



# Business Development Staff Augmentation Capabilities Overview



*Committed to Customer Success*

Established 1975

Business Development Consulting, Training  
and Staff Augmentation Services

*The PTW and Competitive Information Source*

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

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# CAI/SISCo's Clientele

- **Our clients include:**

- Accenture, Apple, AT&T, BAE Systems, Bank of America, BellSouth, Boeing, Booz-Allen, CACI, CSC, CGI-AMS, EDS, Exponent, Fujitsu, General Dynamics, GTSI, Harris, Honeywell, HP, IBM, Intergraph, ITT, L-3 Communications, Level 3, Lockheed Martin, Loral, Lucent, Micron, Microsoft, NCR, Nomura, Northrop Grumman, NTT, Qwest, Raytheon, Robbins-Gioia, RSIS, SAIC, Serco, SI International, Sprint Nextel, Sun, Thales, Unisys, Verizon, Worldcell, Xerox and many others

- **We provide *outside insights* for client business developers charged with capturing major government and other opportunities**



# CAI/SISCo's Program Experience

- Our experience covers success with over 1,000 major programs (see web site for details) worth over \$1 trillion dollars in new and incumbent recomplete business:
  - Most US federal civilian agencies
  - All branches of the US military
  - US state and large local governments
  - Many major corporations and non-US governments
- Recent program experience by opportunity size category includes:

Small	Medium	Large/Complex
DOL BLS ITS	DISA DATS	GSA NETWORKX
AF JET	JHITS	DHS Eagle
e-Borders (UK)	FBI NGI	GSA ALLIANT
ACCESS NYC	DNMSS-G NEC	US VISIT
AF IRSP	Navy AEHF NMT	SBINet
USPS ESSC	iStudio	AF TMOS
Ohio ETS	SSA TSRP	WITS 3

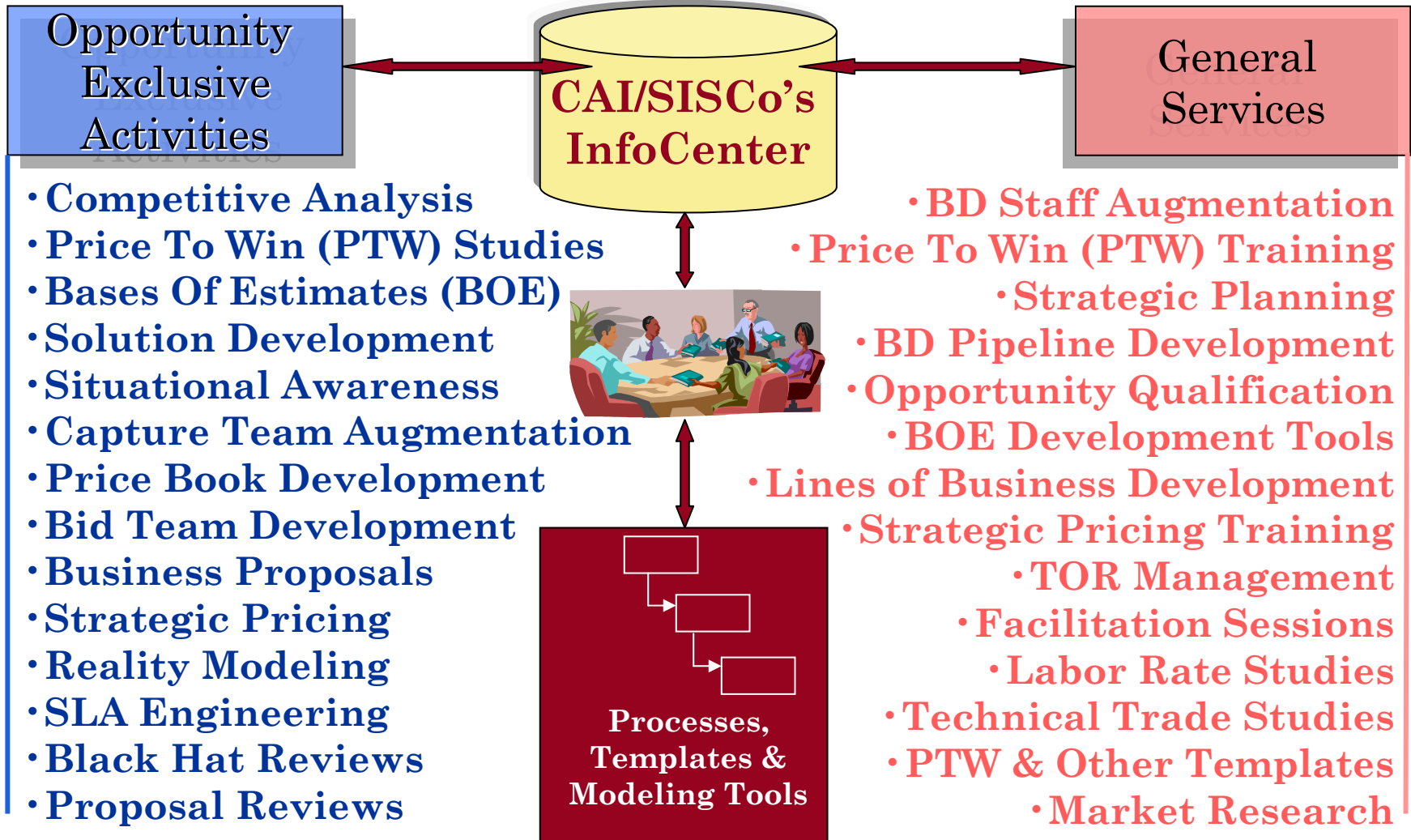


## Our Offerings (1 of 3)

- Our firm supports the range of client business development functions, both strategically and tactically, including...
  - **Senior Management**
  - **Business Development**
  - **Finance**
  - **Capture Management**
  - **Proposal Development**
- We operate 3 tightly-coupled business developer support divisions
  - **Consulting Services – strategic & tactical studies and analyses**
  - **Training Services – professional development of customer personnel**
  - **Staff Augmentation Services – temporary professional teams or individuals to meet surge requirements**
- Slide 2 of 3 shows how our offerings allocate to Opportunity Exclusive and General service offerings and our Concept of Operations
- Slide 3 of 3 shows where CAI/SISCO's offerings and divisions intersect with typical customer business development functions to add value, lower costs, improve capabilities and increase win probabilities



## Our Offerings (2 of 3)



**Results = Processes & Tools + Experience + Pre-Positioned Information**



# Our Offerings (3 of 3)

CAI/SISCO Business Development Support Service Offerings		CAI/SISCO Division			Relevance To Customer Organizational Element						
		Consulting	Training	Staff Augmentation	Senior Management	Business Development	Finance & Pricing	Operations	Capture Management	Solutioning	Proposal Development
Strategic	Strategic Planning	●			●						
	Lines of Business Development	●			●						
	Market Research	●			●	●					
	Opportunity Pipeline Development	●		●	●	●●					
	Opportunity Qualification	●		●		●●					
	Task Order Request (TOR) Management	●			●	●	●		●	●	●
	Price To Win (PTW) Training		●		●		●		●	●	
	Strategic Pricing Training		●				●		●		
	Mergers & Acquisitions	●			●						
	BD CMM & Process Improvement	●	●			●●	●●	●●	●●	●●	●●
	Post Mortem Analyses (Wins & Losses)	●			●	●	●		●		
Tactical	Program Development	●		●	●	●●			●●	●●	
	Bid Team Development	●			●	●			●	●	
	Solution & Operational Concept Development	●		●					●●	●●	
	Technology Trade Studies	●		●						●●	
	Black Hat Reviews	●		●		●●		●●	●●	●●	
	Competitive Analysis Studies	●				●	●	●	●	●	
	Price To Win (PTW) Analysis	●				●	●	●	●	●	
	Bid & Pricing Strategy Development	●		●		●●	●●		●●		
	Program Estimating & Costing - BOEs	●		●			●●	●●	●●	●●	
	CAIV & EVMS Training		●			●	●	●	●	●	
	Price Book Development	●		●			●●				
	Non-Business Volume Proposal Development	●		●				●●	●●	●●	●●
	Business Proposal Volume Development	●		●			●●				●●
	Proposal Reviews (Pink, Red, etc.)	●		●	●●	●●		●●	●●		●●
	Reality Modeling	●		●			●●	●●	●●		
Strategic Pricing & Gaming	●		●	●●		●●	●●	●●			



# Business Development Staff Augmentation

- CAI/SISCO provides professional business development augmentation support at competitive market prices
- We supply skilled and experienced teams or individuals to meet temporary requirements such as to...
  - Lead or support capture management activities
  - Develop or validate capture strategies and tactics
  - Develop or review technical and management proposal responses
  - Develop or review business proposal responses

## Typical Business Development Staff Augmentation Labor Categories

Capture Managers	Agency Specialists	Subject Matter Experts (SMEs)
Pricing Strategists	Proposal Managers	Proposal Volume Leads
Technical Solution Developers	Management Solution Developers	Logistical Solution Developers
WBS Developers	Planners & Schedulers	Cost Estimators (BOEs)
Pricers	Price Book Developers	Proposal Coordinators
Technical Writers	Technical Editors	Graphic Artists



# Staff Augmentation Rate Card & Variables

Labor Category	Hourly Rate Ranges		Variables
	From	To	
Capture Managers	\$100.00	\$250.00	<b>Prices within stated ranges are determined by the following factors:</b> <ul style="list-style-type: none"> <li>• The size and complexity of the subject opportunity;</li> <li>• The length of the engagement;</li> <li>• Proposal development site location; and</li> <li>• Clearance requirements</li> </ul>
Proposal Managers	\$100.00	\$175.00	
Volume Leaders	\$85.00	\$125.00	
Pricing Strategists	\$165.00	\$245.00	
Price Book Developers	\$75.00	\$125.00	
WBS & Schedule Developer	\$75.00	\$125.00	
Coordinators	\$65.00	\$110.00	
Technical Writers	\$72.50	\$142.50	
Graphic Artists	\$45.00	\$92.50	
Subject Matter Experts (SME)	\$100.00	\$250.00	
Agency/Customer Experts	\$100.00	\$250.00	

- Hourly Rate ranges shown in the table above are approximate
- Hourly Rates within the ranges given are tempered by the “Rate Range Factors” shown in the panel to the right
- Please provide detailed “Program Characteristics” information when requesting candidates or a firm fixed price (FFP) hourly rate quotation

Program Characteristics	Rate Range Relationship
<b>Program Size Bands:</b>	
< \$50M Life Cycle	Lower End
\$50M - \$250M Life Cycle	Mid-Range
> \$250M Life Cycle	Upper End
<b>Program Complexity Issues:</b>	
Labor Only	Lower End
Simple Integration	Mid-Range
Complex Integration	Upper End
<b>Requirement Duration:</b>	
< 4 weeks	Possible Premium
4 to 8 weeks	At Par
> 8 weeks	Possible Discount
<b>Proposal Development Site:</b>	
NCR	Usually no T&L Expenses
Outside NCR	Usually T&L Charged at Cost
<b>Clearances:</b>	
<b>Case-by-case basis</b>	<b>By Level</b>



# Proposal Development Approach (1 of 3)

- CAI/SISCo can plan, organize, staff, manage and support all activities required to prepare and produce the entirety of a proposal response by supplying as many or as few of the proposal staffers, subject matter experts and other necessary contributors and reviewers as required
- Our staff augmentation process consists of the following steps:
  - Understand (or help develop) customer requirements;
  - Submit qualified and available candidate résumés;
  - Arrange candidates of interest for interview;
  - Develop task orders for accepted candidates;
  - Execute task orders; and
  - Participate in a post-engagement debrief.
- CAI/SISCo is ready to provide a proposal team consisting of a Proposal Manager, major Volume Leaders (Book Bosses), a Proposal Coordinator and Proposal Writer/Production personnel

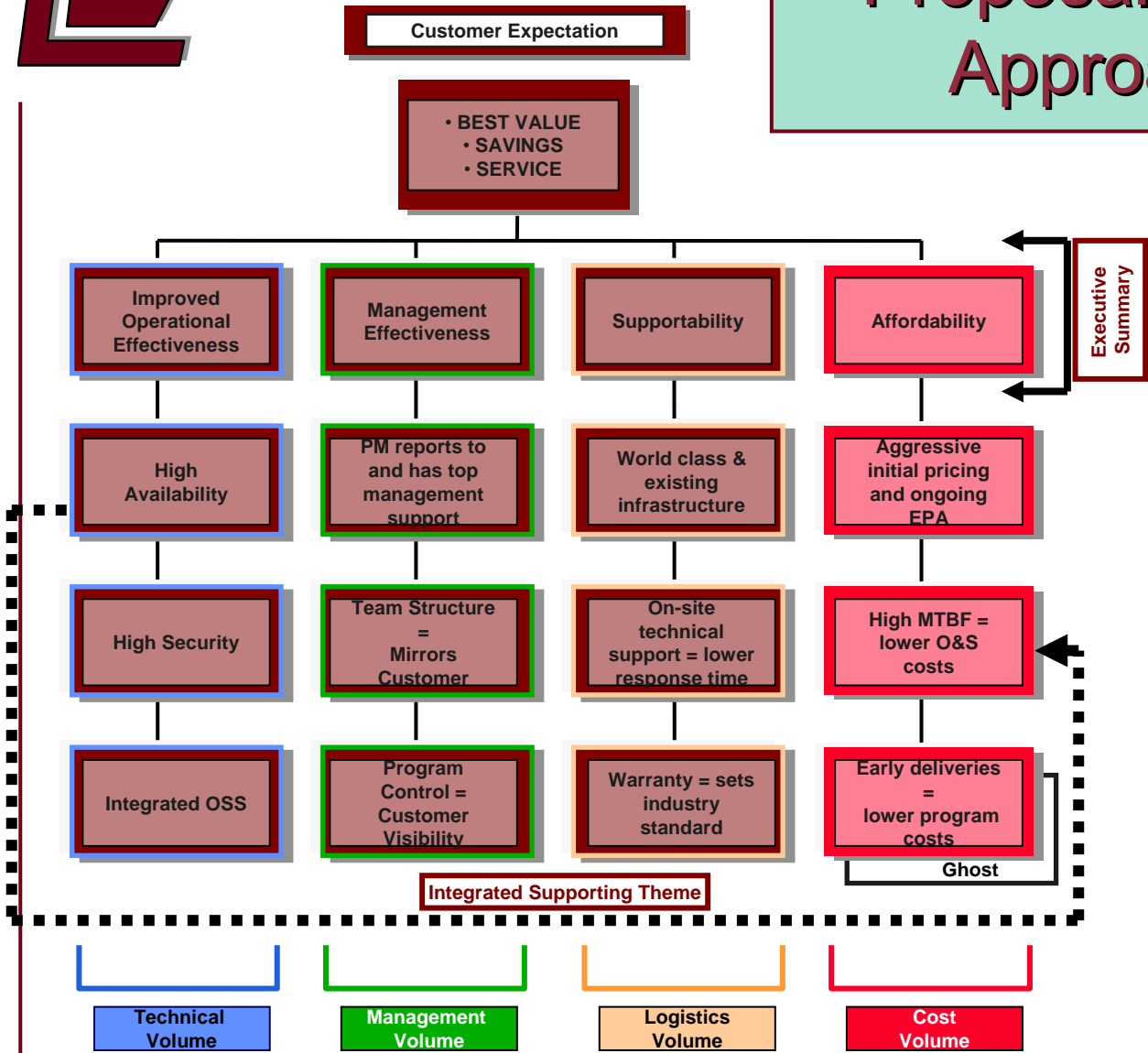


# Proposal Development Approach (2 of 3)

- The anatomy of a typical “best value” proposal is shown on the next slide (an adaptation of the work of Ian Powick).
  - **The columns, from the bottom up, define the proposal structure, as required by the customer’s RFP.**
  - **Shown vertically are hypothetical supporting themes that will weave through the proposal response.**
  - **The Executive Summary should be a horizontal cross-section of the required structure that utilizes each volume’s theme statements to construct a persuasive and cogent summary of the attributes and benefits of the solution being offered that support a positive Section M evaluation**
- This approach is central to CAI/SISCO’s “top down” resource efficient proposal development philosophy
- Our recommended approach is to assemble a core proposal team and have the capture team help them understand the:
  - **problem (customer, environment, need, etc.);**
  - **bid team’s strengths (e.g., team composition, solution, past performance, competition, etc.) and weaknesses; and**
  - **overall capture strategy.**
- Armed with this knowledge the core proposal team then moves rapidly to develop and have reviewed a 10- to 20-page draft Executive Summary that mirrors the structure of the RFP’s section L (proposal structure) while telling the bid team’s story to the customer complete with benefits.



# Proposal Development Approach (3 of 3)



- Once accomplished we can flesh out our proposal team and use the Executive Summary, a detailed proposal outline, and a compliance matrix to develop the proposal “bottoms up”
- Time and time again CAI/SISCO’s approach has saved 20%, or more, of proposal costs and lessened wear and tear on participants over traditional “bottoms up-all-the-way” approaches



# The CAI/SISCo Resource

- CAI/SISCo accomplishes ~50 major “opportunity-exclusive” support engagements and ~10 significant studies every year
  - **Typically, projects range from 30- to 90-days in duration and we usually have up to 8 quasi-concurrent engagements**
- These engagements cover a wide range of IT (including telecom), C&E and S&T programs that require diverse skills and deep understanding
- CAI/SISCo’s processes, models and pre-positioned information assets are the foundation and common elements for all of our engagements
- Our employee base consists of seasoned project leaders well versed in our processes, models and pre-positioned information assets supported by our analysts, strategists and modelers
- On an ‘as needed’ basis we supplement our core group of employees with SMEs and consultants from our “virtual” Business Development resource (now over 1,000 strong) -- a Who’s Who of independent talent – that is the basis of our BD augmentation practice

**Training seminars are led by our experienced practitioners**



# Key CAI/SISCo Discriminators

- ✓ **F** In advance of populating your proposal team our Consulting  
**A** Division can undertake a rapid response, fixed price study to  
**S** facilitate the development of a draft Executive Summary  
**T**
- Once reviewed by the capture team, the Executive Summary is maintained to become the running truth that guides detailed proposal development
  - This “top down” approach can save more than 20% of the total “bottoms up” costs practiced by the body shop staff augmentation houses
- ✓ **G** As a leading provider of a full range of business development  
**O** support services CAI/SISCo’s Staff Augmentation Division has  
**O** worked with and can provide some of the finest technical,  
**D** management and pricing minds in the business
- If the bid pricing issue keeps you awake, start there – it is the key to success
  - We augment technical and management proposal teams with professionals that have specific relevant subject matter and/or customer experience
- ✓ **C** Since 80% of all awards are made to the low priced, technically  
**H** acceptable bid team our Training Division trains capture,  
**E** solution development, and proposal development teams to  
**A** understand and employ:  
**P**
- Cost as An Independent Variable (CAIV) approaches
  - Winning Pricing Strategies
  - The discipline of Price To Win (PTW)



# Why CAI/SISCo?

- Staff augmentation, training, competitive analysis, Price To Win (PTW) and strategic pricing engagements in support of major opportunity pursuits are our core businesses
  - We approach staff augmentation and acquisition support for all complex programs using standard, proven and repeatable processes that mirror ‘best practices’
- We invest heavily in developing, training and maintaining our staff and our modern collaborative and Infocentric™ knowledge worker support environment, including:
  - Pre-positioning data in our InfoCenter™ repository concerning...
    - Industry players, their incumbencies, past performance, pricing and discounting, attitude toward risk, and uplift and fee expectations
    - Talent that can be leveraged to augment customer business development surge requirements
  - Incremental improvements to our tools and modeling capabilities to make support for client success both timely and affordable
    - Our tools and processes operate in conjunction with the information we are constantly pre-positioning



# Services Price List (1/2007)

Offering Title	Offering Type	Price	Availability	Overview - Please call for additional information
<b><i>Business Development Modernization/Improvement Training:</i></b>				
Competitive Analysis, Price To Win & Strategic Pricing	Private 2-day Seminar	\$15,000 + expenses	10 working days	For senior opportunity capture and pricing personnel. Private price is for 12 attendees/ handouts. \$500 per additional attendee. Choice of class problems.
Modern Bid Pricing	Private 6-hour Seminar	\$10,000 to \$12,500	10 working days	For technical and pricing personnel, involved with IDIQ bid preparation, includes 12 attendees. \$500 per additional attendee. 6 hours.
Earned Value Management (EVM)	Private 4-hour Seminar	\$8,500	10 working days	4-hour session for major bid senior business developers, capture managers, and operations personnel. Includes 12 sets of handouts. \$300 per additional attendee.
Cost As an Independent Variable (CAIV)	Private 4-hour Seminar	\$8,500	10 working days	For Category 1 DOD and other opportunities - understand, leverage, and propose solutions that have CAIV "baked in". The session price is for groups of up to 12 participants. \$300 per additional attendee.
Price To Win (PTW)	Private 1-day Seminar	\$8,500 + Expenses	10 working days	For senior opportunity capture and pricing personnel. Includes 12 sets of hard & soft copy handouts and models. \$300 per additional attendee.
Price To Win (PTW)	Public 1-day Seminar	\$1,195 Per Seat	Regularly scheduled public seminars	For senior opportunity capture and pricing personnel. Includes comprehensive hard & soft copy handouts and models.
<b><i>Opportunity-Exclusive Business Development Support Services:</i></b>				
Bid Strategy Development	Interdependent Facilitation	\$10,000 to \$50,000	10 working days	Interactive/independent development of themes/discriminators and a draft Executive Summary or Solution White Paper
Competitive Analysis & Price To Win (PTW)	Independent Study	\$35,000 to \$500,000	10 working days	Detailed analysis & modeling of competitor bids and pricing for major IT, C&E and S&T opportunities
Reality Modeling	Independent Study	\$10,000 to \$50,000	10 working days	Develops a "should sell" schedule of major CLINs for ID/IQ opportunities
Proposal Reviews (Pink and Red Teams)	Independent Assessment	\$7,500 to \$22,500	10 working days	Assesses RFP compliance, provides before/after evaluation scores, delivers red-lined proposal w/detailed comments/suggestions + formal presentation
Pricing Strategy Development	Facilitation	\$15,000 to \$50,000	10 working days	Detailed pricing strategy development for a major IT opportunity
"Black Hat" Reviews	Interdependent Facilitation	\$10,000 to \$50,000	10 working days	Interactive/independent development of themes/discriminators and a draft Executive Summary or Solution White Paper
Price Book Development		\$15,000 to \$20,000	10 working days	Uses templates to rapidly develop a customized opportunity Price Book.
Business Development Comparative Assessment	Independent Analysis	\$35,000 per year	10 working days	Assesses all areas of federal business development activities against "best practices" and the BD-CMM -- includes detailed remediation suggestions.
<b><i>Consulting &amp; Temporary Business Development Staff:</i></b>				
Senior Consultant	Personal Services	Hourly \$245, Daily \$2,250	24 hours	Strategic business development consulting and SME services. Minimums may apply.
Senior Associate	Personal Services	Hourly \$210, Daily \$2,000	24 hours	Ad hoc business development support for strategic planning, capture planning, capture management and SME services. Minimums may apply.
Application Development	Support Services	\$1,250 per day	24 hours	Develop/customize Lotus Notes™, J2EE-based & other Web-based applications
Business Development Staff Augmentation	Ad Hoc Support Services	Market prices	24 hours	Experienced business development support personnel for marketing, capture management and proposal managers, coordinators, book bosses & graphic artists
<b><i>Business Development Modernization/Improvement Products:</i></b>				
The Estimator© - IFPUG-Compliant SW Development Estimation Tool	Software Module	\$5,000	Immediate	J2EE-based software development estimation tool that uses function point analysis to size, cost and price projects for proposals, PTW analyses, and PM.
The Silver Bullet©- our Federally-Focused Contact Database	Excel Database	\$995	Immediate	Database of ~17,500 key government, contractor and consultant contact names, titles, salutations, company, company type, e-mail address and web site, fax and phone numbers (desk & cell).



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