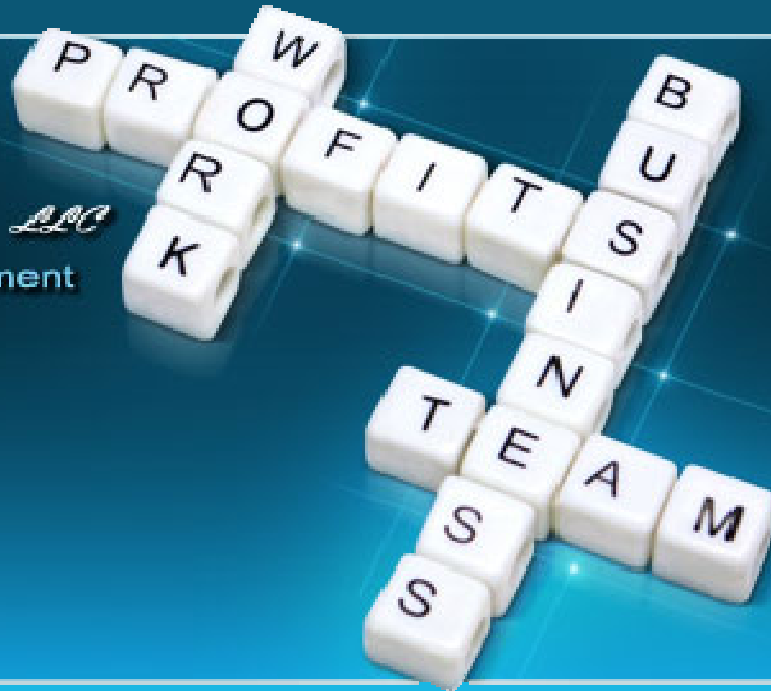


Archer Schoen Associates, LLC
...helping Business Connect with Government



March 2009



Company

- **Archer Schoen Associates**, has one priority, assist our Clients to **Capture Revenue Now**
 - Our sole initial goal
 - Single focus: Assist our Clients' capture business
 - We regard every engagement as unique; we know how to listen
- **Established in 2008 to support high-tech Industry and Government**
- **Consulting services dedicated to assisting Clients with Government market entry, using experience and knowledge**
- **Our strengths: Market Entry, Business Capture, and Business Operations**
- **A unique, powerful mixture of access, expertise, and contacts**



Our Vision & Mission

- **ASA's vision** is to leverage our team's unique blend of personal reputations, experience and know-how to support our Clients business requirements, collectively and individually, without big-company structures; we will make good business decisions and keep our costs low.
- **Our mission** is to provide our Clients with timely, creative, customized, real-world solutions to their Government business challenges, at competitive cost, so as to encourage their loyalty and thus promote our own prosperity.



The Company

- Principles - Chuck Archer & Dan Schoen
- Seven Senior Associates with a Minimum of Ten Years Federal, State & Local Experience
- Electronic & Traditional Marketing Personnel
 - Web Development
 - Direct Marketing Campaign
 - Branding & Collateral Material
- Technical Writer/Editor
- Customer Satisfaction Management
- Incident & Crisis Management and Emergency Response Planning Management
- Hundreds of Individuals Providing Marketing, BD, Proposal, Technical, Program Management, Financial, and Fulfillment Resources



Overview

EXPERIENCE & KNOWLEDGE offering **SOLUTIONS**, *Archer Schoen Associates*, teams with companies who are looking to expand their business into the Federal, State, Local and International markets. Our experienced team utilizes their senior level of experience offering solutions for your business needs.

We have a broad range of technical skills and capabilities that can provide strategies, plans and solutions capturing business.

- **Market Research and Market Analysis**
- **Tactical and Strategic Planning**
- **Market Development**
- **Business Development**
- **Direct to Market or Channel Development**
- **Proposal Development**
- **Capture Support and follow-on Customer Satisfaction**



Our Goal is Your Goal

Archer Schoen Associates, has one priority, Capture Revenue Now, this is our one Initial goal which is singularly focus to assist our Clients' capture business. We regard every engagement as unique, and we know how to listen.

- **Implement Highly Competitive Marketing, Sales, and Business Development Revenue Capture Plan**
- **Diversify Client Product and Service Offerings**
- **Enhance Clients' Market-Specific Competitive Advantage**
- **Expand into New Markets and New Opportunities**
- **Provide Specific Capture Strategies and Plans**
- **Market Analysis and Market Development**
- **Strategic Planning**
- **Business Development**
- **Proposal Support Services & Capture Support**
- **Win/Loss Analysis**
- **Customer Satisfaction Management**



Capabilities and Services

Archer Schoen Associates, our Business Services are provided by our highly experienced team, who complement your own resources with hands-on support to qualify and close new sales. We understand your business process and work within Budget availability, level of need, and the overall potential for immediate tactical and long-term strategic success.

- **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**



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

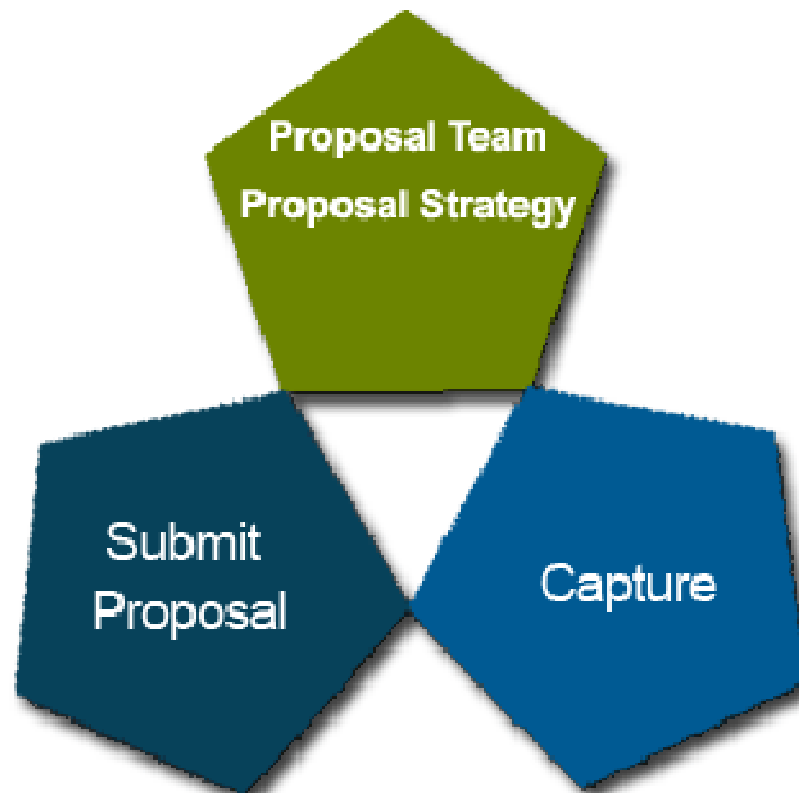
Customer Presentation & Demo



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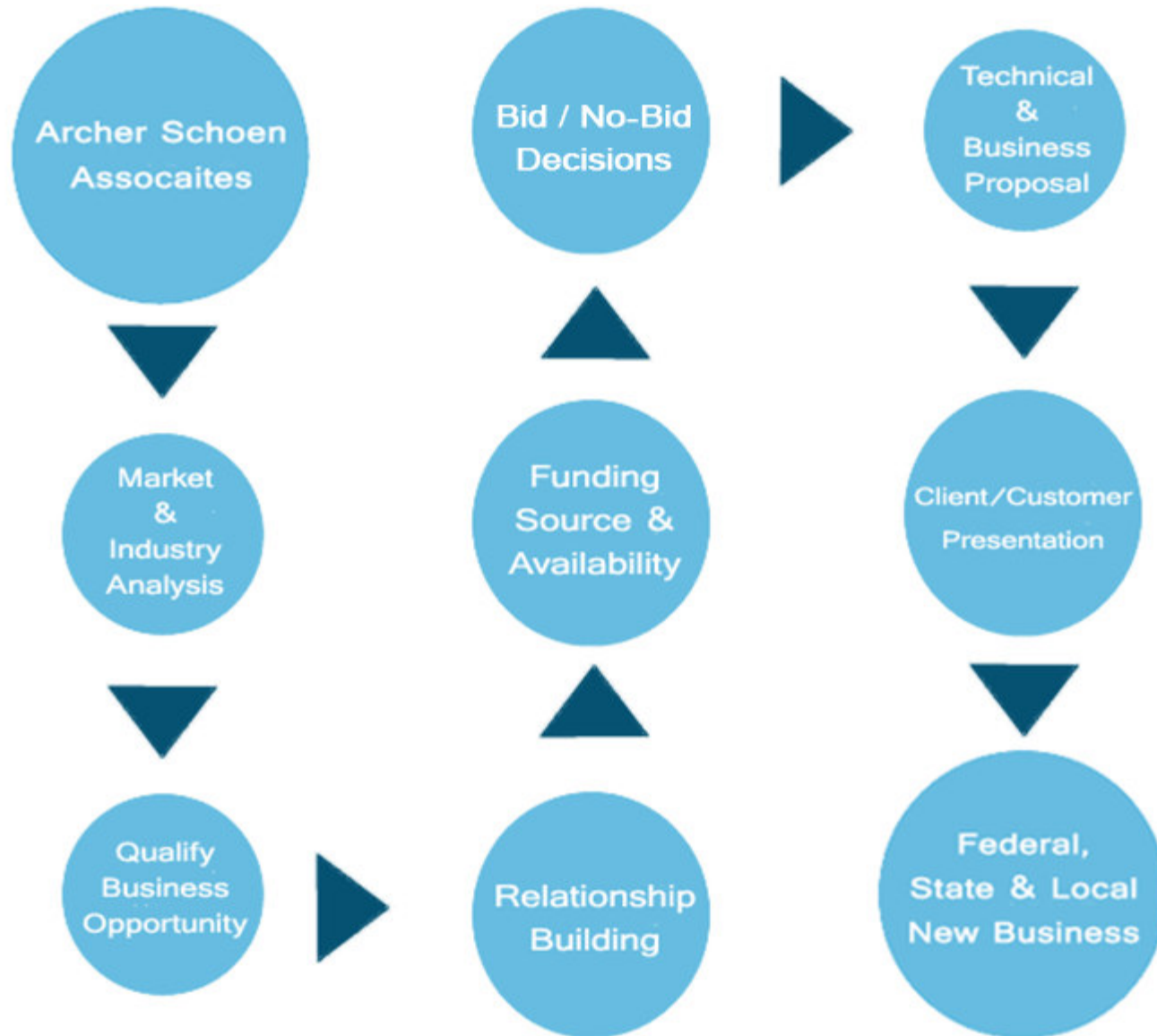
Solution Process





***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



Contact Information

Archer Schoen Associates, LLC

15210 Dino Drive

P O Box 918

Burtonsville, MD 20866

301.890.4269 Office

301.890.1945 Fax

info@ArcherSchoen.com

Charles W Archer

President

207.787.4153 Remote Office

703.850.4622 Mobile

carcher@archerschoen.com

Daniel P Schoen

Managing, General Partner

240.460.5147 Mobile

dschoen@archerschoen.com

Archer Schoen Associates, Ltd -Europe

427 London Road

Hemel Hempstead, Hertfordshire, UK, HP3 9BD

John Elwick

Managing Director

+44 (0) 776 853 3555 Phone

john.elwick@archerschoen.eu

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**Thank
You**

