

# Corporate Capabilities Overview



*Committed to Customer Success*



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Established 1975

## Trusted Price To Win (PTW) Services

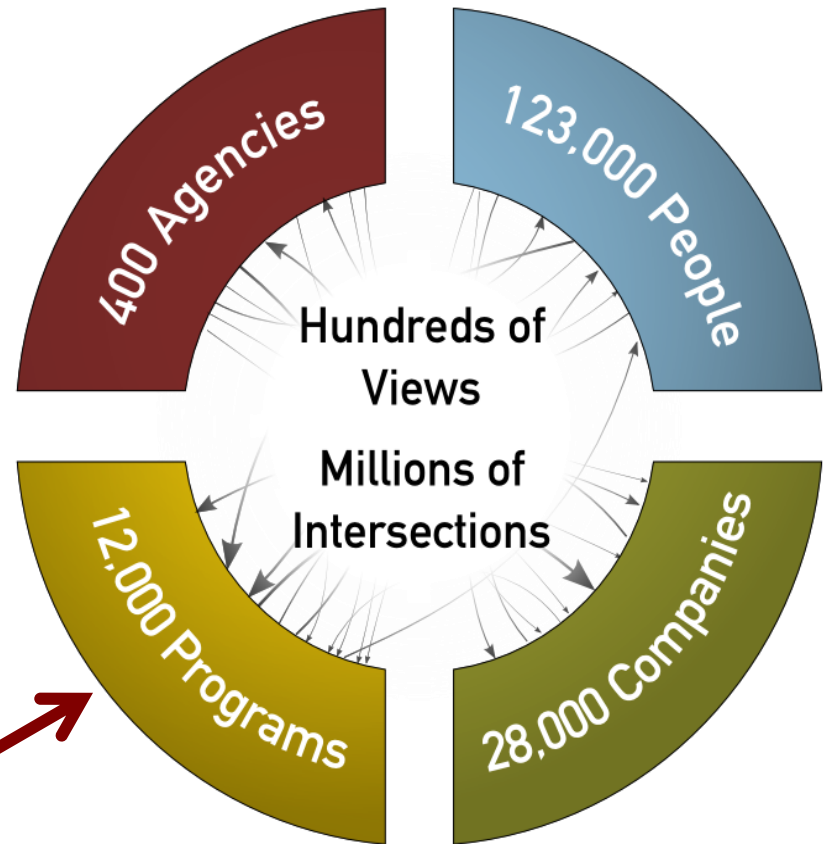
PTW Studies, PTW Training, and Price-Related Consulting  
– We Improve Government Contractor Win Rates

**Expertise • Responsiveness • Vision • Integrity • Commitment • Quality**

©2019 CAI/SISCO - Thinking Outside of the Customer's Box

# CAI/SISCO: Background Summary

- **Very experienced business development support services & training firm providing:**
  - Competitive Analysis/Price To Win (PTW) Studies, **Pricing Strategies**, **Labor Rate Studies**, and **Infostructure Consulting** are our key offerings
- **Our professional PTW study teams have provided capture support for over 2,500 major complex CONUS and OCONUS government programs with an aggregate value of more than \$1.5 trillion**
- **Comprehensive PTW support environment and tool suite – PTW-In-A-Box**
  - Integrated PTW models, cookbook, estimating tools and presentation formats
  - Over 200 WBS-based templates for developing bases of estimates (BOE)
- **InfoCenter, our pre-positioned Corporate Memory for Competitive Intelligence (CI) that is the basis of our CI-4-GovBids offering that provides rapid response, on-demand CI for capture teams**



**InfoCentricity Powers PTW**



# What We Do

- **Opportunity Capture Consulting**
  - We help businesses large and small improve their probabilities of winning government opportunities of all complexities and classifications with our world-class **Competitive Analysis, Price to Win (PTW)** studies, and **Strategic Pricing** support services.
- **Professional Development Seminars**
  - Our professional **business development training seminars** are led by seasoned practitioners to augment or help stand up internal capabilities in key areas such as **Competitive Intelligence (CI)** gathering and exploitation, **Competitive Analysis/Situational Awareness** development, **Price To Win (PTW)** studies, and **Strategic Pricing** and **Bid Price Gaming**.
- **Business Development Management Consulting**
  - We provide Management Consulting and Studies in the areas of: **Opportunity Pipeline Development; Opportunity Qualification; IDIQ Contract Exploitation; Pricing Strategy Tune-Ups; Labor Rate Competitiveness** (by customer, location, and type of work); as well as services aimed at improving your **Business Development Information Culture** and **Infocentricity-supporting Infrastructures**.
- **On-Demand Competitive Intelligence, Books, Tools & Templates**
  - We offer: **CI-4-GovBids**, our on-demand **Competitive Intelligence for Government Contractors** service; **PTW-In-A-Box** licenses to use our **Pricing Models, Read-out Templates, and Estimating Tools**; and, "**How To**" **books** on **Price To Win (PTW)**, conducting **Orals**, retaining **Incumbencies**, and other business development subjects.



# Who We Do It For

- **Clients include:**

- Accenture, Alcatel-Lucent, Alion, Apple, AT&T, Battelle, BAE Systems, Bank of America, Bechtel, Boeing, Booz-Allen, CACI, CAE, CenturyLink, CGI, Cobham, Dell, Deloitte, DRS, Dyncorp International, Elbit, Engility, Exponent, Fujitsu, General Dynamics, GE, GTSI, Honeywell, HP, HPE, IBM, Intergraph, ITT, Jacobs, KBRWyle, L3 Harris, Leidos, Lockheed Martin, Loral, Mantech, MEP, Micron, Microsoft, NCR, Nomura, Northrop Grumman, NTT, Oceaneering, Oracle, QinetiQ, Raytheon, Robbins-Gioia, Rockwell-Collins, SAIC, Serco, Shaw Group, Sprint Nextel, Telford Aviation, Textron, Thales, Tyco, Unisys, United Space Alliance, Verizon, and Xerox
- **And many other large, mid-sized and small businesses**

- **We provide *Outside competitive insights* for client business developers charged with capturing or retaining “*must win*” opportunities**



# Our Services Are Mostly Price-Focused

- **These days opportunities are most often won with a good proposal and a great price.**
- **A great proposal and a good price rarely wins today.**
- **Developing a winning Price, the focus of everything CAI/SISCO does, is undeniably the most important ingredient of a successful capture campaign.**

1. **External Price To Win (PTW) Studies and internal PTW Staff Augmentation for government contract and IDIQ task order opportunities – determines the price that needs to be bid to win**
2. **Pricing Strategy Development – crafts a winning, yet profitable, approach to pricing an opportunity to meet and beat PTW bogeys**
3. **Pricing Strategy Tune-ups – provides a rapid response independent critical review & improvement recommendations**
4. **Labor Rate Studies – designed to bring customer labor pricing and wrap rates in line with near-future competitive realities**
5. **Professional Training – enhances Capture, PTW, Strategic Pricing understanding & effectiveness**
6. **Black Hat & Proposal Color Reviews**



# Specifically For Task Order IDIQs

- **Winning a multiple award IDIQ Task Order contract berth is the first step in a long and difficult process**
- **For most firms winning enough task orders to make up-front investments worthwhile is the hard part**
- **Let CAI/SISCo help devise a **strategy** and **execution plan** that accomplishes both**

- **Let us help establish a strategic basis for initially winning the contract berth and subsequent competitive task orders, then...**
  - 1. Employ PTW disciplines to win an IDIQ Task Order contract berth**
  - 2. Approach post-award task order opportunities selectively, and in a deliberate and disciplined manner, to ensure the integrity of the underlying task order capture strategy is maintained**





# Our Unmatched Track Record

- Derives from 35+-year experience focused on capturing major opportunities from all government departments and most of their agencies, locations, and activities
- Support for opportunities at all classification levels
- Subject Matter experience in:
  - CBRNE, Radios, Healthcare, Air Traffic Control, Aircraft Maintenance & Modification, Base & Range Operations, Weapon Systems, Border Security, Telecommunications, Satellite Systems, EO/IR, RADAR, LIDAR, GEOINT, C4ISR, EW, Autonomous Vehicles, Systems Integration, Training & Learning, Embedded Systems, Intelligence Community Systems, Logistics, ERP, Law Enforcement Systems, Managed Services, Energy Management, Cloud Computing, Web Portals, Tax Collection, Case Management, Utility Pricing, Seat Management, Virtual Reality, Cyber Security, System Security, Software Development & Maintenance, Strategic & Tactical Systems, Surveillance Systems, Munitions, Hospital Systems, Vehicle Maintenance, Food Service + many other activity areas
- Unparalleled pursuit support experience for new and re-compete Federal contract opportunities



# Internal or External; FFP or T&M

- **External - FFP**
  - Labor Rate Studies
  - External Price To Win (PTW) Studies
  - On-Demand Competitive Intelligence
  - PTW Training Seminars
  - Develop & Lead Black Hat Reviews
- **Internal - T&M**
  - Opportunity Qualification
  - Pricing Strategy and Price Narrative Development
  - Labor Rate Studies
  - Internal Price To Win (PTW) Studies
  - PTW Training, Coaching, and Mentoring
  - Strategic Pricing Training, Coaching, and Mentoring
  - Participate In Black Hat Reviews
  - Participate In Proposal Color Reviews
  - Infostructure Consulting

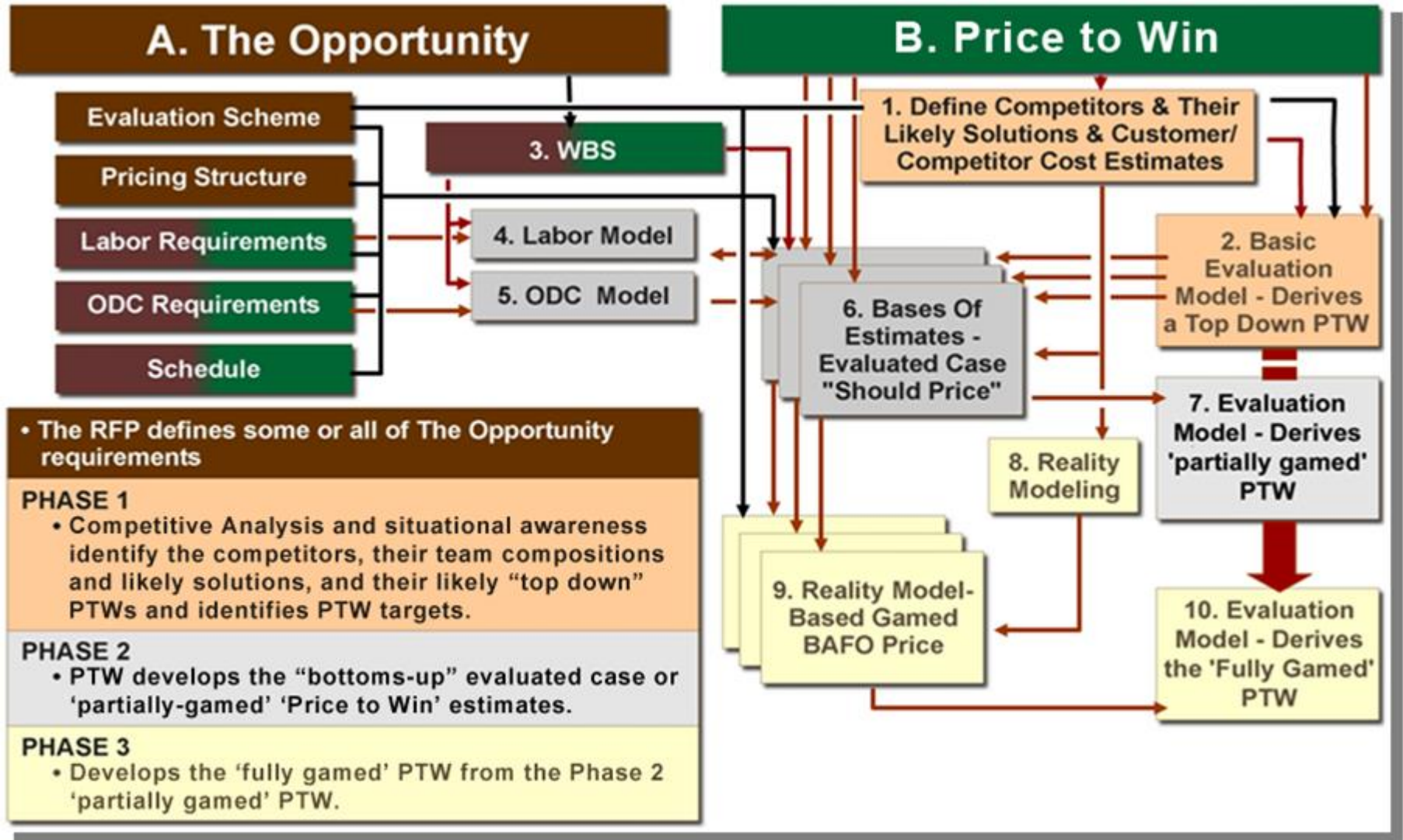




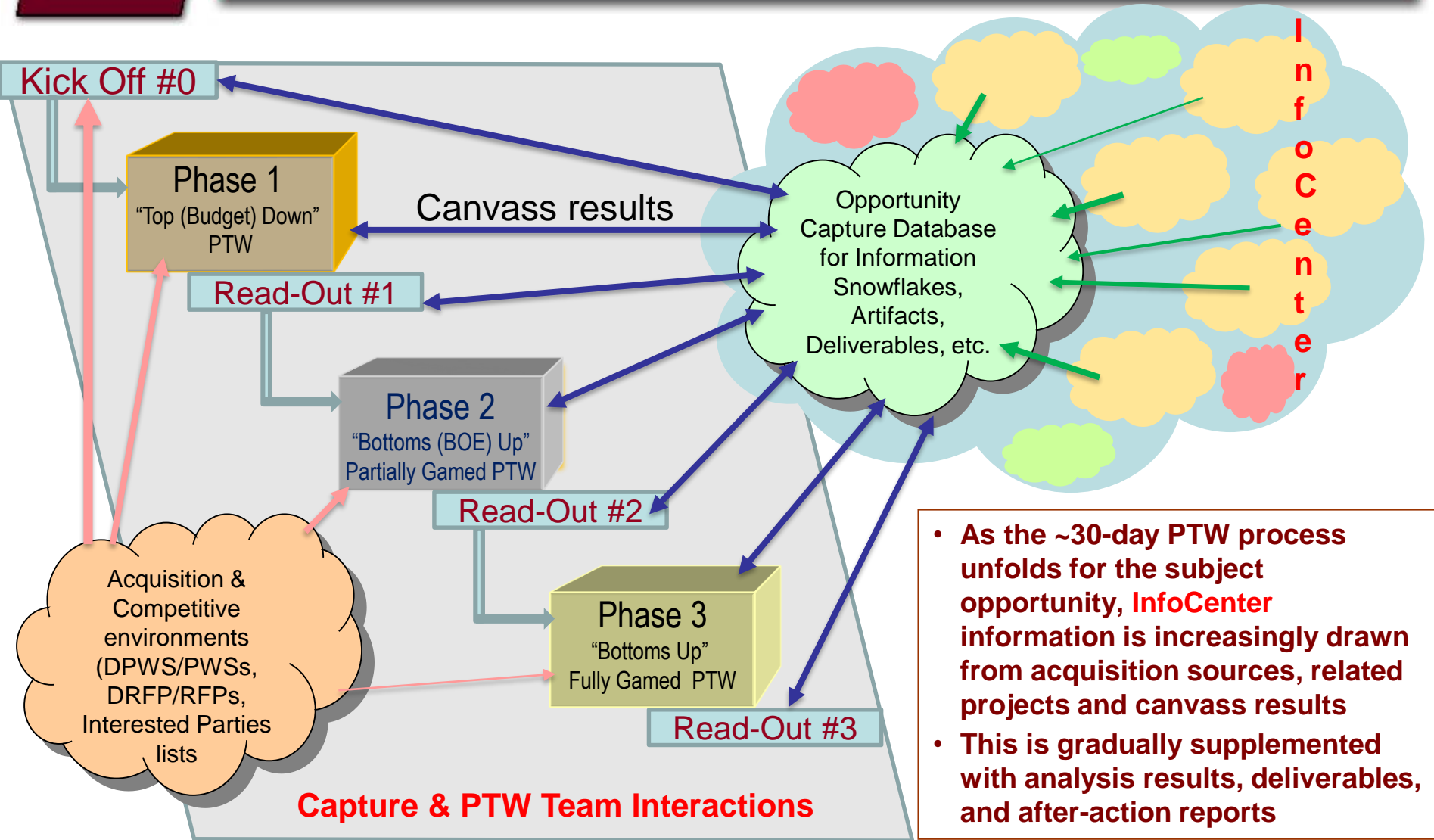
# Some Tasking Examples

- **Contract with CAI/SISCO:**
  - To produce an exclusive and *independent* PTW study for a “must win” pursuit or *augment and coach* your in-house PTW resources
    - Customers can elect to observe the process (see next chart)
    - For subsequent engagements, roles can turn turtle whereby your people do the PTW work while our experts look on and assist/advise, on an as-needed basis
    - Our *independent* PTW studies for all opportunities are competitively priced
  - For an *independent* forward-looking study of labor rates and wrap rates for customer/location combinations that your firm is, or will be, competing for
    - This is priced by discrete government customer/location and a cadre of labor categories, experience levels and clearance levels
  - To have your “must win” pursuit’s Capture & Pricing Strategy discreetly audited to ensure that all possible gaming angles have been considered, if not employed
    - Deliverable assesses improvement potential and identifies opportunities that should be considered for inclusion and how they should be exploited/controlled
    - Study is conducted partly on customer site
- **Engage us to stage an instance of our 1-day “Puzzle Pieces” Competitive Analysis, PTW, and Strategic Pricing training seminar at your facility for all of your business development people**

# How We Do Price To Win (PTW) Studies - Our 3-Phase, 10-Step PTW Framework



# How We Do Price To Win (PTW) Studies - Animating The PTW Framework





# How The Framework Guides Our PTW Process

- Immediately upon being hired to perform an independent PTW study of a specific opportunity we collect and analyze all available opportunity documentation and ingest and integrate Industry Day attendees and other lists of interested parties within our InfoCenter database
  - For IC opportunities our cleared representatives will use either client facilities or visit reading rooms to access the available documentation (DRFP/RFP, DPWS/PWS, Section M, etc.), and produce a sanitized distillation of the opportunity's essential elements of information
- *An opportunity Kick Off meeting is scheduled (this is Encounter #0 with the Capture Team for which CAI/SISCO supplies the agenda) to learn what the Capture Team knows about the opportunity, the customer, the incumbent/s, and the competition prior to embarking on Phase 1 canvass, analysis and deliverable development*
- The Phase 1 activities - canvass, analysis, SWOTs development, scoring of all identified confirmed, likely and possible prime competitors against the prevailing evaluation set, and rank ordering of competitors by threat potential - culminates in development of the Phase 1 “top down” read-out deck for Encounter #1 with the Capture Team
- *Capture Team Encounter #1 presents PTW's Phase 1 findings using a read-out deck that also identifies the competitors that should be targeted for Phase 2 and 3 “bottoms up” analysis*
- Phase 2 develops the WBS, labor categories, BOM elements, and ODC artifacts that feed the Basis Of Estimates (BOE) to produce the “partially gamed” (aka the Price To Do The Job) PTW results for each targeted competitor and the create the partially- and fully-gamed (Phase 3) results that comprise the deliverable for Capture Team Encounters #2 and #3
- *Capture Team Encounters #2 and #3 read-outs combine to present the Phase 2 and Phase 3 “bottoms up” partially- and fully-gamed (aka Price To Win The Job) results for the targeted competitors*

# How We Present Price To Win (PTW) Study Results

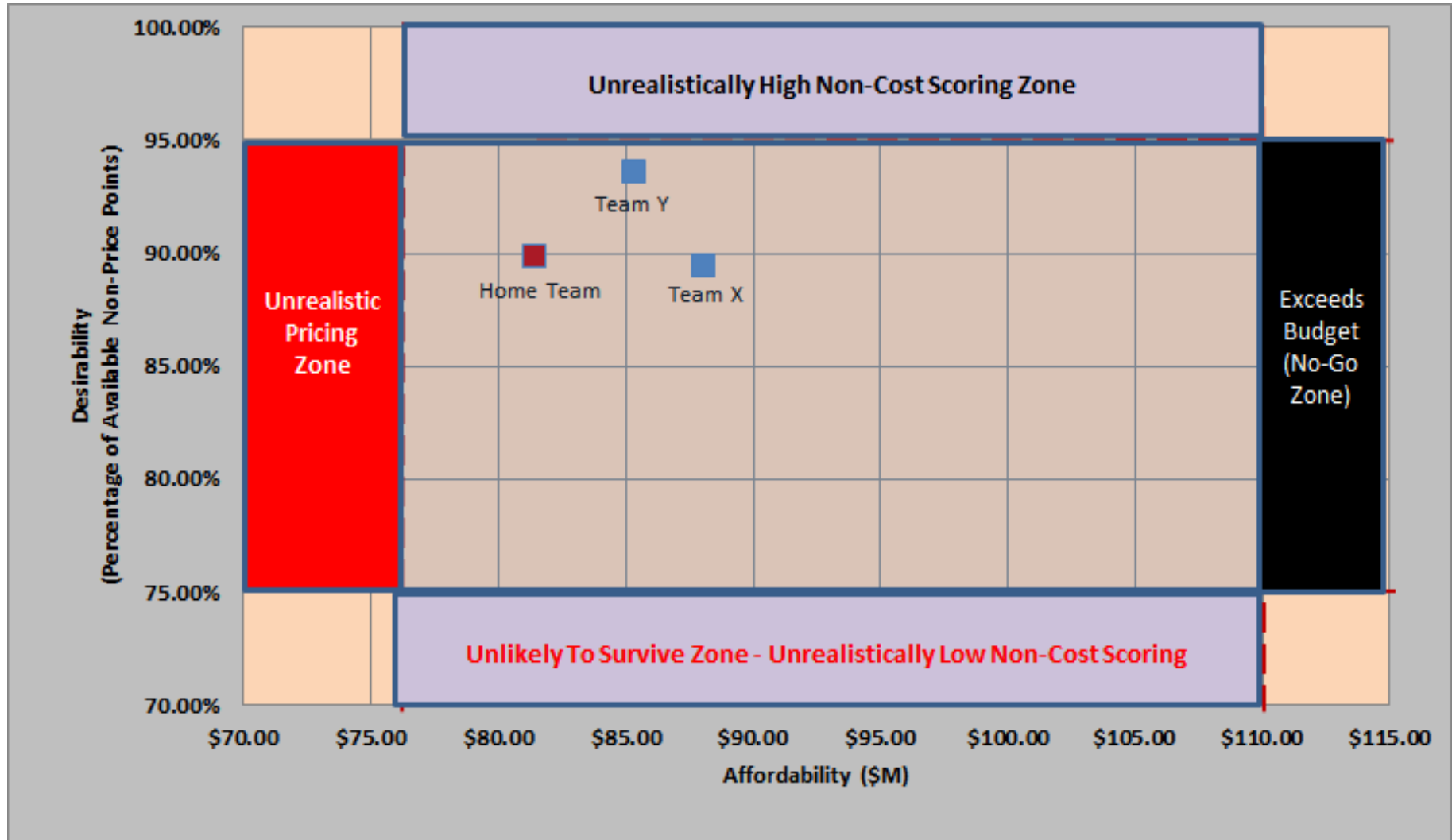


Chart 13





## PTW Practitioner's Professional Tool Box

- This offering provides contractors of all types, sizes and capabilities the tools needed to rapidly stand up a professional in-house Price To Win (PTW) capability
- PTW-In-A-Box consists of:
  - Easily customizable PTW models with built-in comprehensive labor rate and ODC pricing development capabilities;
  - A detailed cookbook that describes how to adapt the PTW models to represent any type of opportunity and competitive situation;
  - Compelling presentation formats that the PTW model populates;
  - Training in the use of the PTW-In-A-Box components;
  - An array of salary survey and estimation tools; and
  - Personal coaching and advice from experienced PTW practitioners
- PTW-In-A-Box components are licensed by the seat – demonstration details and pricing on request



# On-Demand Competitive Intelligence To Support Bid Decisions, Teaming, Solutioning, PTW and Bid Pricing

- **Learning about upcoming government opportunities is open to anyone with a web browser and a free or paid subscription to an opportunity database service**
  - Several commercial and government sources for: basic opportunity information, customer identification, incumbent/s (if any), historical burn rate/s, likely value, acquisition schedule , acquisition type, interested parties, acquisition documents, etc.
  - What you won't learn from these sources is what you really need to know to be able to compete effectively and win
- **CAI/SISCO created CI-4-GovBids because, beyond basic opportunity information, much more Competitive Intelligence (CI) is needed to justify mounting an expensive capture campaign?**
  - Knowledge of the incumbent/s and their teammate/s
    - Companies that are on incumbent team/s?
    - Are incumbent teams still eligible bidders and are these teams staying together?
    - What has/have their incumbent performance/s been like?
  - Who are the other confirmed and/or likely competing bidders?
  - Detailed confirmed and likely competitive bid team SWOTs covering – likely strategy, team composition, strengths, weaknesses, past performance citations, and more
  - How does your team's ability to earn non-cost and cost evaluation award points rank against other bidders?
- **Your sources for developing required Competitive Intelligence (CI) are:**
  - Internally-generated CI – can internal resources do it, and can they do it in a timely fashion?
  - An ~30-day turn internal or external Competitive Analysis/Price To Win (PTW) study; and now
  - **A credit card based, low cost, quick-turn, CI-on-demand request under our CI-4-GovBids service – with no up-front subscription costs**





## On-Demand Competitive Intelligence (CI) Service for Government Contractors

- **CI-4-GovBids** is CAI/SISCo's non-subscription-based, quick-turn source for *ad hoc* government opportunity Competitive Intelligence
- **Typical short-fuse CI requirements that CI-4-GovBids can provide**
  - Identify and rank order competitors (including incumbents)
  - What product choices exist that can meet a CLIN's power, weight and size requirements and are at a TRL of 7, or higher?
  - Describe front-runner capabilities, bid teams, past performance citations, etc.
  - What labor rates and other pricing elements will be needed to win and what pricing and gaming strategies will lead us to our winning price?
- **Typical CI-4-GovBids turnaround times**
  - 24 to 48 hours, or less, with expedited service available
- **CI-4-GovBids's 3 Underlying Information Sources**
  1. Primary - Canvassing to develop Competitive Intelligence (CI) and Street Talk
  2. Secondary - Our metadata-centric *InfoCenter* databases containing pre-positioned CI derived from our industry-leading CA/PTW study activities
  3. Tertiary - All other *open* information sources



# Training To Help Capture Teams Win

## ***'The "Puzzle Pieces" Seminar' (Private Sessions)***

- 1-day Seminar that looks in detail at the 3 most neglected, least understood and critical capture process elements: Competitive Analysis (to identify and rank order competitors); Price To Win (to establish the price the Home Team will need to beat the fiercest competitor); and, Strategic Pricing (to allow the Home Team to develop a winning yet profitable bid) – **great for professional development and re-orienting all business developers to the realities of competing and winning in the government contracting marketplace**

## ***'How To DO Price To Win (PTW) Studies' (Private Sessions)***

- 1-day Seminar consisting of a series of PTW-focused lectures woven around our 3-Phased, 10-Step PTW process (includes an incremental class problem that follows the 3 phases) – **the definitive approach to PTW**

## ***'Strategic Bid Pricing' (Private Sessions)***

- 1/2-day Seminar devoted to developing winning pricing strategies for complex competitive bids – **learn, or brush up on, winning the pricing game**

## ***'Bidder's Guide To Competitive Intelligence' (Private Sessions)***

- 1/2-day and 1-day seminar explore how to develop and use Competitive Intelligence (CI) & Competitive Analysis and the vital roles they play when pursuing government contracts

## ***'Positioning To Win: The 4 Cs of Capture' (Private Sessions)***

- 1-day or 2-day seminar provides basic and advanced techniques for integrating the 4 critical capture success factors – melds Customer, Competition, Capabilities, and Cost consideration into an effective and evolving Capture Plan & Win Strategy

## ***'Proposal Creation: Best Practices Workshop' (Private Sessions)***

- 1-day workshop that examines and addresses many of the common mistakes that are made when planning and preparing proposal responses to government procurements

**All seminars are led by experienced practitioners**

**Seminar outlines and prices are available on request -**





# The CAI/SISCo Difference

- For more than 30 years CAI/SISCo has been helping customers win competitive government contracts with our first come, first served, opportunity-exclusive Price To Win (PTW) training & studies, Pricing Strategy development and PTW staff augmentation.
- We offer a truly independent service that comes with these benefits:
  - Firm Fixed Pricing – To help you stay within budget and avoid scope creep;
  - Responsiveness – PTW and other studies to fit capture schedules and deliverable format needs;
  - Primary, Secondary & Tertiary Research – Extensive telephone canvassing to develop situational awareness and competitive landscape details;
  - Methodology – CAI/SISCo's 3-Phase, 10-Step PTW Framework perfected over 30 years worth of engagements – we even wrote the book on the subject <http://www.caisisco.com/ptwbook.html>;
  - PTW-In-A-Box - PTW models, presentation formats, and estimation tools for complex programs;
  - Seasoned study teams - That work with customers up through award time, and beyond;
  - Past Performance – References from a Who's Who of corporate clients based on hundreds of medium- and large-sized complex opportunities;
  - Competitive pricing - Substantial discounts for multi-opportunity agreements;
  - Independence – We operate free of politics and bias that often influence internal PTW studies; and
  - CAI/SISCo's **CI-4-GovBids**– Credit card based, on-demand Competitive Intelligence (CI) service that lets pursuit teams hit the ground running.
- We have accomplished over 2,000 major opportunity PTW engagements and our study teams are able to draw from vast pools of experience to provide the consistently intelligent, timely, and accurate results **that consistently put our customers in the winner's circle.**
- Contact us now to request a no-obligation proposal or a discreet consultation to learn how CAI/SISCo can best meet your needs.



# Contacts For More Information

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