



Privia by SpringCM® Customer Success

JB&A, INC.

JB&A GROWS FROM SMALL BUSINESS TO MAJOR PLAYER WITH SPRINGCM

JB&A provides strategic planning, programming and budgeting, and manpower analytical support to U.S. Government Agencies. With over \$50 million annual revenues, the company also offers services for planning, programming, budgeting & execution (PPBE) and force modernization from three main offices and over a dozen on-site locations.

Their growth from a small business to larger contractor brought new challenges to the firm. “When we graduated from being a small business, we realized that the processes and procedures we’d used up to that point weren’t going to be good enough to take us the next step,” explained Alfred Elliott, VP, National Intelligence and Homeland Security at JB&A.

Elliott’s instincts were confirmed via a Capability Maturity Model (CMM) evaluation. JB&A, at Level 1 of development, needed to standardize, refine, and professionalize its business development processes to maintain consistent growth and deliver strong ROI. In order to compete successfully at a higher level, the company had to act quickly and aggressively to win contracts while recognizing which opportunities lay within its core competency, and which bids represented an unacceptable risk of time and resources.

JB&A’s legacy systems made these objectives difficult to achieve. Relying on Microsoft Office products, business development processes were largely ad hoc, lacking a structured foundation on which to base continuous improvement. Proposals development activities were performed synchronously in-person, with team members traveling to meetings in a single location. The situational awareness of the executive leadership was casual and often came late in the process, when any meaningful guidance required extensive re-work. A new solution was clearly needed.

“We’ve realized a 10–15% reduction in bid & proposal costs ... we’ve halved the amount of time our associates need to be away from direct labor support...helping ensure that we deliver high-quality execution on every contract we win.”

ALFRED ELLIOTT
Vice President,
National Intelligence and
Homeland Security, JB&A



UPGRADING TO AN ENTERPRISE-CLASS SOLUTION

After considering Microsoft SharePoint and other options for a new bid capture and proposal development system, JB&A chose Privia by SpringCM. "Privia provided the best capabilities for communication and collaboration in an intuitive, easy-to-use solution," says Elliott. "Delivered as software-as-a-service, Privia also means we don't need an in-house systems engineer, which contributes to exceptional value for the money."

Privia has helped JB&A meet a wide range of business goals. Instead of having different ad hoc processes used by each of its five business groups, the company has now standardized on highly structured processes and procedures. Opportunities are identified, quantified, and assigned to capture managers much earlier. Greater visibility into resources helps business development personnel assemble highly effective capture teams drawn from company-wide talent and expertise. Privia's collaborative proposal development tool enables remote, asynchronous participation.

"That was extremely important for us because most of our subject matter experts also work in the direct labor pool," explains Elliott. "With Privia, we can tap into their talent and expertise without making them travel to a dedicated production center. This saves us travel and facilities costs while eliminating the disruption, lost productivity, and negative impact on existing customers when people are pulled away from their current work."

JB&A's executive leadership uses dashboards in Privia for ready visibility into all of the company's business development activities. "In the past, our CEO and Chairman had no way to reach out and access information. Now, they can visually understand where we are on every opportunity we're working on," says Elliott. "We don't get half as many questions as we used to because they can find the answers themselves, and they can give us guidance when it's most meaningful and useful, not just at the end of the process. That's another cost savings—it really improves our productivity."

HIGHER-QUALITY PROPOSALS AT A LOWER COST

JB&A has achieved significant time savings through standardized processes, a faster learning process, and version control capabilities which streamline collaborative document creation. Standardized, repeatable processes improve productivity across the bid capture and proposal development pipeline, while an easily searchable repository makes previous versions of documents available as a foundation for new work. "We've realized a 10 – 15 percent reduction in our bid and proposal costs, which frees resources for more activities," reports Elliott. "In addition, we've cut in half the amount of time our associates need to be away from direct labor support, increasing their productivity for our current customers and helping ensure that we deliver high-quality execution on every contract we win."

JB&A now has improved awareness of where each opportunity stands in the business development process, helping to manage current opportunities more effectively while gaining insight into the resources available for new bids.

"We're much more confident in our proposal quality and our ability to manage the process, which leads us to pursue opportunities we otherwise might not have," says Elliott. "More than just software, Privia is a true enterprise solution, providing an infrastructure for our success as a business."

BENEFITS & RESULTS

- Increased proposal productivity with a standardized, repeatable process
- Executive awareness of the business development pipeline
- Higher-quality proposals and more wins
- Reduced B&P costs of up to 15%; associate time away from direct labor support decreased by 50%
- Collaborative tools that allow remote subject matter experts to participate in proposal development without travel costs
- Improved their BD-CMM level



ABOUT SPRINGCM

SpringCM is the recognized market leader in enterprise-class cloud platforms for managing content and business processes. SpringCM's affordable, rapidly deployable solutions enable organizations of all kinds to address their most critical Enterprise Content Management (ECM) and Business Process Management (BPM) challenges. SpringCM's solutions are trusted by customers such as the Department of Energy, Comcast, and Siemens. SpringCM partners include salesforce.com, Microsoft, and Ricoh.com.

For more information, please email: sales@springcm.com or call 877.362.7273.

www.springcm.com

SpringCM is a trademark of SpringCM Corporation. All other marks are the property of their respective owners.