

GOVERNMENT CONTRACTOR

BUSINESS DEVELOPMENT EFFORTS IN 2016

salesforce

What's Causing Government Contractors to Veer Off-Course?

- Maintaining ever-changing security and compliance requirements
- Working with inflexible, siloed systems
- Increased competition
- Limited B&P resources

Understanding the Impact

94%

of contractors perform work outside of scope, without contract modifications

15-30%

price erosion for incumbents on re-compete contracts

2.6x Increase

in suspensions and debarment in the last four years

\$5.69 Billion

obtained by the DOJ in FY14 from civil cases involving fraud and false claims

Winning Capture Strategies

Contractors with higher win rates perform the following activities

86%

Early opportunity assessment to understand requirements

74%

Color team reviews
Average 3 reviews

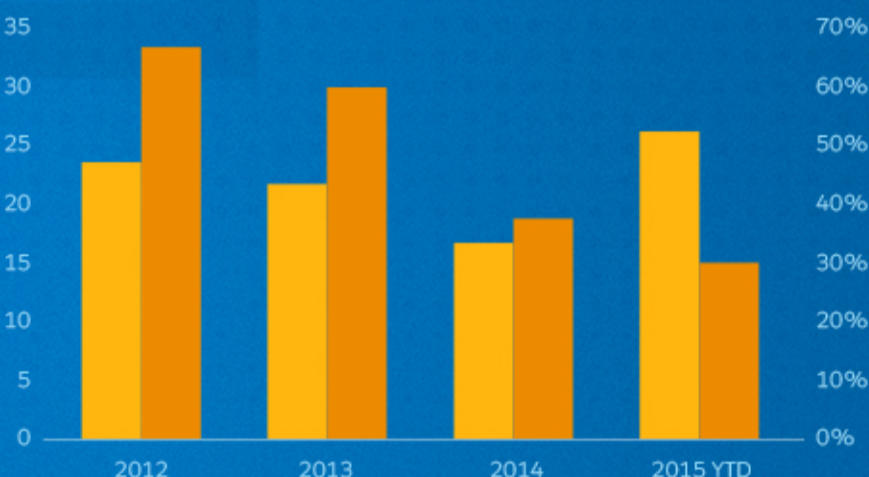
71%

Capture team development

Future Outlook

Will Incumbency Continue to Decline?

As LPTA contracts threaten incumbents' revenue streams, the need to differentiate on tactical advantage increases.

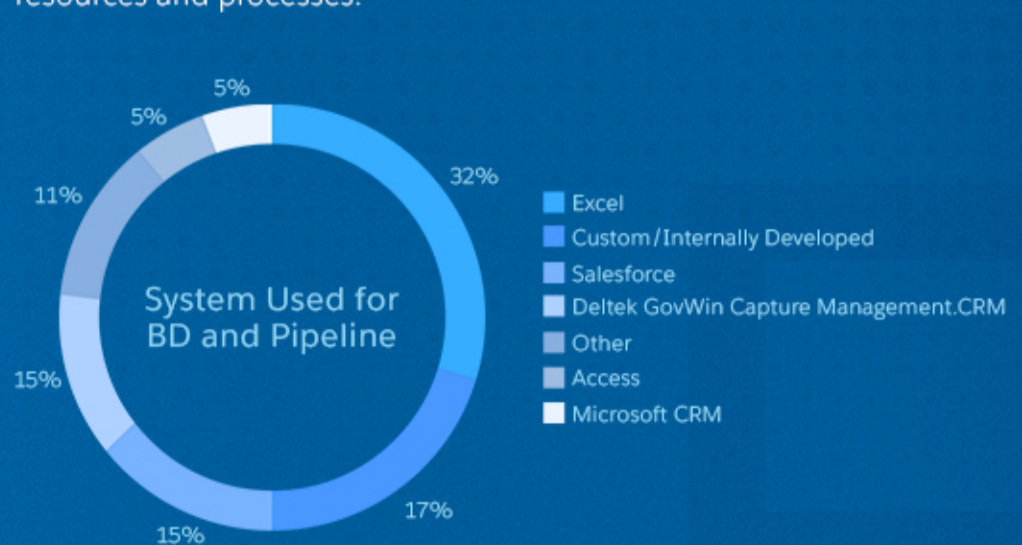


Challenger Win
Incumbent Win

Note: Fiscal 2015 data through Sept 10, 2015
Sources: Bloomberg Government analysis of federal procurement data

How Much Longer will Excel be King?

While 1 in 3 contractors use Excel to manage business development, contractors seeking a competitive advantage will question current resources and processes.



Steps to Achieve Success

- 1 Define and standardize capture management processes
- 2 Increase visibility to B&P tracking and staff availability to make better business decisions
- 3 Work exclusively with complete and accurate bidding information
- 4 Partner with government compliant systems

THANK YOU.

Salesforce's GovCon Capture solution is a fully integrated and configurable opportunity management solution.
To learn more, call 844- 807- 8829