

RECOMPETE WIN RATE IMPROVEMENT SOLUTIONS



GET STARTED RIGHT AWAY

In 2015, the win rate for U.S. government contractor incumbents on single-award recompetes worth \$100 million or more with two or more bidders was 30% (Bloomberg). Industry research estimates that it costs 4 to 10 times more to acquire a new customer than to retain an existing one. Simply put, keeping your customers is the first step in cost effectively growing your business or market share...And most government contractors are giving it away.

i3 IMPLEMENTATION BENEFITS

Recompete win rates of 90% or above

Data driven framework for informed decision making

Full lifecycle approach integrating management, operations, and business development

Consistent with standard business development lifecycle approaches

Experienced consultants and organizational training

DATA DRIVEN FRAMEWORK

i3 Design and Consulting LLC uses a data analytics-based approach that dramatically improves re-compete win rate success. Built on ten years of data, the i3 solution enables an accurate analysis of re-compete risk and a proven approach that has driven dramatically improved re-compete win rate success for our customers. Our approach has helped federal contractor customers improve from re-compete win rates of 36% to a sustained win rates of over 90% in less than two years.

Using our data analytics approach we can accurately establish a re-compete risk baselines at key milestones through the existing contract lifecycle. Using this baseline, we drive the needed activities on the existing work to drastically improve win rates at proposal time. Our approach includes a common organizational strategy for the company that can be institutionalized



across the business portfolio and customized solutions for key re-compete pursuits.

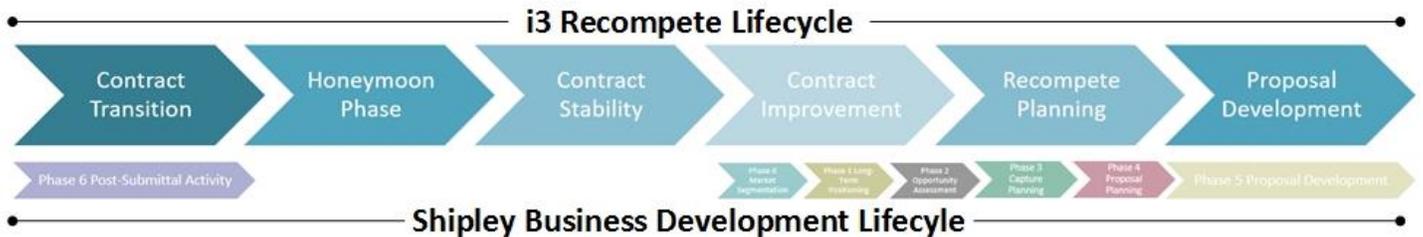
FULL LIFECYCLE APPROACH

Although they can be lost, recompetes are not magically won during the proposal phase. They are also not the sole responsibility of business development. To win a re-compete requires a coordinated effort of management, operations, and business development throughout the life of the existing contract.

Life Cycle Phases

There are six key phases to the i3 Recompete Lifecycle that drastically improve your success:

- ◆ **Contract Transition.** Winning recompetes begins with a solid transition, either as an incumbent or as new awardee. Understanding the key elements that are important to the customer regarding transition is key to establishing a successful operational foundation for the contract with the customer.



- ◆ **Honeymoon Phase.** The focus is on transforming the contract based on the promises in the proposal and transition phase.
- ◆ **Contract Stability.** As the transformation efforts are complete, the contract should focus on a short period of contract stability to ensure all new processes, services, etc are operating to the customers' expectations. It's critical to establish an initial customer satisfaction baseline at this point in the lifecycle. The Contract Stability phase is intended to be relatively short and should quickly move into the Contract Improvement Phase.
- ◆ **Contract Improvement.** This is an iterative phase that focuses on specific actions to improve cost, quality, timeliness, and customer satisfaction. A mid-contract review cooperatively executed with management and business development is also conducted during this phase. Based on this results of that review additional improvements are made.
- ◆ **Recompete Planning Phase.** Business Development and Operations take a cooperative lead to create capture and proposal plans.
- ◆ **Proposal Development.** Business Development takes the lead to execute the development of the proposal and win the recompete.

SOLUTION ELEMENTS

- ◆ Tailorable organization level strategy for recompetes including specific detailed action plans and processes to be executed at each lifecycle stage.
- ◆ Data analytics risk model to baseline current performance and assess recompete risk levels.
- ◆ Customized strategies for specific key pursuits. Special attention for the must win recompetes.
- ◆ Professional on-site consulting to train and support your organizational deployment.
- ◆ Direct hands-on support for developing and executing strategies for key pursuits.
- ◆ Online support center including success stories, lessons learned, and a reference library focused on improving operational performance and customer satisfaction.



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