

# Benefits

## Pipeline Management

- § Track GWAC & IDIQ opportunities
- § Supports recurring federal contract lifecycles
- § Over 300 opportunity data elements including:
  - 20 milestone dates
  - Win strategy
  - 12 capture team members
  - Lessons learned
  - Partner/Competitor Teaming with FOIA
  - Return-on-Investment Determination
- § Manage required data elements by stage
- § Allows auto-calculated fields for ease of use and data gathering
- § Complete workflow enablement integrated with Microsoft Exchange & Outlook
- § Back Office ERP integration for pipeline & backlog analysis
- § Target and automatically load opportunities based on user-specified criteria

## Collaboration

- § Opportunity teaming relationships
- § Tracks Partner/Competitor/Incumbent SWOT on opportunities
- § Automatically partitions SharePoint sites for proposal teaming & documents
- § Outlook and Explorer user interfaces

## Decision Support

- § Opportunity Win Probability calculations
- § Supports complex proposal lifecycles
- § Complete Freedom of Information Act analysis
- § Industry standard capture and proposal best practice support
- § Automated & targeted opportunity mining

**Contact Aligned  
for a demonstration!**

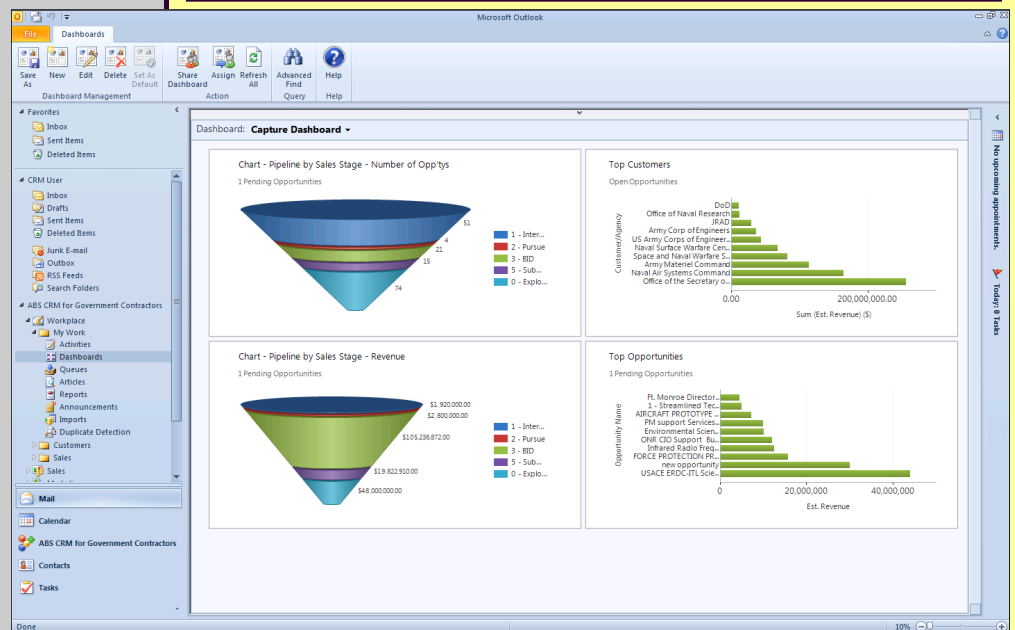
# Aligned Business Solutions' CRM For Gov't Contractors

*Aligning People, Process, Strategy & Technology*

Aligned's CRM for Government Contractors is a solution built on the Microsoft CRM 2011 platform to provide functionality specific to companies that solicit and perform on Government Contracts.

Acquiring and managing Government Contracts demands industry specific information, processes, mandated requirements and decision making tools.

Throughout the life of an opportunity, there are key data elements, relationships and progress information that must be tracked, decided upon and successfully acted upon. Management needs a clear view into this information and activity as well as a tool to enforce mandates. The "Government Contractor" user interface is intended to be seamless and coherent evidenced through logical show and hide fields. More than 500 Government Procurement-specific fields are available to enable your organization to proactively manage your entire business development process.



Built on:



8300 Greensboro Drive  
Suite 800  
McLean, VA 22102

Phone: 571-201-2408  
e-mail: [crm@alignedllc.com](mailto:crm@alignedllc.com)  
website: [www.alignedllc.com](http://www.alignedllc.com)

Manage the entire opportunity lifecycle with embedded workflow triggered off the many Milestones and Resources tracked in the system. This ensures you are proactively notified when the next milestone is due or the next procurement cycle will begin.

**Procurement Dates**

FBO Announcement	12/19/2012	Bidders Conference	3/15/2013
RFI Release		RFI Due	
Draft RFP Release	12/19/2012	Draft RFP Response Due	6/30/2013
RFP Release	12/19/2012	Proposal Due	9/1/2013

A unique feature of this solution is opportunities never have to close even after they are won or lost, guaranteeing you never lose the data or lessons learned from previous bids.

**Capture Team**

**Resources**

Finance Manager	Amy Farrah Fowler	Capture Manager	Rajesh Koothrappali
VP/GM	Michael Bogdon	Pricing Manager	Bernadette
Proposal Manager	Howard Wolowitz	Program Manager	Wil Wheaton
Contracts Manager	Leonard Hofstadler	Operations Manager	Sheldon Cooper
HR/Recruiting Lead	Penny Penny	Purchasing / Purch Mgr	Jeff Roenick

**Gate 1 - Interest Review**

Gate 1 - Scheduled Date: 1/31/2012  
 Gate 1 - Review: 1/31/2012  
 Gate 1 - Chairperson: Jane Doe  
 Gate 1 - VP/GM: John Michaels  
 Gate 1 - Result: Pass (No Action)

**Gate 2 - Pursue**

Question	Answer Name	Min Possible	Max Possible	Current Score
Are we cost competitive?	We are competitive	6	14	6
Client knows us?	No	0	5	5
Do we have the required facilities	Yes	15	20	15
How many sub-contractors to be used	1-4	8	10	10
Incumbency	No eligible incumbent	0	5	5
Is this RFP in our top 5 specialties?	Yes	7	10	10
Proposal Resources People available	Yes	5	15	5

**Gate 3 - Bid/N**

Gate 3 - Bid/No Bid Scheduled Date  
 Gate 3 - Chairperson

User-definable gate reviews enable you to keep your process while leveraging the power and control delivered with Microsoft Dynamics CRM. You can also change the status of opportunities as gate results are entered.

Leverage the Win Probability algorithm or customize it to your liking and have a standardized method determining each opportunity's PWIN. A separate subjective win probability field is also available and both can be utilized and reported on simultaneously.

Track unlimited teams and team member organizations at the opportunity level. Identify each as a partner or competitor and define the incumbent. Link contacts and their role on each opportunity at the team or team member level.

**Opportunity**  
**1 - Streamlined Technology Acquisition Resource...**

Customer/Agency: Washington Headquarters | Est. Revenue: \$10,000,000.00 | Est. Close Date

**Competitors/Teaming: Opportunity PCI Associated View**

	PCI	Partner	Competitor	Prime	Sub	Incumbent	Ranking
General Dynamics Corporation	Yes	No	Yes	No	No		1
Lockheed Martin	No	Yes	Yes	No	Yes		2

Identify and rank each team member's core capabilities and retrieve this information when searching for potential partners on other opportunities. Perform SWOT analysis at the opportunity, team and team member levels.

**Information**

- Team Info
- SWOT
- Incumbent
- Additional Info
- Notes

**Competitor/Team**  
**Lockheed Team**

**P/C Team Members: Partner/Competitor ...**

	Account	Role	Partner
DRS Technologies, Inc	Technical Solution Support	No	
L-3	Forensic Analysis Specialist	No	

With the built-in SharePoint integration, automatically create teaming sites and provide internal and external team members with portal access to security-controlled information and collaboration.

**Competitor/Team**  
**Lockheed Team**

**P/C Contacts: Partner/Competitor Contact Associated View**

	Contact Name	Contact Account	Role	Competitor/Team
	John Smith	DRS Technologies, Inc	Sub Contracting Officer	Lockheed Team
	Clark Kent	DRS Technologies, Inc	Sub Technical Lead	Lockheed Team
	Jane Doe	L-3	Sub Technical Lead	Lockheed Team