



How to Find Your Competitors Contracts & Steal Their Business

Presenters:

Kevin Lancaster, Winvale, CEO

Patrick Dalton, Winvale, Research Director

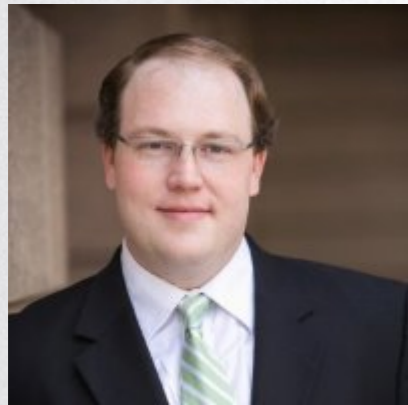
About the Presenters



Kevin Lancaster
CEO, Winvale
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Kevin Lancaster leads Winvale's corporate growth strategies in both the commercial and government markets. He develops and drives solutions to meet Winvale's business goals while enabling an operating model to help staff identify and respond to emerging trends that affect both Winvale and the clients it serves. He is integrally involved in all aspects of managing the firm's operations and workforce, leading efforts to improve productivity, profitability, and customer satisfaction.



Patrick Dalton
Research Director, Winvale
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Patrick Dalton serves as Research Director at The Winvale Group. In roles Patrick provided market intelligence, sales and marketing best practices, and training to Winvale's clients.

Prior to joining Winvale, Patrick was a Legislative Assistant for Maryland-National Capital Park and Planning Commission and the Maryland General Assembly. He also worked with Northrop Grumman Aerospace Systems, where he helped with Government audits and cost savings measures. Patrick graduated from Flagler College with a B.A. in Business Administration and Economics.



Agenda

- How to Determine Your Known and Unknown Competition
- How to Use the Free Data & Tools Available
- How to Mine Competitor Data
- How to Analyze the Data
- How to Select Your Targets
- How to Develop Individual Pursuit Strategies



Determine Your Competition

- Determining your known and unknown competition
- Utilizing Free Tools Provided by Government for Research
 - GSA eLibrary (<http://www.gsaelibrary.gsa.gov>)
 - USA Spending (www.usaspending.gov)
 - Federal Procurement Data System (www.fpds.gov)
 - FedBizOpps Award Notices (www.fbo.gov)
 - System for Awards Management (www.sam.gov)



Start with the “Known Competitor”

- Who do you compete with in the private sector?
- Who do you see at industry events/trade shows/expos?
- Who do you recognize on the GSA schedule?
- Who has access to a GSA schedule through Channel?



Determining “Unknown Competitors”

- GSA eLibrary searches
 - Current schedule
 - Other contract vehicles
- USASpending, FPDS, and FBO
 - Keywords and NAICS
- Government Networking Events



Mining Competitors Data

- GSA eLibrary (<http://www.gsaelibrary.gsa.gov>)
- USA Spending (www.usaspending.gov)
- Federal Procurement Data System (www.fpds.gov)
- FedBizOpps Award Notices (www.fbo.gov)
- System for Awards Management (www.sam.gov)



Example: Symantec vs McAfee



Search Summary Results

Filters: Search Term: mcafee Fiscal Year: 2010 Fiscal Year: 2011 Fiscal Year: 2013 Fiscal Year: 2014 Fiscal Year: 2012 Clear All

Total Dollars: \$214,729,112	Number of Transactions: 1,835	Total Sub-Award Dollars: \$38,411,540	Number of Sub-Award Reports: 12
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All Spending Data

Top 5 Prime Award Recipient Locations (States)

1. Virginia	\$124,413,060	
2. California	\$25,083,230	
3. Maryland	\$24,512,990	
4. Illinois	\$12,252,273	
5. Missouri	\$8,230,507	

Top 5 Prime Award Major Agencies

1. Department of Defense	\$130,302,634	
2. Department of Homeland Security	\$22,596,894	
3. Department of Health and Human Services	\$10,805,324	
4. Social Security Administration	\$9,275,349	
5. Department of the Treasury	\$8,823,168	

Top 10 Prime Awards in FY2015

1. Contract: Department of Defense F720 ADP Components	\$6,025,178	
2. Contract: Department of Defense HC102813C0011 ADP Software	\$6,024,593	
3. Contract: Department of Defense HC102813C0011 ADP Software	\$5,577,357	
4. Contract: Department of Defense HC104707F0396 ADP Software	\$4,897,249	
5. Contract: Department of Defense HC104707F0396 ADP Software	\$4,897,248	
6. Contract: Department of Defense W15P7T13CE063 It and Telecom- Annual Software Maintenance Service Plans	\$4,795,709	



Example: Symantec vs McAfee



Search Summary Results

Filters: Search Term: SYMANTEC CORPORATION Fiscal Year: 2014 Fiscal Year: 2013 Fiscal Year: 2010 Fiscal Year: 2012 Fiscal Year: 2011

Clear All

Total Dollars:
\$79,093,099

Number of Transactions:
1,007

Total Sub-Award Dollars:
\$0

Number of Sub-Award Reports:
0

All Spending Data

Top 5 Prime Award Recipient Locations (States)

1.	Virginia	\$50,302,927	
2.	California	\$25,543,382	
3.	Colorado	\$949,253	
4.	Nebraska	\$778,049	
5.	Illinois	\$680,096	

Top 5 Prime Award Major Agencies

1.	Department of Defense	\$23,699,239	
2.	Department of Homeland Security	\$20,079,313	
3.	General Services Administration	\$6,823,795	
4.	Department of the Treasury	\$6,071,702	

Top 10 Prime Awards in FY2015

1.	Contract: Department of Homeland Security HSTS0311JCIO338 ADP Software	\$5,234,811	
2.	Contract: General Services Administration GST4012SJ0033 ADP Software	\$4,940,787	
3.	Contract: Department of the Treasury TIRNO11Z000070001 Other ADP & Telecommunications Svcs	\$4,161,351	
4.	Contract: Department of Defense HC102808F2073 ADP Software	\$2,696,504	
5.	Contract: Department of Homeland Security HSTS0311JCIO338	\$2,125,893	



Analyze the Data & Select Your Targets

- The procurement databases will allow you to export all contracts.
 - Start with the basics then add layers of complexity
 - What should you look for?
- Displace or Avoid Competitors
- Tying in previously awarded contracts with forecasted budgets



Develop Individual Strategies

- Each government opportunity is unique and will require its own strategy. What you need to determine.
 - Are you able to Prime?
 - Do you have relationship with in the Agency?
 - Do you have mindshare/ brand recognition?
 - Do you need a partner/teaming company?
 - How will your past performance relate to the agency?
 - What if you have no past performance?

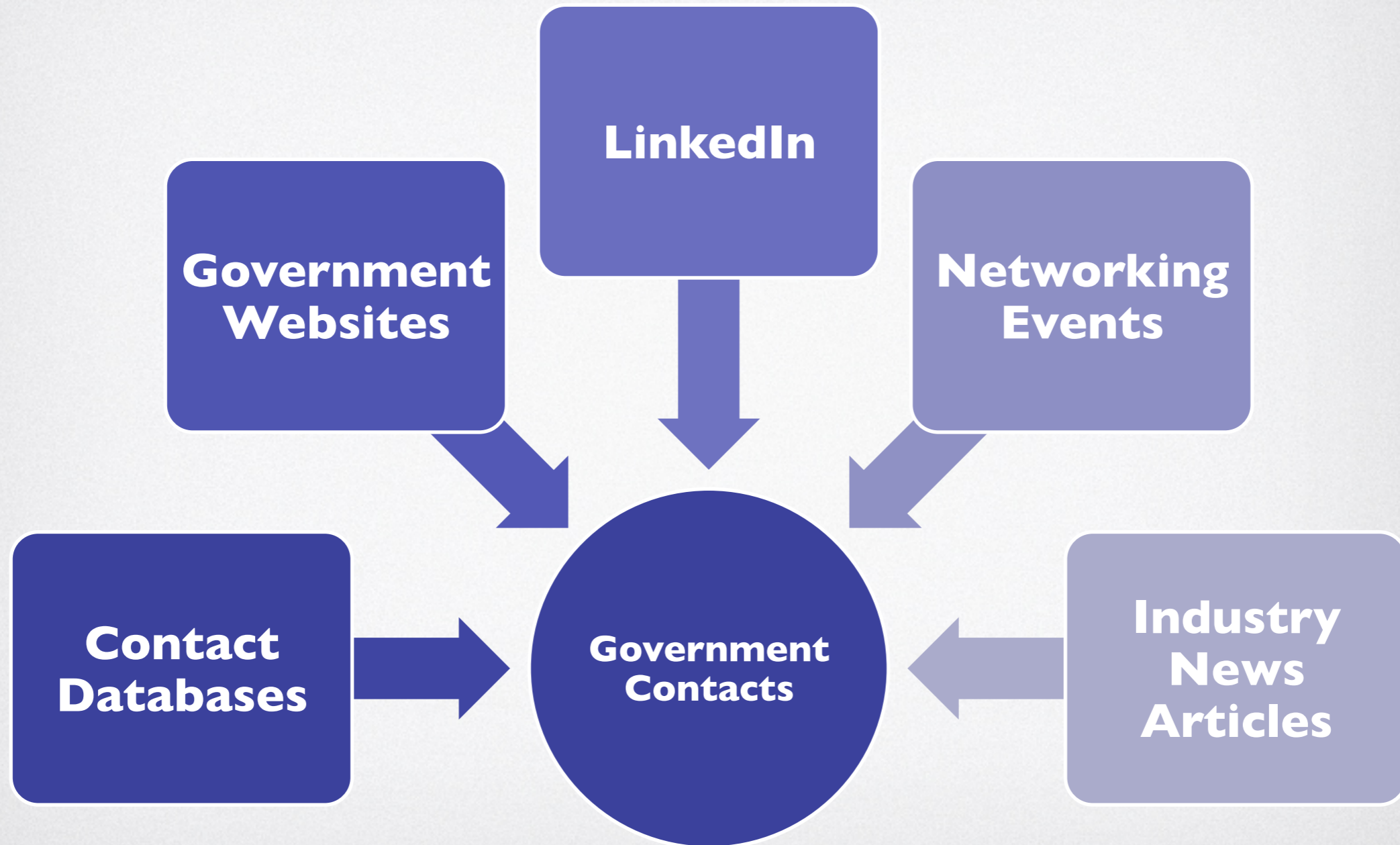


Time to Network!

- Networking is a big aspect of government contracting. Building strong relationships will lead to more success in the government marketplace.
- Where should you network?
- Who do you need to network with?
- What marketing materials do you need?



How to find Government Contacts



Questions?



Thank you for attending
today's Webinar.

Please join us for our next webinar!

Date: 1/21/2015 @ 1:00 PM EST

**Topic: GSA's NEW Professional Service
Schedule (PSS) Contract Vehicle!**

