and develops advanced proliferation monitoring technologies to preserve our nation's security. It is the sole organization in the federal government whose mission is to detect and report technical data from foreign nuclear explosions.

Consisting of more than 3,600 sensors worldwide, AFTAC operates and maintains a global network of nuclear event detection equipment called the U.S. Atomic Energy Detection Systems (USAEDS), the largest sensor network in the U.S. Air Force. Once a disturbance is detected underground, underwater, in the atmosphere or in space, the event is analyzed for nuclear identification, and the findings are reported to national command authorities.

- Develop an expanded understanding of the customer's mission and current situation

Patrick military unit watches for North Korean nuclear blasts
http://www.floridatoday.com/story/news/2017/04/19/brevard-airmen-watch-north-korean-nuclear-blasts/100560310/
By Rick Neale , FLORIDA TODAY Published 4:56 p.m. ET April 19, 2017 |

(Photo: U.S. Air Force photo by William B. Belcher)

Air Force Technical Applications Center
10989 South Patrick Drive

Customer Points of Contact (POCs)

Primary Point of Contact.:

Donna Y. Ferguson,

Contract Specialist

donna.ferguson@us.af.mil

Phone: (321) 494-8354

3.1 E-mail reservations will be taken for a maximum of three (3) individuals per company on a first-come, first-served basis. Your reservation must specify the name (s), number of individuals in your party, and whether or not you have access to a military installation, i.e. valid military I.D. Send your reservation to the following: Program Manager Mr. Keith DeVault at william.devault.2@us.af.mil, and Contracting Officer Mr. Jody Desormeaux at jody.desormeaux@us.af.mil no later than 4:00pm, (Eastern Time) on 26 March 2018. *NO REQUESTS WILL BE CONSIDERED AFTER this response due date*.

- Identify the customer POCs across all stakeholder organizations by first carefully reviewing information provided by the Government
  - Requiring (Funding) Activity
    - Program Management
  - Contracting (Awarding) Activity
    - Contract Administration
- Identify potential members of the Source Selection Board (SSB)

CONTRACT AWARD

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Customer POCs

BREVARD SMALL BUSINESS ASSISTANCE COUNCIL

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Members

45th Space Wing Small Business Programs Office
Sherri L. Richardson - Director, Small Business Programs
sherri.richardson@us.af.mil
45 SW/SB
1201 Edward H. White II Street, Bldg 423, Rm C110
Patrick AFB FL 32925
(321) 494-2207
DSN 854
45sw.sb.office@us.af.mil

Harris
Rhonda D. Sammon, CPCM
Small Business Liaison Officer
rsammon@harris.com
P.O. Box 37
REN 11-D
Melbourne, FL 32902
http://harris.com/corporate_responsibility/supplier-
diversity.aspx

IAP Worldwide Services, Inc.

- Develop a call plan to obtain knowledge of the customer environment (requirements, pain points, hot buttons, source selection process, incumbent contractors, competitors)
  - Include customer POCs from *all* stakeholder organizations *and* OSBP

Name	Position	Relationship	Comms Log	Purpose / Message	Notes
Chiretta Y. Boclair (321) 494-2206 / 2207	Patrick AFB SB Specialist	None (Source: 2016 SSN – Related AFTAC Bid)			
Donna Y. Ferguson, (321) 494-8354, donna.ferguson@us.af.mil	AMIC DET 2 OL/KPA Contract Specialist	None (Source: SSN)			
Jody Desormeaux, (321) 494-0511, jody.desormeaux.1@us.af.mil	AMIC DET 2 OL/KPA Contracting Officer	None (Source: SSN)			
Keith DeVault, William.devault.2@us.af.mil	AFTAC TT Directorate Program Manager	None (Source: Industry Day Special Notice)			

Proprietary Plan To Win

Industry Day Brings High-Tech Companies to Air Force Technical Applications Center

By Susan A. Romano, AFTAC Public Affairs // February 28, 2018

HELD AT PATRICK AFB'S SHARK CENTER

Maj. Kelly Greiner, program manager for Nuclear ISR Field Systems and Industry Day's event coordinator, discusses network opportunities with Seni Aguiar (left), and Michael Ballard at Industry Day Feb. 9, 2018, hosted by the Air Force Technical Applications Center, Patrick AFB, Fla. Ballard, president and founder of TechRev, brought Aguiar, his operations manager, to the event to learn more about partnerships with the Department of Defense's sole nuclear treaty monitoring center. (U.S. Air Force photo by Susan A. Romano)

BREVARD COUNTY • PATRICK AIR FORCE BASE, FLORIDA – The Air Force Technical Applications Center hosted a Nuclear Treaty Monitoring Industry Day recently to give high-tech companies an opportunity to network with center scientists, engineers and technicians and share ideas about the capabilities contractors can offer that affect AFTAC's mission areas.

Held at Patrick AFB's Shark Center, more than three dozen agencies attended to discuss topic areas ranging from geophysics and seismology to directed energy weapons and air and space operations.

AFTAC is the sole organization in the Department of Defense responsible for monitoring nuclear treaties, and operates the largest sensor network in the U.S. Air Force.

Technology Expo
Wednesday, 6 December 2017

THE TIDES CLUB
1001 N. Hwy
A1A S Atlantic Ave
Patrick AFB

WHEN:
9:30a.m-1:30p.m

FREE & OPEN
To All DoD, Contracting Personnel, State, Local & Federal Gov't

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Jade@fdaexpo.com /660.624.0869

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Homepage » Events » Patrick AFB Technology Expo

Patrick AFB Technology Expo

Event Location:	Cocoa Beach, FL [The Tides Co-Located Club]
Event Date/Time:	Wednesday, December 5th, 2018 / 0930-1330
Event Details:	

Located at Patrick Air Force Base and Cape Canaveral Air Force Station, Fla., the 45th Space Wing Staff Agencies strive to continue being a top command and control (C2) organization in Air Force Space Command, providing incomparable service to their customers. The 45th Space Wing has more than 30 major mission partners and tenants at Patrick AFB and Cape Canaveral AFS, including: -Defense Equality Opportunity Management Institute -Air Force Technical Applications Center - National Aeronautics and Space Administration -Naval Ordnance Test Unit -920th Rescue Wing, Air Force Reserve Command -Joint STARS Test Force -Department of State INL Air Wing -Air Force Office of Special Investigations-date knowledge of space launch operations and maintenance. The expo will be promoted to all mission partners and units at Patrick AFB. This expo was first held in 2017 with over 35 exhibitors and 125 attendees. Many vendors who participate in the Patrick Expo also exhibit in the MacDill event on December 4th.

FDAE Exclusive

Event Host:	
Annual Attendance:	**150+**
Registration:	Attendee - (Those planning to attend the event)
	Exhibitor Personnel - (Those going to be working the event)
Vendor Cost:	**$795** [US Dollars]
Vendor Application:	Vendor Application - (Registration and purchase exhibit space at event)
Vendor Instructions:	Not Applicable

Proprietary Plan To Win

- Execute call plan (perform primary market research) through agency-sponsored live networking events
  - Industry Days
  - Technology Expos

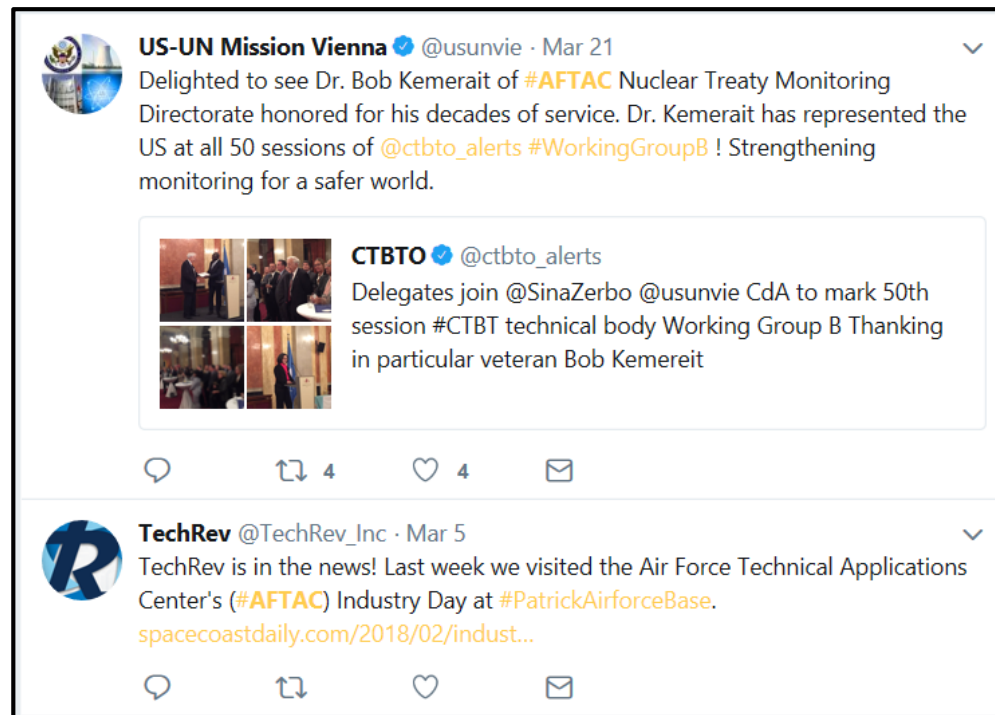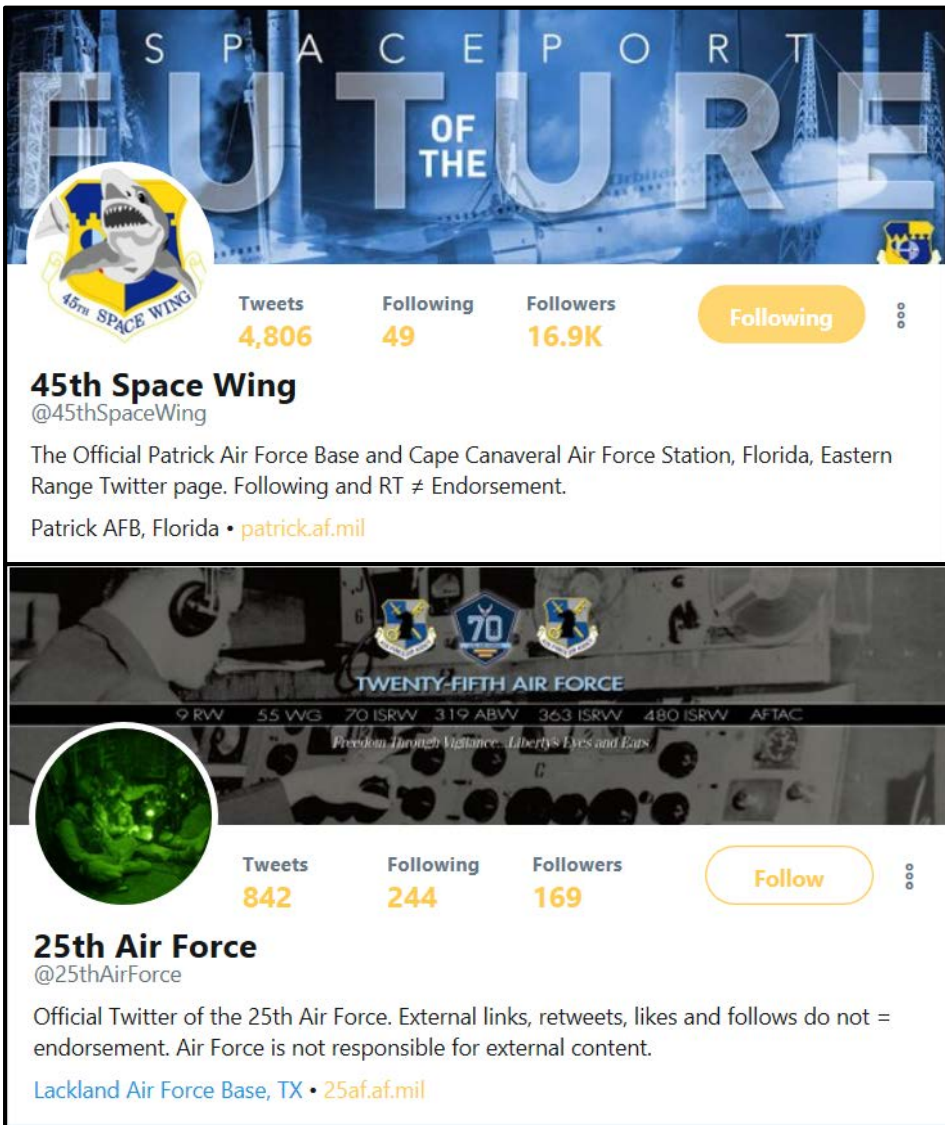**FedBizOpps.**

45th Space Wing
@45thSpaceWing
Tweets 4,806 · Following 49 · Followers 16.9K · Following

The Official Patrick Air Force Base and Cape Canaveral Air Force Station, Florida, Eastern Range Twitter page. Following and RT ≠ Endorsement.

Patrick AFB, Florida • patrick.af.mil

25th Air Force
@25thAirForce
Tweets 842 · Following 244 · Followers 169 · Follow

Official Twitter of the 25th Air Force. External links, retweets, likes and follows do not = endorsement. Air Force is not responsible for external content.

Lackland Air Force Base, TX • 25af.af.mil

- Obtain knowledge of the customer environment through agency organizations' social media feeds

US-UN Mission Vienna @usunvie · Mar 21
Delighted to see Dr. Bob Kemerait of #AFTAC Nuclear Treaty Monitoring Directorate honored for his decades of service. Dr. Kemerait has represented the US at all 50 sessions of @ctbto_alerts #WorkingGroupB ! Strengthening monitoring for a safer world.

CTBTO @ctbto_alerts
Delegates join @SinaZerbo @usunvie CdA to mark 50th session #CTBT technical body Working Group B Thanking in particular veteran Bob Kemereit

4 4

TechRev @TechRev_Inc · Mar 5
TechRev is in the news! Last week we visited the Air Force Technical Applications Center's (#AFTAC) Industry Day at #PatrickAirforceBase.
spacecoastdaily.com/2018/02/indust...

Case Study: Market Research (Capture):
Customer POCs - Agency Organizations' Social Media

- Obtain knowledge of the customer environment through related customer organizations' social media feeds and websites
  - AFTAC Alumni of the world unite! Facebook Page
  - AFTAC Alumni West Coast Chapter Home Page
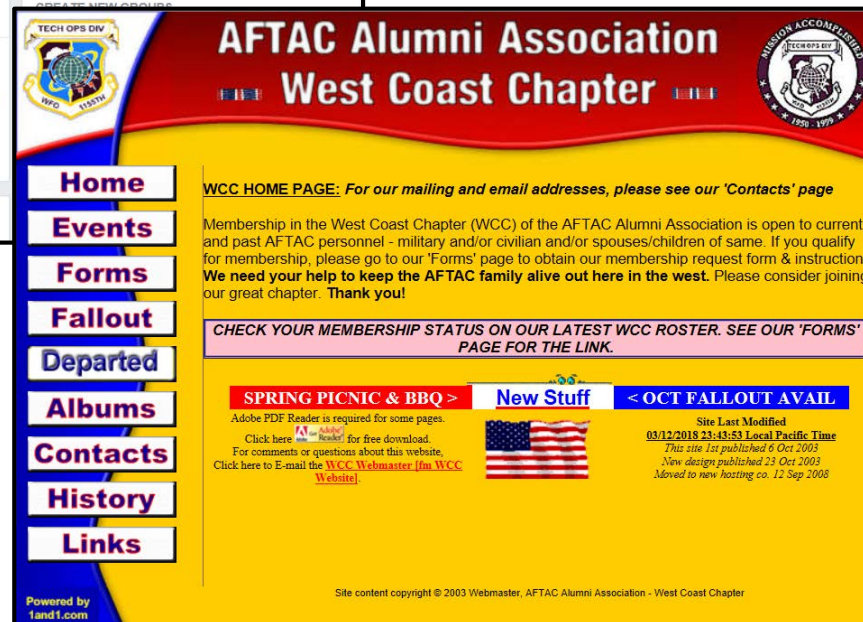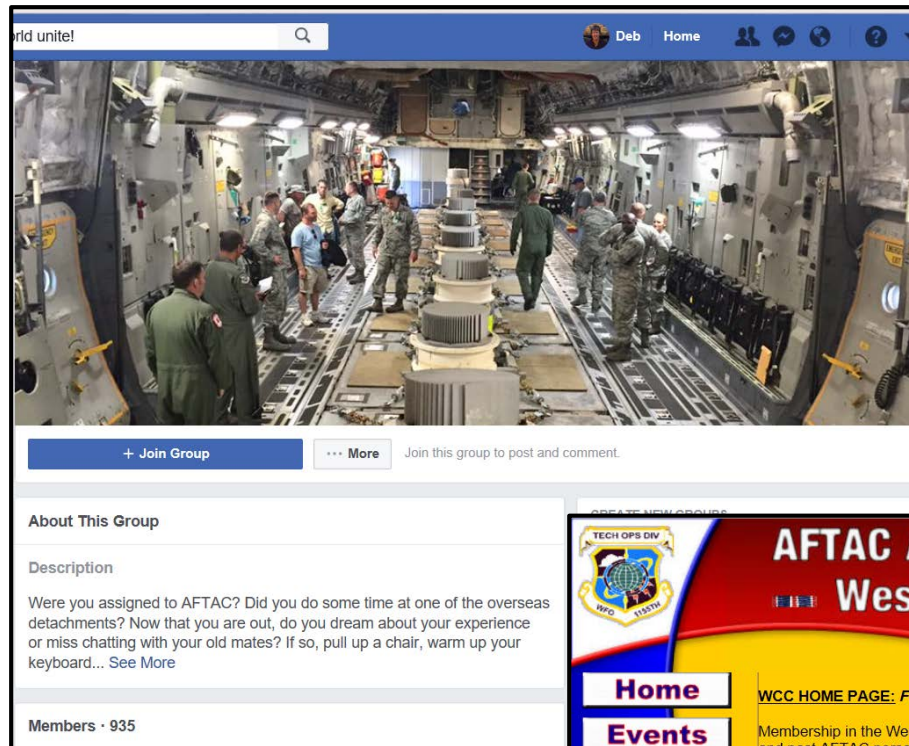
Case Study: Market Research (Capture):
Contract Action / Modification History

- Determine type of requirement (new or ongoing)
- Identify any option years that are not exercised
- Identify any contract bridge activity delays in re-compete

This sources sought is a follow-on requirement to the US NDC OSS contract, FA7022-15-C-0006. This current operational support contract provides services to the Nuclear Treaty Monitoring Directorate of AFTAC from FY 2015 through FY 2020 (anticipated to end 31 Oct 2019).

Case Study: Market Research (Capture): Incumbent Contractor Performance

AIR COMBAT COMMAND

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AFTAC contractor recognized for 30+ years of service

By Susan A. Romano, AFTAC Public Affairs / Published May 17, 2016

PRINT | E-MAIL

PATRICK AIR FORCE BASE, Fla. --
For more than three decades, Dr. Anne S. Henson has focused her attention on physics, geophysics and seismology, and that hard work paid off: her company recognized her with a token of appreciation for her continued dedication.

For 22 of her 32 years as a nuclear seismologist, Henson has been associated with the Air Force Technical Applications Center here, working as a scientific manager for the Leidos contract that oversees the U.S. National Data Center. The USNDC provides national authorities quality technical analysis in concert with AFTAC's nuclear treaty monitoring mission.

Henson began her career with a small consulting company in New York State that focused on application of signal processing and modeling to nuclear seismology. After spending two years there, she was hired by Science Applications International Corporation – better known as SAIC – where she continued to work as a seismologist. Later, SAIC became a joint venture, split, and in 2013, Leidos was formed. Both companies have a long-standing history in the field of nuclear science.

Vendor Name	SCIENCE APPLICATIONS INTERNATIONAL CORPORATION	
Sum of Action Obligation ($)	Column Labels	
Row Labels	FA702211C0006	
DEFINITIVE CONTRACT		
2013	$515,482.26	
Qtr2	-$2,798.37	
Jun	-$2,798.37	
Qtr4	$518,280.63	
Oct	$445,625.25	
Dec	$72,655.38	
2014	$3,025,544.61	
Qtr1	$3,025,544.61	
Jan	$1,991,966.37	
Feb	$922,370.13	
Mar	$111,208.11	
DEFINITIVE CONTRACT Total	$3,541,026.87	
Grand Total	$3,541,026.87	

- Obtain an indication of whether or not an incumbent contractor is performing well enough to win the re-compete
- Incumbent contractors have at least a 50% probability of winning (Pwin) for re-competes, assuming satisfactory performance
- Key indicators of performance:
    - Number of re-competes won
    - Early re-competes (option years not exercised)
    - Advance pre-solicitation notices

Proprietary Plan To Win

Incumbent Contractor Size Status

NAICS Code	Name	NAICS Exception	Size Standard	Small Business?
541511	CUSTOM COMPUTER PROGRAMMING SERVICES		$27,500,000.00	N
541512	COMPUTER SYSTEMS DESIGN SERVICES		$27,500,000.00	N
541519	OTHER COMPUTER RELATED SERVICES	1	$27,500,000.00	N

AF SB Dollars Obligated by State (FY17)

AK $237.1
WA $57.0
ND $48.6
MT $43.1
MN $18.4
VT $0.5
ME $0.7
NH-$64.2
NY $279.4
MA-$461.0
RI-$0.8
CT-$17.1
NJ-$85.5
OR $3.4
ID $29.6
WY $43.6
SD $95.9
WI $13.0
MI $24.4
PA $49.0
NV $141.1
UT $226.9
CO $455.6
NE $165.6
IA $1.3
IL $244.1
IN $30.4
OH $933.2
WV $4.5
VA $1,197.0
DE-$34.5
MD-$478.1
DC-$52.9
CA $986.0
KS $60.1
MO $56.9
KY $22.8
NC $73.9
AZ $182.1
NM $362.4
OK $402.5
AR $28.8
TN $96.1
SC $127.5
HI-$55.4
TX $918.6
LA $80.6
MS $56.0
AL $250.6
GA $314.0
FL $1,007.2

Over $500 M
$300 M - $500 M
$200 M - $300 M
$100 M - $200 M
$50 M - $100 M
Under $50 M

PUERTO RICO-$2.6 M
GUAM - $11.1 M

Source: FPDS DEC - Determined by Principal Place of Performance State Code

Integrity - Service - Excellence

- Obtain an indication of acquisition strategy (Full & Open vs. Small Business Set-Aside) and competitive intelligence
- Agency small business goal status and size of complexity of contract may influence the acquisition strategy, even when the incumbent is a large business (Government performs market research to decide on set-aside)
- Note: For a prior award as a set-aside, the incumbent contractor may have "graduated" from SB size status since the original contract award

SAM SYSTEM FOR AWARD MANAGEMENT
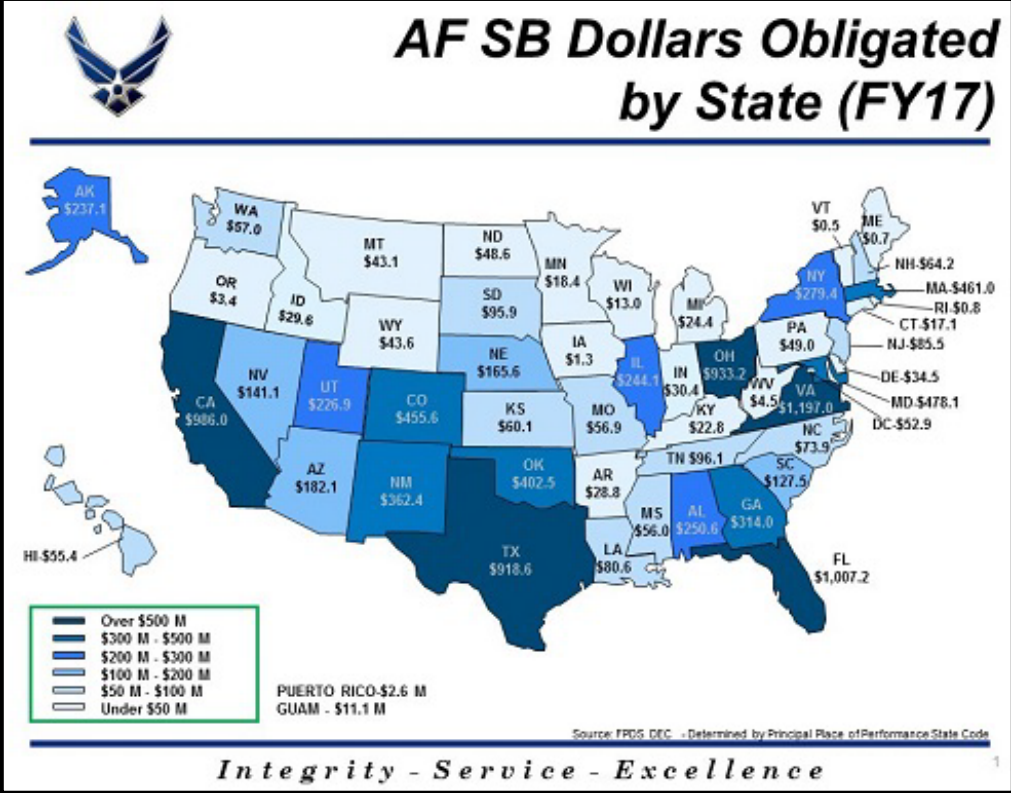
Competitive Intelligence – Pricing Data

GSA Federal Supply Services
Authorized Federal Supply Schedule Price List

GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY EQUIPMENT, SOFTWARE SERVICES

Contract Number: GS-35F-116AA

http://www.leidos.com/contractcenter#gsa-it

Contract Period: December 13, 2012 through December 12, 2022
Current Period: Option Year 1: December 13, 2017 – December 12, 2022

GS -35F-116AA	5-YEAR OPTION PERIOD 1 - 12/13/2017 through 12/12/2022				
	Contract Year 6	Contract Year 7	Contract Year 8	Contract Year 9	Contract Year 10
LEIDOS CONTRACTOR / ON-SITE RATES All Rates Include GSA IFF (.75%)	12/13/2017 through 12/12/2018	12/13/2018 through 12/12/2019	12/13/2019 through 12/12/2020	12/13/2020 through 12/12/2021	12/13/2021 through 12/12/2022
Administrative Support	$ 68.28	$ 69.92	$ 71.60	$ 73.32	$ 75.08
Computer Operator	$ 81.56	$ 83.52	$ 85.52	$ 87.57	$ 89.67
Computer System/Network Engineer	$ 136.71	$ 139.99	$ 143.35	$146.79	$ 150.31
Software Engineer	$ 117.52	$ 120.34	$ 123.23	$ 126.19	$ 129.22
Subject Matter Expert	$ 243.86	$ 249.71	$ 255.70	$ 261.84	$ 268.12
Systems Administrator	$ 99.64	$ 102.03	$ 104.48	$ 106.99	$ 109.56
Sr Systems Administrator	$ 136.71	$ 139.99	$ 143.35	$ 146.79	$ 150.31

- Obtain an indication of required level of competitive pricing
- Competitors' pricing approach WRT pricing factors such as Margins, Overhead / Burdens, Escalation Rates, Salaries, and Cost Pools are critical to determining price-to-win strategy

Case Study: Market Research (Capture): Competitive Intelligence – Customer Spending by Contractor

- Obtain knowledge of the agency's top contractors for competitive intelligence and/or potential teaming purposes
- Use FPDS Reports to obtain Top 100 Contractors Report by Department and FY

Proprietary Plan To Win

Case Study: Market Research (Capture): Competitive Intelligence – Customer Spending for Similar Products / Services

- Obtain knowledge of the agency's related contracts to identify potential competitors and/or teammates (to fill capability gaps and strengthen past performance)

1. Leidos
2. Northrop Grumman
3. SAIC
4. Space Coast Intelligent Solutions
5. Computer Science Innovations
6. Cybersoft Operating Corporation
7. Modus Operandi
8. Quantum Technology Services

Type one or more keywords you would like to search on:

AFTAC PRINCIPAL_NAICS_CODE:"541511"

Contracts | ICD | Recovery

Result Page: 1 2 3 Next

Vendor Name	Sum of Action Obligation ($)
LEIDOS, INC.	$16,434,958.02
SCIENCE APPLICATIONS INTERNATIONAL CORPORATION	$3,541,026.87
SPACE COAST INTELLIGENT SOLUTIONS, INC.	$1,884,849.00
NORTHROP GRUMMAN SYSTEMS CORPORATION	$984,988.00
QUANTUM TECHNOLOGY SERVICES IN	$287,800.48
MODUS OPERANDI, INC.	$100,000.00
CYBERSOFT OPERATING CORPORATION	$54,600.39
YOCKE AND COMPANY	$14,996.00
Grand Total	**$23,301,912.45**

Top 10: Department Full Name
> DEPT OF DEFENSE (63)

Top 10: Contracting Agency Name
> DEPT OF THE AIR FORCE (63)

Top 10: Vendor Full Name
> LEIDOS, INC. (22)
> NORTHROP GRUMMAN SYSTEMS CORPORATION (14)
> SCIENCE APPLICATIONS INTERNATIONAL CORPORATION (11)
> SPACE COAST INTELLIGENT SOLUTIONS, INC. (9)
> YOCKE AND COMPANY (3)
> COMPUTER SCIENCE INNOVATIONS I (1)
> CYBERSOFT OPERATING CORPORATION (1)
> MODUS OPERANDI, INC. (1)
> QUANTUM TECHNOLOGY SERVICES IN (1)

Top 10: Treasury Account Symbol
> 573400 (60)
> 573600 (2)

List Of Contract Actions Matching Your Criteria

Results 1 - 30 of 63 as of Apr 1, 2018 3:57:06 AM

Award ID (Mod#):	FA702215C0006 (P00014) (View)	
Vendor Name:	LEIDOS, INC.	
Date Signed:	October 24, 2017	
Referenced IDV:		
NAICS (Code):	CUSTOM COMPUTER PROGRAMMING SERVICES (541511)	
Vendor City:	RESTON	
Vendor State:	VA	
Global Vendor Name:	SAIC INC.	
Award Type:	DEFINITIVE CONTRACT
Contracting Agency:	DEPT OF THE AIR FORCE
Action Obligation:	$4,289,247.96
Contracting Office:	FA7022 AMIC DET 2 OL PATRICK PKA
PSC (Code):	R&D- DEFENSE OTHER: SERVICES (MANAGEMENT/SUPPORT) (AD26)
Vendor DUNS:	833063105
Vendor ZIP:	201905640
Global DUNS Number:	611641312

Award ID (Mod#):	FA702218F0004 (0) (View)	
Vendor Name:	SPACE COAST INTELLIGENT SOLUTIONS, INC.	
Date Signed:	October 01, 2017	
Referenced IDV:	FA702215D0002	
NAICS (Code):	CUSTOM COMPUTER PROGRAMMING SERVICES (541511)	
Vendor City:	MELBOURNE	
Vendor State:	FL	
Global Vendor Name:	SPACE COAST INTELLIGENT SOLUTIONS INC.	
Award Type:	DELIVERY ORDER
Contracting Agency:	DEPT OF THE AIR FORCE
Action Obligation:	$599,976
Contracting Office:	FA7022 AMIC DET 2 OL PATRICK PKA
PSC (Code):	SUPPORT- PROFESSIONAL: OTHER (R499)
Vendor DUNS:	831155226
Vendor ZIP:	329348173
Global DUNS Number:	831155226

Search Criteria
To remove the criteria or a portion of the search criteria click the button next to each search level.

(X) AFTAC
(X) NAICS: "541511"

Sort By
This section allows the user to sort the existing list of contracts by various fields within the contract. For example you can sort the existing list of contracts by Date Signed or Contract Type. Click on the appropriate field to Sort By. Only one Sort can be conducted at a time.

Sort Order: Descending

Relevance
Contract Type
Agency Code
Agency Full Name
Date Signed

FPDS

Proprietary Plan To Win

Case Study: Market Research (Capture):
Competitive Intelligence - Customer Contracts for Similar Products / Services

- Obtain knowledge of the agency's related contracts to identify potential competitors and/or teammates (to fill capability gaps and strengthen past performance)

Note reference to teaming partners

MODUS OPERANDI™   🏠 Government   Commercial   Latest N

US Air Force Technical Applications Center (AFTAC) Awards Modus Operandi $9.9 Million Contract for Metis II

By: MO Admin

📁 Press Releases

November 8, 2016

MELBOURNE, FL, November 8, 2016 – Modus Operandi, a company that delivers innovative software solutions that harness data to empower smarter decisions for the U.S. military and national security organizations, has been selected by the Air Force Technical Applications Center (AFTAC) Materials Technology Directorate to provide expert technical services for the Metis II Project. The Metis II contract ceiling is $9.9 million over five years.

Metis is a knowledge discovery and management web-based application that integrates various commercial-off-the-shelf (COTS) software and hardware components into a single program that provides a flexible data processing pipeline for conversion and enrichment, indexes and catalogs content for rapid search and retrieval, controls access through user permissions, and provides personnel the ability to automate, create and manage metadata.

Under the contract, Modus Operandi will provide services for document conversion to digital format and perform development and maintenance of the Metis software tools and applications. Modus Operandi is teamed with ENSCO, Inc. and Space Coast Intelligent Solutions, Inc. in the performance of the contract.

GOVCONWIRE

Ensco to Continue Applied R&D, Engineering Support for AFTAC Under $74M Award

👤 Anna Forrester   🕐 April 19, 2017   📁 Contract Awards, News   👁 857 Views

ENSCO

Ensco will continue to provide applied research and development as well as engineering services to a U.S. Air Force unit that performs nuclear treaty compliance monitoring and nuclear event detection under a potential eight-year, $74 million contract.

The company said Tuesday it received the *Modeling, Software and Engineering Support* contract from the Air Force Technical Applications Center at Patrick Air Force Base.

Contract work covers the areas of atmospheric and computational chemistry, advanced modeling and simulation, chemical and software engineering, meteorology, hydrology, soil science, seismology, statistical analysis, data analytics and high-performance computing.

Ensco President Boris Nejikovsky noted the company's national security solutions division under Vice President Vernon Joyner will continue to support the AFTAC mission through the new award.
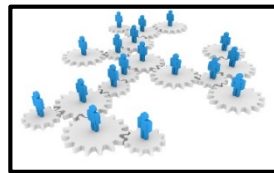
Proprietary Plan To Win

Case Study: Market Research (Capture):
# Competitive Intelligence - Local Professional Organizations

- Obtain knowledge of the customer environment and competitive intelligence (and identify potential teaming partners) through local networks and live networking events
  - Space Coast Tech Council
  - Society of American Military Engineers (SAME) Space Coast Post
  - Women In Defense (WID) Space Coast Chapter
  - Space Coast CivMil
  - AFCEA Canaveral Chapter

Case Study: Market Research (Capture): Competitive Intelligence - Local Competitors' Social Media and Websites

- Obtain knowledge of the customer environment and competitive intelligence through industry websites and social media feeds
  - Company Website Job Postings
  - Job Board Postings
  - LinkedIn
    - Job Postings
    - Connections
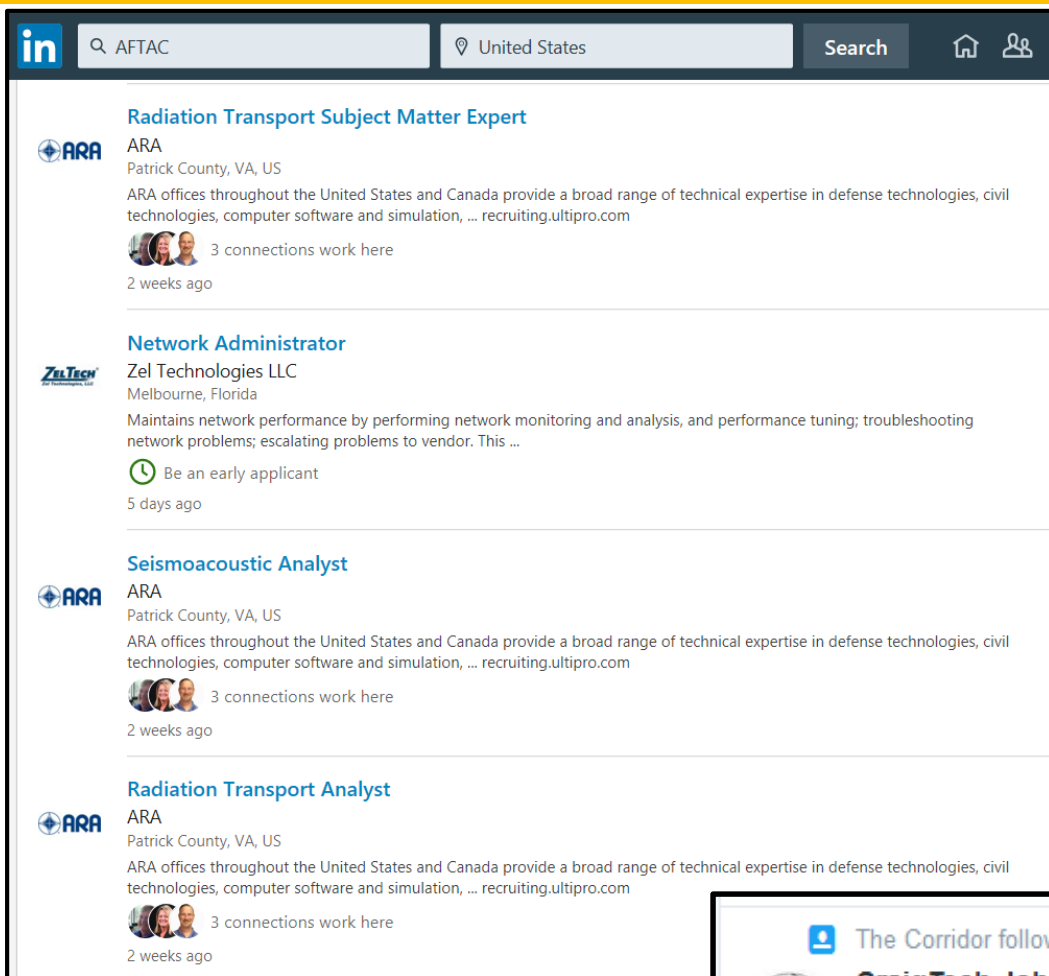
Teaming

- Identify potential teaming partners based on required qualifications (i.e., to fill capability / experience gaps) and certifications to improve Pwin

- Carefully vet potential partners through research and due diligence

Proprietary Plan To Win

Recap: Market Research & Pwin

- For **business planning/strategic growth**: Identify potential market sectors, customers, and opportunities to target
- In **capture planning** for each opportunity being pursued: Obtain knowledge of the customer environment (#1 key to winning any bid)
  - **Market research impacts your bid strategy and Pwin**
    - **Know your customer**:
      - Understanding of customer needs from all stakeholder perspectives informs your solution development (and building customer relationships raises their awareness of your company capabilities/experience)
    - **Know your competition**:
      - Information about any incumbent contractor status / performance and other potential competitors informs bid / no bid decision making and prime / subcontracting bid strategy
      - Knowing the strengths and weaknesses of your competition is essential for developing an effective win strategy

Proprietary Plan To Win

Questions?

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