

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

Tuesday October 16, 2012



Today's event will begin shortly

SPONSORED BY:



## Today's Speakers



**James J. Baker (Jimmy):** Author of “How to Win Business From the Federal Government”, consultant, and strategist on the public sector technology marketplace



**Ed Saltzberg, Ph.D.:** President ERS Advisors & former SAIC and SRA senior officer



**Sean Campbell:** Senior Government Consultant  
E Pipeline

# Today's Agenda

- Overview
- About the Speakers
- Focus for Webinar
  - How to Follow the Federal Money
  - How to Find Winnable Opportunities
  - How to Win More Than Your Competitors
- Next Webinar
- Working with your Company

# The Public Sector Technology Exchange Presents Primer for Researching and winning federal contracts

## Overview

### How to Follow the Money

#### The Budget

- [www.whitehouse.gov/omb/e-gov/docs](http://www.whitehouse.gov/omb/e-gov/docs)
- Scroll down to documents (archive) and click on Federal IT Spending for Budget Year 2013
- \$74.5B for IT
- Make a short list of what your company does
- Command and Find
- DME is where you want to focus
- SS funding what to look for



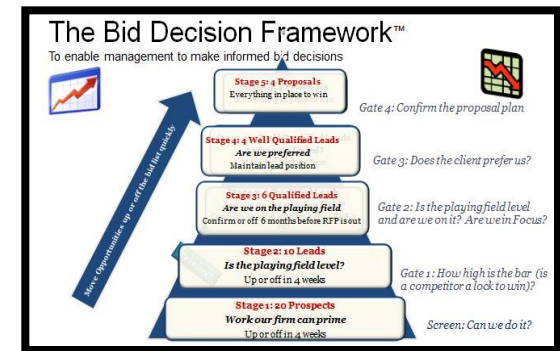
Jimmy

### How to Find Opportunities

A banner with a blue background and a white dome (likely the US Capitol) on the left. The text reads "Identify, Qualify &amp; Win More Government Business". Below this, a list of services is provided: "Researched Federal Contracting Opportunities", "State &amp; Local Opportunities", "Agency Market Intelligence", "FPDS PLUS", "Company Market Intelligence", and "350,000 Government Contacts". On the right, a box titled "Our Solution" contains a diagram showing "Agency Market Intelligence" and "Company Market Intelligence" leading to "Researched Opportunities", which then leads to "Custom Reports" and "FPDS Contract History".

Sean

### How to Win



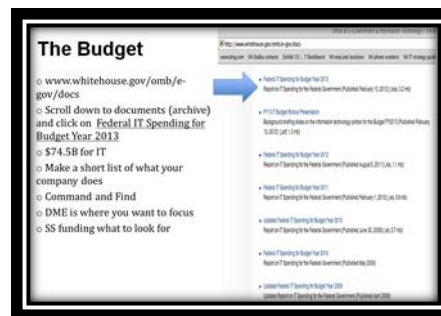
Ed

TODAY'S  
SPONSOR



# The Public Sector Technology Exchange Presents Primer for Researching and winning federal contracts

## How to Follow the Federal Money



Jimmy Baker

The Public Sector Technology Exchange Presents  
Primer for Researching and Winning Federal Contracts

# How to Follow the Federal Money

\$74.5B for Technology Budget in 2013 of which \$19.8 is DME

James Baker, Author & Strategist / [www.jamesjbaker.com](http://www.jamesjbaker.com)

## Report on Information Technology (IT) Spending for the Federal Government

		PY 2011 Total IT	CY 2012 Total IT	BY 2013 Total IT						
Federal Agency	BY Count	Spending	Spending	Spending	DME PY	DME CY	DME BY	O&M PY	O&M CY	O&M BY
Department of Agriculture	296	2,459	2,493	2,572	397	513	543	2,062	1,980	2,029
Department of Commerce	137	2,360	2,555	2,444	844	958	839	1,516	1,596	1,604
Department of Defense	2,216	34,888	33,770	32,846	11,952	11,790	10,439	22,936	21,980	22,407
Department of Education	178	534	523	578	48	75	96	486	448	483
Department of Energy	844	2,046	2,137	2,033	266	308	175	1,780	1,829	1,858
Department of Health and Human Services	718	6,595	6,960	7,139	1,431	1,313	1,321	5,164	5,648	5,819
Department of Homeland Security	365	5,580	5,792	5,755	1,454	1,597	1,181	4,126	4,195	4,575
Department of Housing and Urban Development	48	318	489	392	45	136	142	274	354	250
Department of the Interior	239	1,012	994	965	137	123	96	876	871	869
Department of Justice	310	2,952	2,757	2,655	1,021	781	589	1,931	1,976	2,066
Department of Labor	133	614	607	611	104	91	89	509	517	522
Department of State	73	1,402	1,413	1,345	262	269	204	1,140	1,144	1,142
U.S. Agency for International Development	21	106	90	112	17	2	28	90	88	85
Department of Transportation	356	2,989	3,019	3,100	1,664	1,657	1,707	1,326	1,362	1,393
Department of the Treasury	293	3,508	3,217	3,576	655	598	838	2,853	2,619	2,738
Department of Veterans Affairs	33	3,036	3,111	3,327	931	661	640	2,105	2,450	2,688
U.S. Army Corps of Engineers	31	550	582	566	38	37	33	513	546	533
Environmental Protection Agency	128	467	455	465	76	68	81	391	387	384
General Services Administration	88	622	617	631	91	114	135	532	504	496
National Aeronautics and Space Administration	66	1,687	1,462	1,462	142	66	71	1,544	1,396	1,391
National Archives and Records Administration	30	165	106	100	74	16	10	91	90	89
National Science Foundation	13	99	99	97	12	19	19	86	80	78
Nuclear Regulatory Commission	32	165	156	151	18	19	11	147	137	141
Office of Personnel Management	43	79	72	65	10	10	5	68	62	60
Small Business Administration	35	114	102	112	15	28	29	100	74	83
Smithsonian Institution	22	65	65	68	4	3	3	61	62	64
Social Security Administration	80	1,568	1,370	1,380	693	611	571	875	759	809
<b>Federal Grand Total</b>	<b>6,828</b>	<b>75,981</b>	<b>75,013</b>	<b>74,548</b>	<b>22,401</b>	<b>21,862</b>	<b>19,892</b>	<b>53,580</b>	<b>53,151</b>	<b>54,657</b>

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

Office of E-Government & Information Technology | The W

## The Budget

- [www.whitehouse.gov/omb/e-gov/docs](http://www.whitehouse.gov/omb/e-gov/docs)
- Scroll down to documents (archive) and click on Federal IT Spending for Budget Year 2013
- \$74.5B for IT
- Make a short list of what your company does
- Command and Find
- DME means new funding in an existing program



<http://www.whitehouse.gov/omb/e-gov/docs>

[www.bing.com](#) [VA Osdbu contacts](#) [Exhibit 53 |...T Dashboard](#) [VA map and locations](#) [VA phone numbers](#) [VA IT strategy guide](#)

- [Federal IT Spending for Budget Year 2013](#)  
Report on IT Spending for the Federal Government (Published February 13, 2012) (.xlsx, 3.2 mb)
- [FY13 IT Budget Rollout Presentation](#)  
Background briefing slides on the information technology portion for the Budget FY2013 (Published February 13, 2012) (.pdf, 1.3 mb)
- [Federal IT Spending for Budget Year 2012](#)  
Report on IT Spending for the Federal Government (Published August 5, 2011) (.xls, 1.1 mb)
- [Federal IT Spending for Budget Year 2011](#)  
Report on IT Spending for the Federal Government (Published February 1, 2010) (.xls, 3.8 mb)
- [Updated Federal IT Spending for Budget Year 2010](#)  
Report on IT Spending for the Federal Government (Published June 30, 2009) (.xls, 5.7 mb)
- [Federal IT Spending for Budget Year 2010](#)  
Report on IT Spending for the Federal Government (Published May 2009)
- [Updated Federal IT Spending for Budget Year 2009](#)  
Updated Report on IT Spending for the Federal Government (Published April 2008)

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## Example HHS

- 724 line items for the technology budget for 2013
- \$7.1B total budget for technology in 2013
- \$1.3B in new money

Federal Agency	PY 2011 Total IT		CY 2012 Total IT		BY 2013 Total IT		DME PY	DME CY	DME BY	O&M PY	O&M CY	O&M BY
	BY Count	Spending	Spending	Spending	Spending	Spending						
Department of Agriculture	296	2,459	2,493	2,572	397	513	543	2,062	1,980	2,029		
Department of Commerce	137	2,360	2,555	2,444	844	958	839	1,516	1,596	1,604		
Department of Defense	2,216	34,888	33,770	32,846	11,952	11,790	10,439	22,936	21,980	22,407		
Department of Education	178	534	523	578	48	75	96	486	448	483		
Department of Energy	844	2,046	2,137	2,033	266	308	175	1,780	1,829	1,858		
Department of Health and Human Services	718	6,595	6,960	7,139	1,431	1,313	1,321	5,164	5,648	5,819		
Department of Homeland Security	365	5,580	5,792	5,755	1,454	1,597	1,181	4,126	4,195	4,575		



# Tactic for Locating Deals

New Open Save Print Import Copy Paste Format Undo Redo AutoSum Sort A-Z Sort Z-A Gallery Toolbox Zoom Help

Calibri 9 B I U \$ % , 0.00 0.00

	Sheets			Charts			SmartArt Graphics			WordArt					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Bureau												% of Agency	Investment	Part of
1	Agency	Code	UII	Investment Title	Description	PV	CV	PV	DME PV	DME CV	DME PV	Agency BY	BY	Category	Exhibit
2	Department of Health and Human Services	009-15 00000706	HRSA - OIT Electronic Handbooks (EHBs)	The EHBs supports HRSA with program administration, grants administration and monitoring, management reporting, and performance measurement and analysis.								83	0.16%	00	
3	Department of Health and Human Services	009-15 00000708	HRSA - OIT Core Business Support System	Includes investments in network support contractors, data center operations, and network hardware and services required to ensure a secure, reliable technical infrastructure and maintain the General Support System (GSS).								83	0.03%	00	
4	Department of Health and Human Services	009-15 00000710	HRSA - BHPH HEAL The Health Education Assistance Loan/HEAL On-line Processing System	This investment is a unique web based system with an Oracle database that tracks current payment status on outstanding HEAL loans and enables the HEAL Program to project the government's potential liability for future claim payments.		0.415	0.432	0.432	-	-	-	7,139.383	0.01%	00	
5	Department of Health and Human Services	009-15 000001360	HRSA - HSB National Organ Procurement and Transplantation Network (OPTN)	Maintaining the National Organ Transplant waiting list; Maintaining the national allocation system for deceased donor organs; Operating a 24/7, 365 days/year Organ Center to facilitate the placement of deceased donor organs with transplant programs.		1.270	1.480	1.590	-	-	-	7,139.383	0.02%	00	
6	Department of Health and Human Services	009-15 000001361	HRSA - BHPH National Practitioner Data Bank (NPDB)/Healthcare Integrity and Protection Data Bank (HIPDB)	NPDB and HIPDB were designed to protect public health and reduce healthcare fraud & abuse by restricting incompetent health care practitioners from moving State to State without discovery of previous substandard performance or unprofessional conduct.		23.508	22.000	21.000	5.548	5.598	5.598	7,139.383	0.29%	00	

Find

Find what:

what your company does insert here

Find Next

Close

Replace...

Within: Sheet ☐ Match case

Search: By Rows ☐ Find entire cells only

Look in: Formulas

# Places to gain insight

- 300's or Business Cases
- Federal CIO [council-cio.gov](http://council-cio.gov)
- CIO's home page
- IT Dashboard- [itdashboard.gov](http://itdashboard.gov)
- USA Spending.gov
- GAO AND OMB
- Performance.gov
- Blogs, Trade Magazines, and Political Mandates & Directives

***The Federal Government has spent over \$600 billion on IT over the past decade, yet it has achieved little of the productivity improvements that private industry has realized from IT. Too often, Federal IT projects and programs are behind schedule, over budget, or fail to deliver results at all, wasting taxpayer dollars.***

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## The 300 or Business Case

Each agency will post them in different places. Tactics to find them:

1. Simply do a Google search with the department and the key phrase “exhibit 300” and/ or “CPIC” capital planning

2. <http://www.whitehouse.gov/omb/e-gov/docs>

3. The CIO’s home page will generally have a link to the Exhibit 300s

4. HHS puts many of the business cases on

<http://www.itdashboard.gov/portfolio/agency=009>

5. Looking for key programs that you can impact. 300 will tell you how the program is doing and who to call.

## ACA Consolidated IT Investment (formerly CMS CCIIO Healthcare Insurance Exchange IT Investment (HIX))

### Investment Description

This Exhibit 300 represents a summary of the current IT investments undertaken by HHS and Treasury to implement the provisions of the Patient Protection and Affordable Care Act (ACA). It includes the CMS Center for Consumer Information and Insurance More..

FY2012 (CY) Spending  
\$56.9 M

Time frame of Investment  
2011 - 2020

Status  
Continued  
Major

› Projects › Current Exhibit 300 › FY12 Exhibit 300 › Contracts › Baseline Change History › Evaluation History

### CIO Information



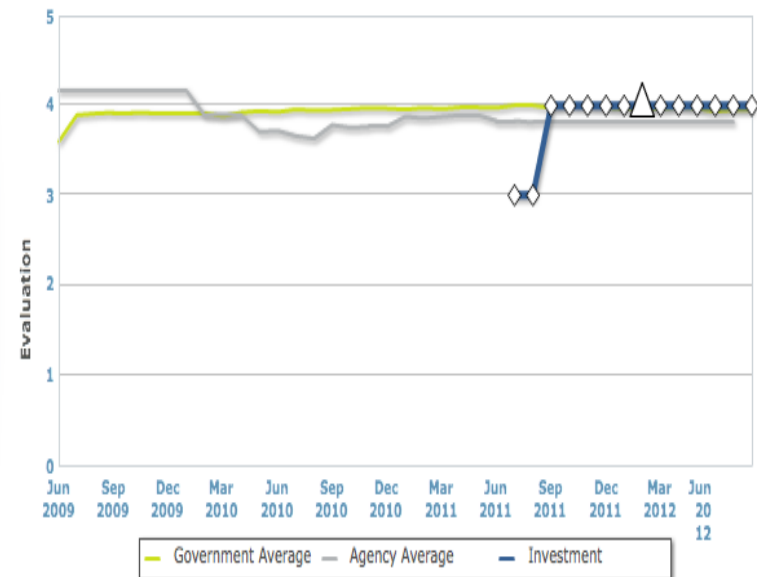
Frank Baitman

Agency Head  
Kathleen Sebelius

Agency  
HHS

Bureau  
Centers for Medicare and  
Medicaid Services

### Evaluation by Agency CIO



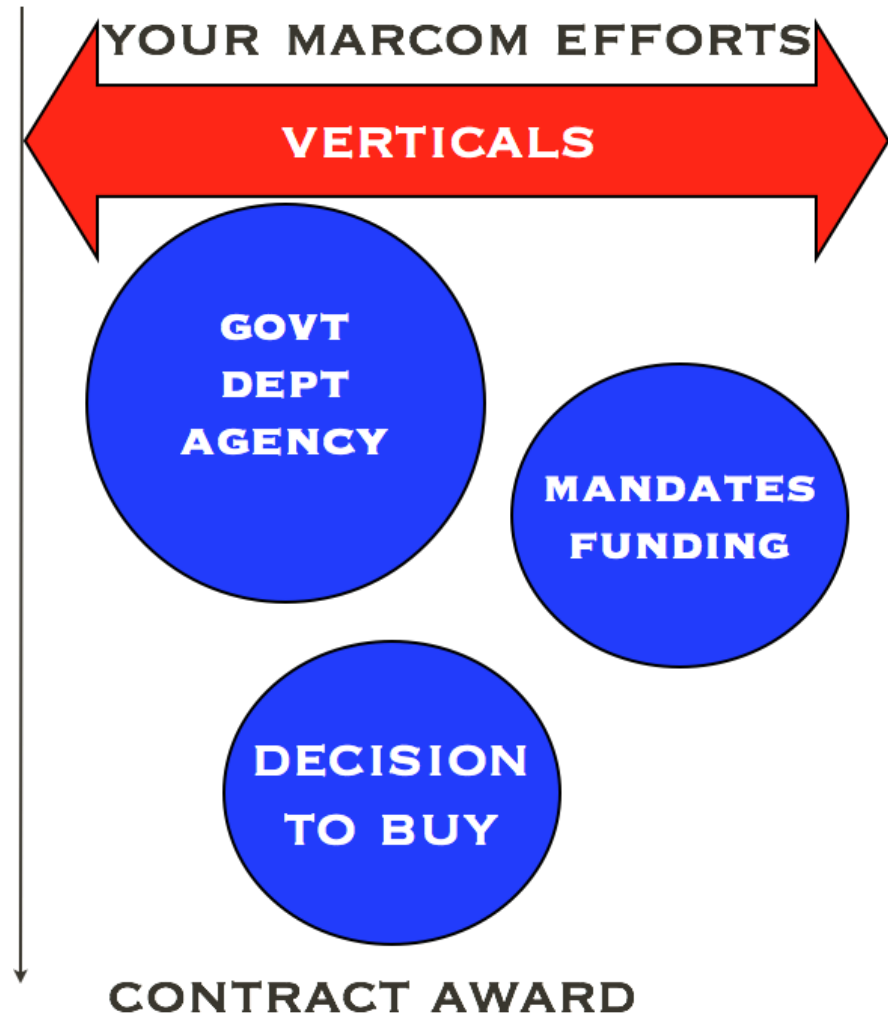
△ Baseline Change Occurrence

○ 1 year ○ 2 Year ● All Time

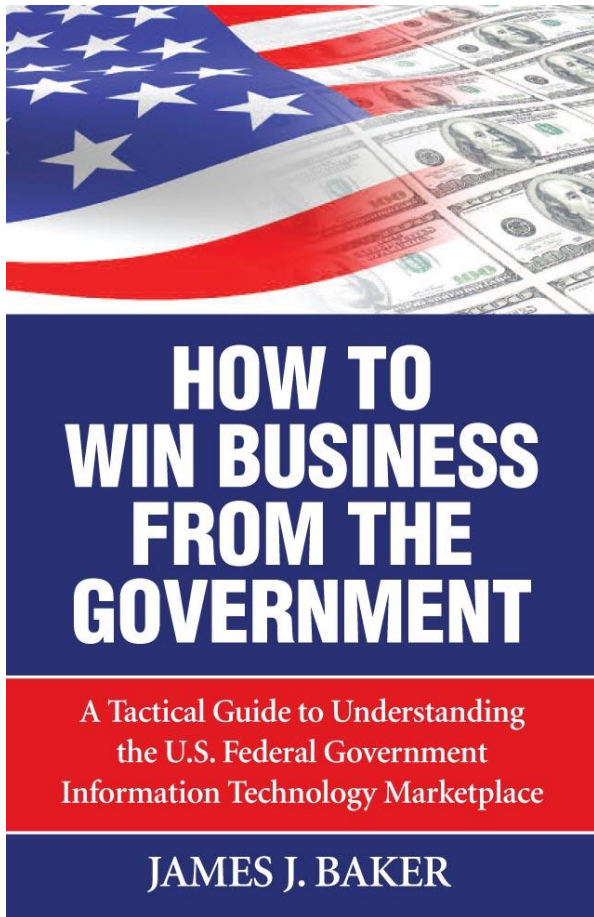
# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## The ROI of Marketing

- How to deal with the biggest problem between sales and marketing groups?
- Is your branding verticalized and does it track with the budget, mandates, and funding?
- Do you know the lines of business / verticals the agency you are tracking has?
- Has your company actually validated your USP?
- How do you qualify and take a lead into a sales pipeline?



# Special Book Offer



**Only \$9.50** (includes shipping)

**Order Now at:**

<http://www.bartlebythepublisher.com/ers.html>

**Book reviews and training videos at**

**[www.governmentbusinessbook.biz](http://www.governmentbusinessbook.biz)**

Contact James Baker for customized training and strategy support for your team at 703.303.4233 or [james@jamesjbaker.com](mailto:james@jamesjbaker.com)

TODAY'S  
SPONSOR



# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## How to Find Winnable Opportunities



Sean Campbell  
E Pipeline

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts



Connecting Your Business To Government Business

[www.epipeline.com](http://www.epipeline.com)

epipeline delivers targeted sales leads, government market intelligence and a suite of fed bid information management tools to help companies minimize their business development costs and maximize their government-based revenues in the following vertical markets:

- **Information Technology,**
- **Command, Control, Communications,**
- **Computers and Intelligence (C4I)**
- **Architecture/Engineering & Construction (AEC)**
- **Operations & Maintenance (O&M) / Facilities Management**
- **Environment & Energy**



# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## Recent Searches

2:07 EST  
1:36 EST  
March 11:36 EST  
11:26 EST  
1:25 EST  
1:24 EST  
1:24 EST  
1:05 EST  
4:22 EST  
4:22 EST  
March 14:22 EST  
4:02 EST  
4:01 EST  
4:01 EST  
13:48 EST

## Standard Reports

### Comprehensive

### Port Snapshots

Port  
DM AEC

te

Strategy  
Contact

## Key Reports

d

## Opportunity Search Results - epipeline

182 out of 182 returned Total Value: **\$10,617,900** Average Value: **\$58,340** (in thousands)


[Save As Profile](#)


[Save Search](#)


[Download](#)

Opportunity Details		▲▼	▲▼	▲▼	▲▼	▲▼	▲▼	Refine Search
Title & Opportunity ID	Program Code	Department / Agency Status	Vertical	Value (k)	Projected RFP	Period of Performance	Manage ?	
1 <a href="#">Outcomes Evaluation of the NCI Cancer Prevention Fellowship Program</a> FOSRCUSA25249	OutcomsEvINCICPPF	HHS - Department of Health and Human Services HHS - Department of Health and Human Services	IT	\$ 1,000	10/17/2012	02/01/2013 - 01/31/2015	<a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bid</a>	
2 <a href="#">Medical Expenditure Panel Survey - Medical Provider Component (MEPS-MPC) for the Agency for Healthcare Research and Quality (AHRQ)</a> FOSRCUSA15287	AHRQ MEPS MPC	HHS - Department of Health and Human Services HHS - Department of Health and Human Services	IT	\$ 65,000	10/17/2012	06/15/2013 - 06/14/2018	<a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bid</a>	
3 <a href="#">Chief Information Officer - NEW (CIO-NEW), Formerly Titled the Electronic Commodity Store-III (ECS3)</a> FOSRCUSA23382	CIO-NEW (ECS3)	HHS - Department of Health and Human Services HHS - Department of Health and Human Services	IT	\$ 6,000,000	10/19/2012	04/01/2013 - 03/31/2023	<a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bid</a>	
4 <a href="#">Support for the NIAID Learning and Development Programs</a> FOSRCUSA14205	Spt NIAID Learn	HHS - Department of Health and Human Services HHS - Department of Health and Human Services	IT	\$ 10,000	10/19/2012	03/31/2013 - 03/30/2018	<a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bid</a>	
5 <a href="#">DESPR Analysis and Statistical Programming Support</a> FOSRCUSA14588	DESPR Alys St	HHS - Department of Health and Human Services HHS - Department of Health and Human Services	IT	\$ 7,000	10/19/2012	04/01/2013 - 03/31/2018	<a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bid</a>	



# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts



## Research Results Custom View - Report: Short Report

### Sorted By: Proj. RFP Date

#### Search Criteria:

Status Pre-RFP  
 Type of Program PMSETA,COTSSF,NTHARD,PROFSV,Health,DTSERV,SYSDVI,OURSRC,TLASRV,CMPUTR,FACILM,INFSRD,R&D,MODELS,LOGIST,WSHPPC,OPRMNT  
 Department/Agency 47  
 RFP Date 10/16/2012 - 10/16/2014



182 out of 182 returned

Department	Opportunity Name	Value \$K	Proj. RFP Date	Controls
Department of Health and Human Services	Medical Expenditure Panel Survey - Medical Provider Component (MEPS-MPC) for the Agency for Healthcare Research and Quality (AHRQ)	65000	10/17/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	Outcomes Evaluation of the NCI Cancer Prevention Fellowship Program	1000	10/17/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	Assisted Reproductive Technology Data Collection for the Centers for Disease Control and Prevention (CDC)	110000	10/19/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	Support for the NIAID Learning and Development Programs	10000	10/19/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	Chief Information Officer - NEW (CIO-NEW), Formerly Titled the Electronic Commodity Store-III (ECS3)	6000000	10/19/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	DESPR Analysis and Statistical Programming Support	7000	10/19/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	Medicinal Chemical Facility for The Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD)	25000	10/22/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	National Health Service Corps Recruitment, Training and Support Center Contract	10000	10/24/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	Technical and Research Support for NIDA International Program	10000	10/24/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	Operation of the Organ Procurement and Transplantation Network (OPTN) for Health Resources and Services Administration (HRSA)	200000	10/25/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>
Department of Health and Human Services	HRSA Pharmacy Services Support Center	1500	10/25/2012	<a href="#">View</a> <a href="#">Track</a> <a href="#">Interested</a> <a href="#">No Bi</a>

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## History - Contract Search Plus Results



Summarize & Rank my Results by: [Agency](#) [Departments](#) [PSC](#) [NAICS](#) [State](#) [Contractor](#) [Set-Aside](#) [Contracting Agency](#)

Total dollar amount - **\$90,314,766,704.64** Total amount this year - **\$18,205,691,485.53**

Current Search Criteria: Summarized by: AGENCY Dept : 7500

Contract Summary & Ranking										Refine Search
Ranked Attribute	Total Rank	Total Amount	% of Total	Rank 2012	2012	% of 2012	2011	2010	2009	2008
Center for Disease Control and Prevention	1	\$ 24,964,759,215	28%	1	\$ <a href="#">5,328,608,268</a>	29%	\$ <a href="#">5,078,956,025</a>	\$ <a href="#">5,436,412,833</a>	\$ <a href="#">5,298,336,491</a>	\$ <a href="#">3,822,043,910</a>
National Institutes Of Health	2	\$ 23,455,164,712	26%	3	\$ <a href="#">4,077,115,091</a>	22%	\$ <a href="#">4,287,727,955</a>	\$ <a href="#">4,999,553,419</a>	\$ <a href="#">5,171,691,301</a>	\$ <a href="#">4,917,950,467</a>
Centers For Medicare And Medicaid Services	3	\$ 18,020,302,556	20%	2	\$ <a href="#">4,476,809,104</a>	25%	\$ <a href="#">4,482,831,348</a>	\$ <a href="#">3,203,990,654</a>	\$ <a href="#">3,339,153,206</a>	\$ <a href="#">2,518,950,803</a>
Office Of Assistant Secretary For Management And Budget	4	\$ 7,060,202,525	8%	5	\$ <a href="#">902,262,500</a>	5%	\$ <a href="#">1,493,421,271</a>	\$ <a href="#">513,950,733</a>	\$ <a href="#">4,060,391,679</a>	\$ <a href="#">90,176,342</a>
Office Of Asst Secretary For Health Except National Centers	5	\$ 6,659,634,423	7%	4	\$ <a href="#">1,411,096,529</a>	8%	\$ <a href="#">1,340,083,881</a>	\$ <a href="#">1,575,774,856</a>	\$ <a href="#">1,305,002,128</a>	\$ <a href="#">1,027,749,771</a>
Food And Drug Administration	6	\$ 3,341,538,021	4%	6	\$ <a href="#">752,841,126</a>	4%	\$ <a href="#">725,346,449</a>	\$ <a href="#">716,063,388</a>	\$ <a href="#">665,379,589</a>	\$ <a href="#">481,907,469</a>
Indian Health Service	7	\$ 2,074,980,662	2%	7	\$ <a href="#">480,872,022</a>	3%	\$ <a href="#">361,544,497</a>	\$ <a href="#">464,809,081</a>	\$ <a href="#">467,172,851</a>	\$ <a href="#">300,585,187</a>
Alcohol, Drug Abuse And Mental Health Administration	8	\$ 1,629,128,058	2%	8	\$ <a href="#">290,663,409</a>	2%	\$ <a href="#">348,091,688</a>	\$ <a href="#">334,064,936</a>	\$ <a href="#">336,439,850</a>	\$ <a href="#">319,868,175</a>
Health Resources And Services Administration	9	\$ 1,124,832,209	1%	9	\$ <a href="#">249,424,727</a>	1%	\$ <a href="#">229,261,085</a>	\$ <a href="#">234,625,256</a>	\$ <a href="#">236,807,170</a>	\$ <a href="#">174,713,971</a>
Agency for Healthcare Research and Quality	10	\$ 1,119,500,332	1%	10	\$ <a href="#">181,204,600</a>	1%	\$ <a href="#">163,293,579</a>	\$ <a href="#">371,395,679</a>	\$ <a href="#">212,022,830</a>	\$ <a href="#">191,583,644</a>
HHS - Department of Health and Human	11	\$ 509,523,017	1%	11	\$ <a href="#">54,794,402</a>	0%	\$ <a href="#">25,493,032</a>	\$ <a href="#">35,644,076</a>	\$ <a href="#">122,165,922</a>	\$ <a href="#">271,425,585</a>

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

Total dollar amount - **\$35,852,477,420.08** Total amount this year - **\$6,786,584,895.84**

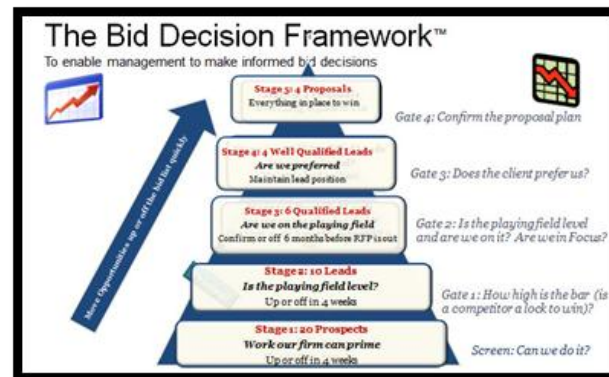
Current Search Criteria: Summarized by: AGENCY NAICS : 541512

Contract Summary & Ranking										Refine Search
Ranked Attribute	Total Rank	Total Amount	% of Total	Rank 2012	2012	% of 2012	2011	2010	2009	2008
DOD - Department of Defense	1	\$ 7,595,053,788	21%	15	<a href="#">\$ 118,913,982</a>	2%	<a href="#">\$ 449,476,635</a>	<a href="#">\$ 1,076,387,104</a>	<a href="#">\$ 2,366,762,454</a>	<a href="#">\$ 3,583,513,615</a>
FTS - Federal Technology Service	2	\$ 4,072,362,093	11%	2	<a href="#">\$ 770,322,929</a>	11%	<a href="#">\$ 900,617,977</a>	<a href="#">\$ 946,874,208</a>	<a href="#">\$ 885,688,079</a>	<a href="#">\$ 563,161,944</a>
Centers For Medicare And Medicaid Services	3	\$ 2,935,114,256	8%	1	<a href="#">\$ 1,011,281,157</a>	15%	<a href="#">\$ 832,065,320</a>	<a href="#">\$ 495,522,200</a>	<a href="#">\$ 381,559,357</a>	<a href="#">\$ 216,118,781</a>
IRS - Internal Revenue Service	4	\$ 2,373,146,662	7%	4	<a href="#">\$ 427,136,979</a>	6%	<a href="#">\$ 374,812,077</a>	<a href="#">\$ 477,096,857</a>	<a href="#">\$ 602,197,157</a>	<a href="#">\$ 491,903,592</a>
VA - Department of Veterans Affairs	5	\$ 1,716,223,118	5%	3	<a href="#">\$ 702,628,372</a>	10%	<a href="#">\$ 363,367,194</a>	<a href="#">\$ 240,027,141</a>	<a href="#">\$ 193,639,089</a>	<a href="#">\$ 91,769,599</a>
U. S. Census Bureau	6	\$ 1,666,853,225	5%	37	<a href="#">\$ 25,006,059</a>	0%	<a href="#">\$ 34,229,072</a>	<a href="#">\$ 663,289,557</a>	<a href="#">\$ 593,278,217</a>	<a href="#">\$ 351,050,320</a>
National Institutes Of Health	7	\$ 1,607,325,776	4%	10	<a href="#">\$ 223,143,956</a>	3%	<a href="#">\$ 254,703,936</a>	<a href="#">\$ 308,124,174</a>	<a href="#">\$ 391,516,487</a>	<a href="#">\$ 429,837,224</a>
NASA - National Aeronautics and Space Administration	8	\$ 1,170,123,100	3%	5	<a href="#">\$ 363,890,987</a>	5%	<a href="#">\$ 149,735,122</a>	<a href="#">\$ 186,980,375</a>	<a href="#">\$ 221,497,392</a>	<a href="#">\$ 247,934,419</a>
Federal Bureau Of Investigation	9	\$ 1,011,948,682	3%	9	<a href="#">\$ 223,857,836</a>	3%	<a href="#">\$ 239,990,924</a>	<a href="#">\$ 197,513,897</a>	<a href="#">\$ 240,060,359</a>	<a href="#">\$ 110,525,666</a>
STATE - Department of State	10	\$ 903,271,503	3%	6	<a href="#">\$ 291,024,828</a>	4%	<a href="#">\$ 204,219,742</a>	<a href="#">\$ 157,604,479</a>	<a href="#">\$ 113,245,460</a>	<a href="#">\$ 137,176,742</a>
NOAA - National Oceanic And Atmospheric Administration	11	\$ 777,829,458	2%	7	<a href="#">\$ 250,234,173</a>	4%	<a href="#">\$ 129,806,362</a>	<a href="#">\$ 228,782,414</a>	<a href="#">\$ 94,224,590</a>	<a href="#">\$ 15,913,537</a>
Offices, Boards And Divisions	12	\$ 690,241,941	2%	24	<a href="#">\$ 63,419,010</a>	1%	<a href="#">\$ 113,002,755</a>	<a href="#">\$ 120,640,952</a>	<a href="#">\$ 203,498,688</a>	<a href="#">\$ 189,584,537</a>
Office Of Policy, Budget And Administration	13	\$ 643,752,617	2%	11	<a href="#">\$ 159,619,164</a>	2%	<a href="#">\$ 130,102,290</a>	<a href="#">\$ 154,188,919</a>	<a href="#">\$ 145,570,660</a>	<a href="#">\$ 54,271,585</a>
FAA - Federal Aviation Administration	14	\$ 639,081,767	2%	14	<a href="#">\$ 133,956,378</a>	2%	<a href="#">\$ 112,146,163</a>	<a href="#">\$ 127,686,376</a>	<a href="#">\$ 141,170,578</a>	<a href="#">\$ 124,122,272</a>
Customs and Border Protection	15	\$ 592,241,653	2%	13	<a href="#">\$ 135,836,770</a>	2%	<a href="#">\$ 14,740,892</a>	<a href="#">\$ 120,542,087</a>	<a href="#">\$ 177,487,291</a>	<a href="#">\$ 143,634,614</a>

## From Sean

1. 30 Minute Consultation
2. Seven Day Free Trial of epipeline
3. Discount of 20%

## How to Win More Than Your Competitors



Edward Saltzberg

## The Number 1 Reason Most Contractors Lose

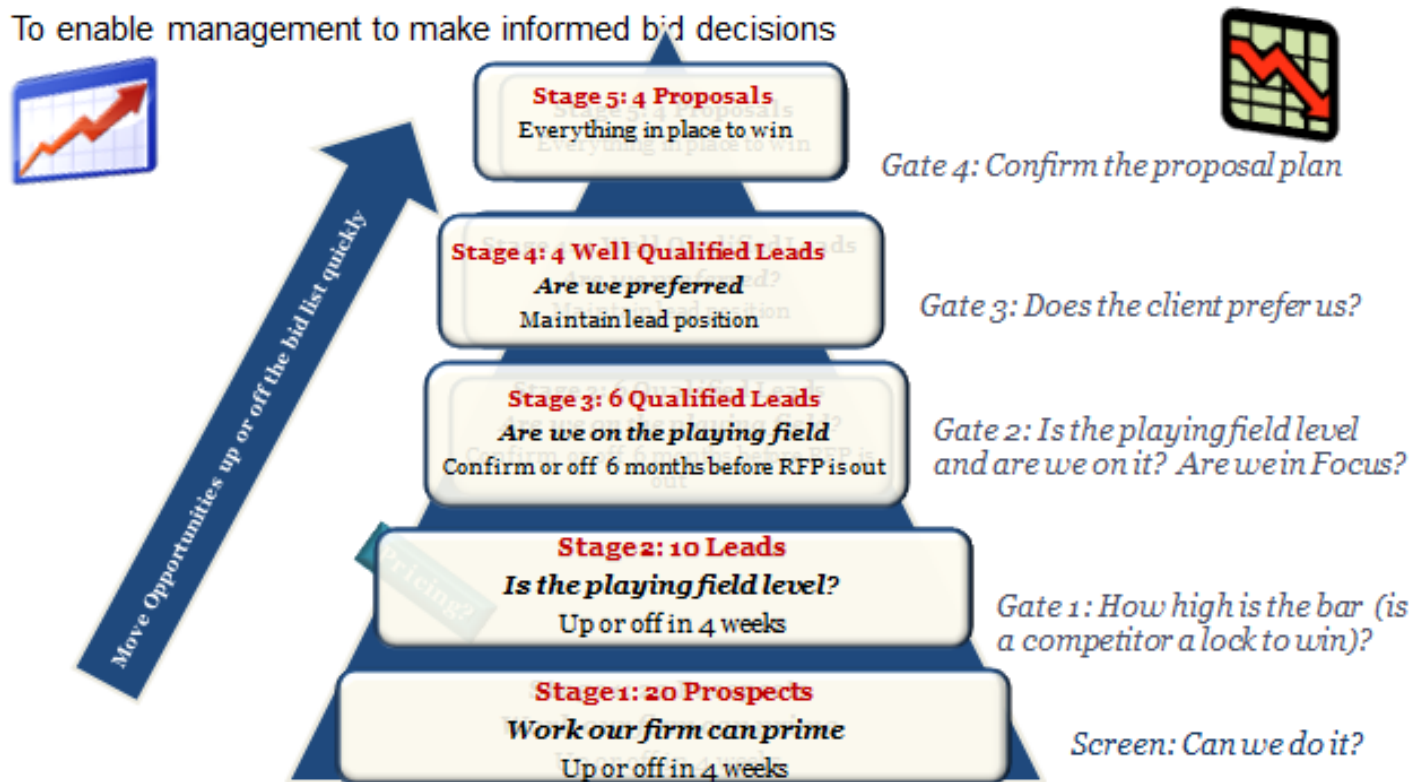


Not Getting the Right Competitive Information in Time to Make  
an Informed Bid Decision

## How to Make it Easier Make Informed Bid Decisions

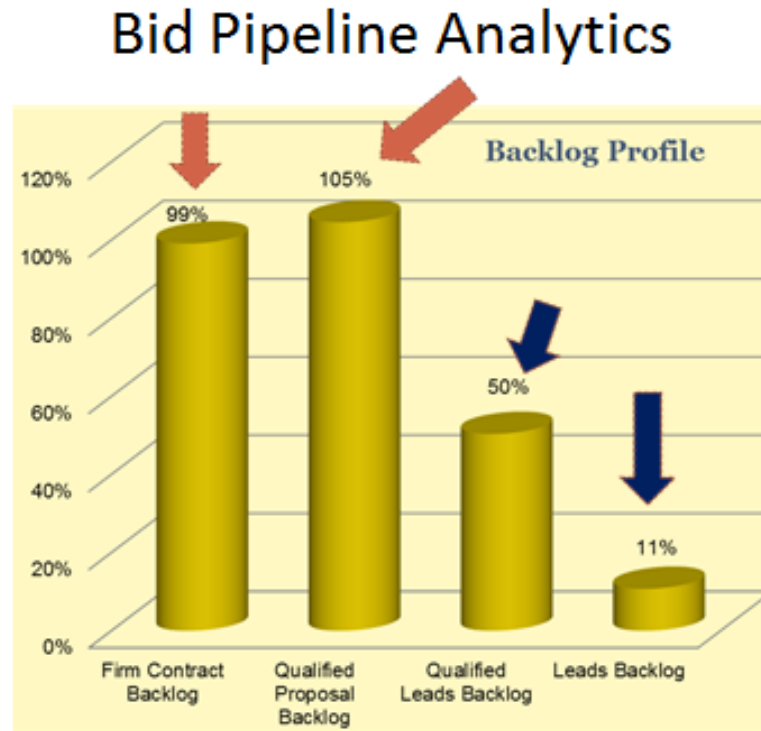
### The Bid Decision Framework™

To enable management to make informed bid decisions



Discipline = Informed Decisions = Winning

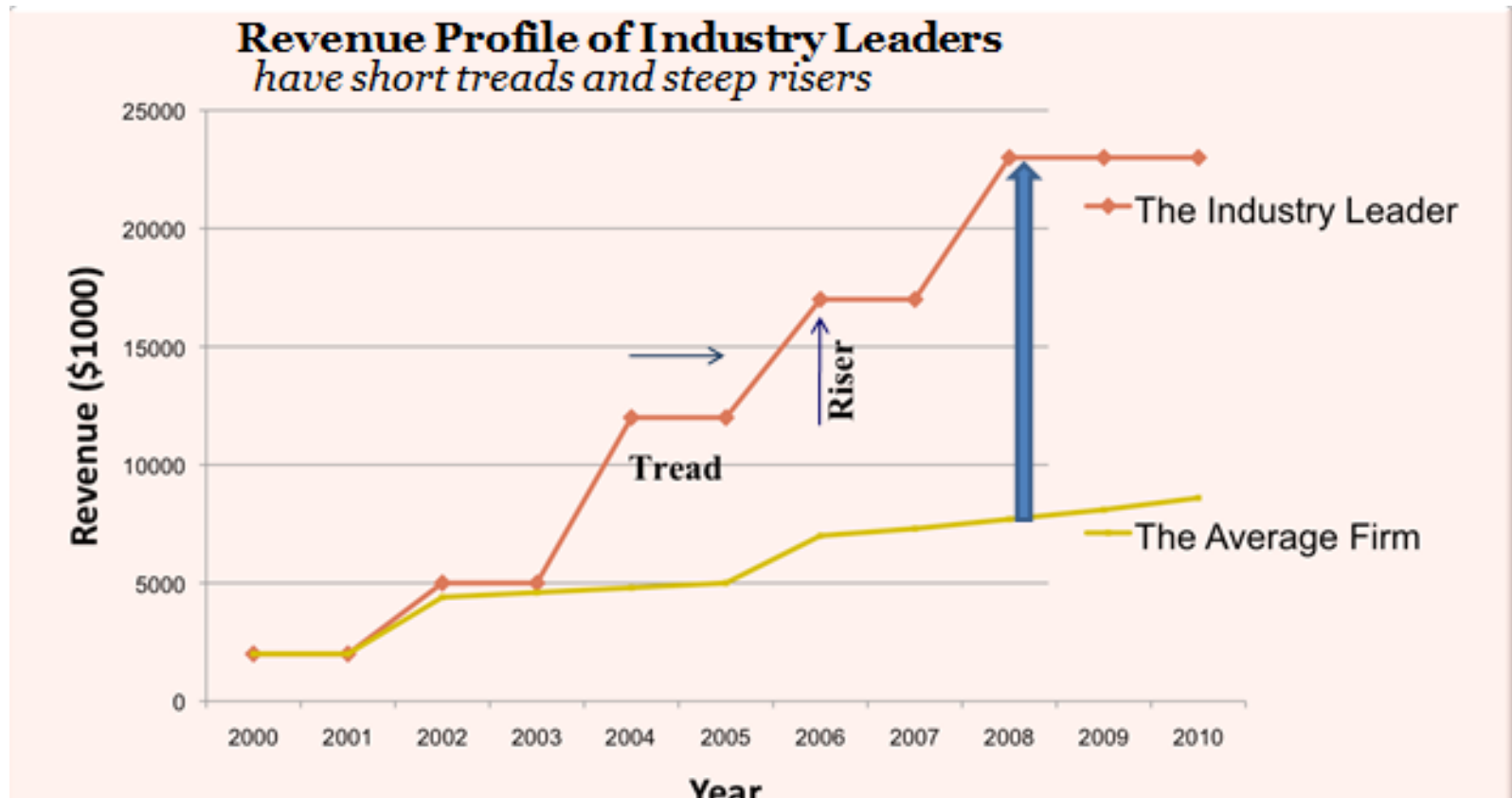
## The Number 2 Reason Most Contractor Don't Grow



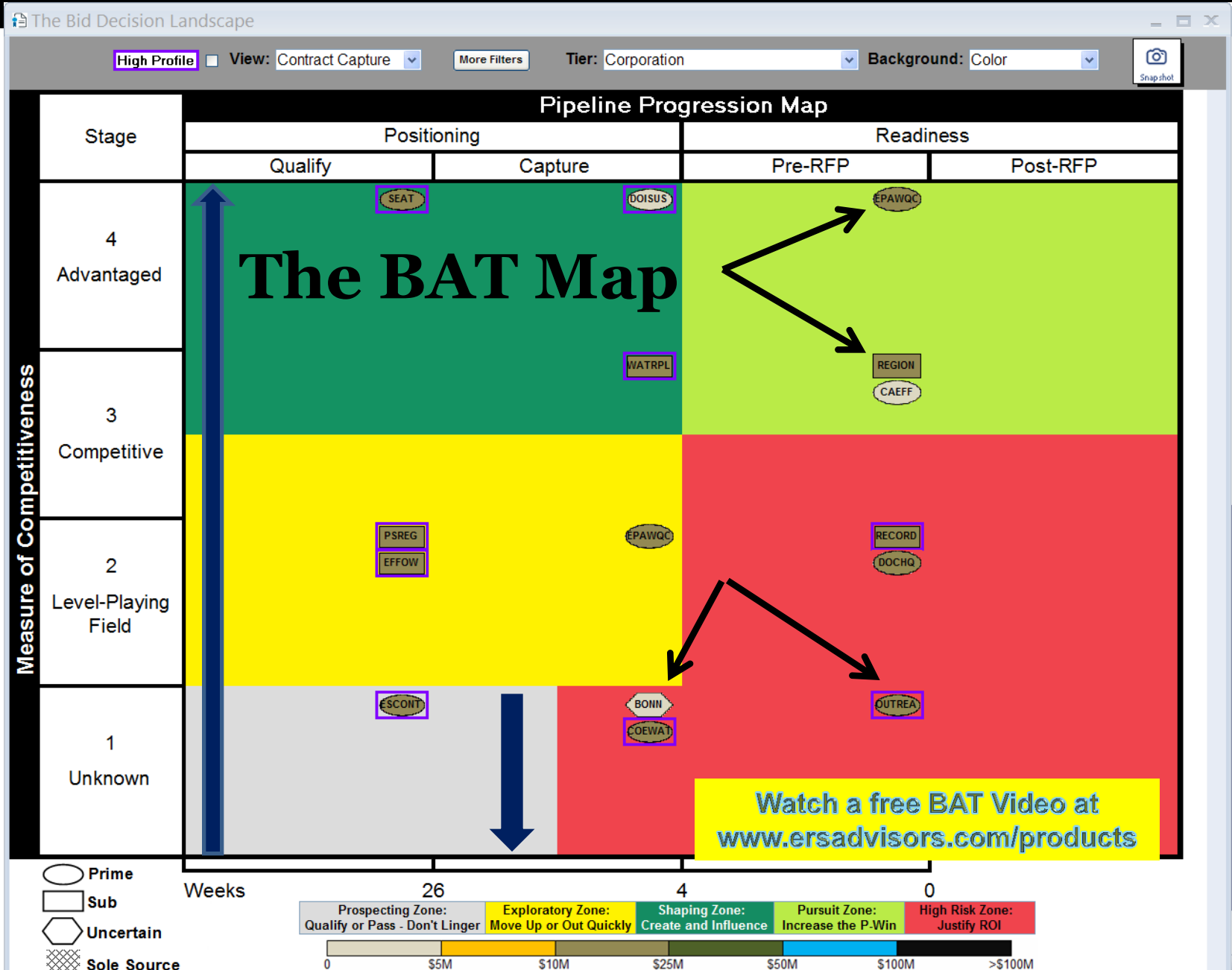
If You Can't Measure It, You Don't Know Much About It!




## Industry Leaders Bid and Win More Often



# The Public Sector Technology Exchange Presents Primer for Researching and winning federal contracts




# ERS Advisors Offers

1.  Free 30 Minute Remote Consultation  
Addressing any issue you are facing

2.  Free Pipeline Manager Spreadsheet

Contact Info  
[esaltzberg@ersadvisors.com](mailto:esaltzberg@ersadvisors.com)  
703 992 3848

1.  Business Acquisition Training  
Course @ 75% off (\$99)

More information about offers

<http://www.ersadvisors.com/business-acquisition-course/>

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## Points to Remember

### 1. Follow the Money

- a. Identify DME Funding for your company in 2013 President's IT Budget
- b. Understand Critical places you must research to brand your companies sales, marketing, and social media messaging
- c. Know what the 300 is for your key customers as well as target market

### 2. Find the Opportunities

- a. Point 1
- b. Point 2
- c. Point 3

### 3. Win More Than Your Competitors

- a. Learn the competitive landscape
- b. Make early no bid decisions
- c. Bid only well-qualified opportunities
- d. Use analytics to manage your pipeline



# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

## Contacts

- Jimmy Baker

[james@jamesjbaker.com](mailto:james@jamesjbaker.com)

916 435 3228

- Edward Saltzberg

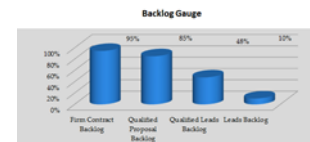
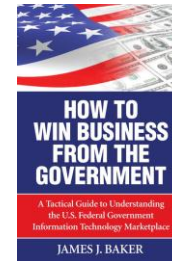
[esaltzberg@ersadvisors.com](mailto:esaltzberg@ersadvisors.com)

703 992 3848

- Sean Campbell

[Sean.campbell@epipeline.com](mailto:Sean.campbell@epipeline.com)

678 461 0299



Opportunity Search Results - epipeline

Opportunity Number	Title	Agency	Location	Start Date	End Date	Value	Status
1	Contract for the purchase of...	U.S. Department of Defense	Washington, DC	01/01/2011	12/31/2011	\$10,000,000	Open
2	Contract for the purchase of...	U.S. Department of Defense	Washington, DC	01/01/2011	12/31/2011	\$5,000,000	Open
3	Contract for the purchase of...	U.S. Department of Defense	Washington, DC	01/01/2011	12/31/2011	\$2,500,000	Open
4	Contract for the purchase of...	U.S. Department of Defense	Washington, DC	01/01/2011	12/31/2011	\$1,250,000	Open
5	Contract for the purchase of...	U.S. Department of Defense	Washington, DC	01/01/2011	12/31/2011	\$625,000	Open

## Next Webinar

### A Business Development Case Study

The team will dissect a federal agency's budget and business cases and develop a meaningful business acquisition program

November 14, 2012

2:15 to 3:15 ET

Register at: <https://www1.gotomeeting.com/register/236453897>

# The Public Sector Technology Exchange Presents Primer for Researching and Winning Federal Contracts

Tuesday October 16, 2012



TODAY'S  
SPONSOR

