

Archer Schoen Associates, LLC
...helping Business Connect with Government



January 2011



Our Vision & Mission

➤ **ASA's vision**

- Leverage our unique blend of *personal knowledge, experience, and access* to support our Clients' business requirements.
- Make good business decisions without delay
- Keep our costs low

- **Our mission:** Provide our Clients with *timely, creative, customized, real-world solutions* to their Government business challenges today and tomorrow.



Archer Schoen Associates Profile

- Established in 2008 to assist Clients with Government Market entry by leveraging our powerful mix of expertise, experience, perspective and personal relationships
- Our strengths: Market Entry, Business Capture, Business Operations and Strategic Planning
- We regard every engagement as unique; we know how to listen
- One priority, one initial goal -- capture revenue now for our Clients



Archer Schoen Associates Expertise

- Principles: Chuck Archer and Dan Schoen
- Six Senior Associates, each with 20+ years of Federal, State and Local experience
- Electronic and conventional Marketing experts
 - Web development
 - Direct Marketing campaigns
 - Branding and collateral material
- Marketing, BD, Proposal, Technical, Program Management, Financial and Fulfillment Resources experts
- Designing and implementing corporate change to meet Market evolution
- Customer Satisfaction Management
- Incident and Crisis Management and Emergency Response Planning
- Technical Writing/Editing



Archer Schoen Associates Engagement Staff

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Government Business Capabilities

- Broad range of technical skills and capabilities to provide strategies, plans and solutions for business capture and renewal
 - Market Research and Market Analysis
 - Tactical and Strategic Planning
 - Market Development
 - Business Development
 - Proposal Development
 - Capture Support
 - Follow-on Customer Satisfaction Management



Government Business Capabilities (cont.)

➤ **Business Discovery -- ASA will:**

- Identify Small Business and Set-aside Small Business you can pursue
- Identify Pre-Solicitations for Small and Large Business, before Industry-wide publication
- Qualify opportunities that fit your company's strengths
- Recommend direct pursuit or the use of industry partners
- Establish partnerships between your company and other Technology Providers
- Identify and qualify System Integrators your company can work with to capture new business

➤ **Agency Intelligence -- ASA can:**

- Identify Future Procurements, Current Procurements, Contract Add-ons or Modifications and Contract Re-competes
- Identify and gain access to Contracting Officers, requirement documents and end users
- Establish relationships with CIOs, CTOs, and CEOs of Government Agencies
- Identify and help your company with contracting and procurement trends



Your Goals Become Ours

- **ASA is uniquely qualified and positioned to help Clients develop and/or implement...**
 - Highly competitive Marketing, Sales, and Business Development
 - Revenue Capture Plans
 - Expansion into new opportunities

- **We also provide/support...**
 - Market Analysis and Market Development
 - Strategic Planning
 - Business Development
 - Proposal Support Services and Capture Support
 - Specific Capture Strategies and Plans
 - Win/Loss Analysis



Capabilities and Services

- ASA's team partner directly with your own resources to qualify and close new sales
- We understand your business process and can rapidly absorb specificities
- We work within budget availability, based on level of need, according to overall potential for immediate tactical and long-term strategic success
- ASA services include:
 - Business Development Services
 - Market Analysis and Business Strategy
 - Business Plan Consulting
 - Market Entry and Marketing, Sales, including Customer Support
 - Capture Support
 - Proposal Management Support Services
 - Fulfillment Strategies
 - Program and Project Management
 - Contract Modifications
 - Customer Satisfaction Management



ASA Business Process

- ASA will concentrate on **leveraging** your current business strengths to **identify, qualify and pursue** the US Federal Agencies, State & Local Governments, International Business & Government and the top 100 System Integrators
- Our primary focus will be on all **Federal agencies, System Integrators and working with other partners**, as needed



Marketing Research & Business Analysis:

- Review Current Marketing budget
- Identify best result per Marketing dollar spent
- Identify Marketing promotional activities
- Trade publications
 - Review how to Market/Publicize your company's Strengths, Capabilities and Successes at minimal costs
- Trade show exhibits
 - Personal Introduction and Qualification to Many Agencies
- Internet Marketing Focus
 - Optimize Web Site, Strategic Linking, Email Marketing and Social Marketing (optional)
- Technology and White Paper periodicals



Key Business Development Plan Segments

- Identify the Business Development team
 - ASA Augments your Business Team
- Market strengths
 - Technology
 - Transformation
 - Process & performance
- Objectives for 2010 & beyond, with an eye to the longer-term performance
- Tactical and strategic strategies
 - Focus on Capturing Revenue now
- Plans for expanding your Client base
- Develop a short / long term pipeline
- Identify and profile the Competition, including strengths and weaknesses
- Priorities for 2010
- Business Plan summary



Business Development: Federal, State & Local

- Identify opportunities
- Qualify opportunities
 - Review with the Business Team to Pursue or Abandon Opportunity
- Identify stake-holders, people of influence and decision-makers
 - Introduce your Business and Technical Teams
- Identify either Program of Record or New Directive
- Know about funding (funded, non-funded) and Contract Vehicle
- Identify Competition
- Position your company with Agencies and Integrators
- Offer price-competitive solutions



Near-term Business Development Actions

- Develop new business opportunities as a Prime or Sub
- Establish your company's differentiators and position to influence any requirement
- Establish your company as an Approved Vendor
- Identify open RFPs or RFQs within Other Federal Agencies and State Governments
- Position your company to bid or no-bid
- Establish pipeline process for qualified opportunities and plan follow-up meetings
- Identify opportunities that will showcase your company's strengths



Capture & Acquisition

- Assist your company with proposal preparation ie; RFP, RFQ, or Quote
 - Red Team Review
 - Black Hat Assessment
- Establish a priority position for your company with Federal & State/Local Agencies
- Help your company develop accurate RFPs, RFIs and Quotations, meeting and exceeding Customer requirements



Our Process = Solutions

Archer Schoen Associates design Solutions on a project-by-project basis and offer our Clients Custom Solutions for their Customers' requirements.

Solution Process





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Solution Process

GO TO MARKET

Direct

VAR

Reseller

System Integrator

Customer Presentation & Demo



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Solution Process





***Archer Schoen Associates,
Our Process and Solutions = Captured Business***





Customize your Business Consulting Needs

Archer Schoen Associates, offer our Clients a selection of **Business Consulting Services** to meet our Clients' requirements.

- A comprehensive 6- or 12- month program of ongoing Government business development and marketing support.
- We can also work with you on a one-time project basis.
- Client's can also select a specific need
 - Market Research and Analysis
 - Market Entry and Growth
 - Business Planning
 - Business Development
 - Capture Support
 - Proposal Management
 - Fulfillment Support
 - Contract Modifications
 - Customer Satisfaction Management



Archer Schoen Associates, LLC Current Clients



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**Thank
You**

