



SpringCM Innovation

## PRIVIA FOR BUSINESS DEVELOPMENT

### PRIVIA® BY SPRINGCM™—A CONSISTENT PROCESS FOR COLLECTING OPPORTUNITY INFORMATION

Maximize the impact of your business development efforts.:

- Integrates with opportunity data providers, such as centurion, epipeline, fbo, fsi and input® for one-click import of opportunity details
- Increases accountability and tracks specific measurable objectives, schedules and completion dates
- Alerts team members when a deadline is at risk or has been missed
- Enables fast teaming arrangements using past performance repository and Team Selection Worksheet
- Stores all information, documents and discussions in a central repository
- Provides robust search tools to quickly access all types of documents

### PIPELINE MANAGEMENT AND BUDGET ANALYSIS

Gain complete visibility for opportunity tracking and resource planning.

- Provides real time views of opportunity data including sector, agency, award values, next steps, alerts and more
- Clearly identifies gate reviews and key milestones
- Tracks budget allocations and consumption by opportunity
- Helps objectively evaluate the probability of winning and tests themes and discriminators.

### IMPROVE WIN RATE BY PURSUING THE RIGHT OPPORTUNITIES

Assembling the information to qualify government business opportunities and make informed bid / no-bid decisions requires coordination between executive management, capture management, business development, finance, legal, and other functions across the organization.

Privia® by SpringCM™ helps contractors merge government contract opportunity data with business intelligence in a single system of record for creating winning capture plans. By synchronizing efforts and resources across the capture process, companies are boosting proposal win rates, improving revenue, and reducing bid and proposal expenses.



## PRIVIA DELIVERS RESULTS

Privia by SpringCM reinforces a systematic method for collecting information and evaluating opportunities, delivering a well-qualified capture plan, and enabling an effective hand-off to proposal teams. The results: improved decisions that allow B&P dollars to be invested wisely. With Privia by SpringCM, companies can:

- Reduce operating expenses by disqualifying inappropriate opportunities early in the selling cycle and enabling better pursuit decisions; and
- Reduce overall costs 20- to 40-percent by leveraging repeatable capture processes
- Through less email, less travel, fewer meetings and conference calls, and less time spent preparing materials for reviews and briefings.

## PRIVIA BY SPRINGCM FEATURES AND BENEFITS

### AUTOMATE TASKS EFFICIENTLY IN THE CAPTURE PROCESS

- Import content from public and private
- Launch capture plans with pre-populated templates, folders, information links and sample deliverables.

### CREATE A CENTRAL REPOSITORY FOR INFORMATION

- Robust search tools put email, chat, PDF content and any other document instantly at your fingertips.
- Single system of record ensures entire capture team has access to consistent and reliable information.

### PIPELINE VISIBILITY AND REPORTING

- Track activity and milestones in real-time.
- Minimize reporting requirements
- Configure screens to filter and deliver information the way you want to see it, without requiring IT support.

### AUTOMATE ALERTS AND NOTIFICATIONS

- Automatically notifies team members by email, Short Message Service (SMS), or dashboard views when tasks are overdue or at risk.

### FLEXIBLE PROCESS DESIGNER

- Adapts to your process; does not require you to adapt to software limitations.
- Allows ad hoc changes if the situation warrants.

### REAL TIME COMMUNICATION

- Capture team members, subcontractors, communicate and collaborate in real time from any location.
- Reduces phone, fax, email, meeting and travel requirements.

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## PRIVIA: THE SPRINGCM SOLUTION FOR BUSINESS DEVELOPMENT

Phase 0: Positioning—Target the appropriate agencies, create a call plan, define the scope, perform a budget analysis and more.

Phase 1: Gather Opportunity Information—Collect or import information about the opportunity—agency name, estimated value, due date, award date, and merge your business intelligence—all in a single system of record.

Phase 2: Assess Opportunity—Analyze the RFP and build a compliance matrix. Assess the business fit and win probability. Make an informed pursuit decision.

Phase 3: Establish Capture Team—Identify teaming requirements; develop and execute a strategy and bid decision.

Phase 4: Develop Pre-Proposal Materials—Collaborate with capture team members on proposal strategy, tasks, work breakdown structure (WBS) and schedules.

Phase 5: Validate Bid Decision—Based on information collected, review the requirements matrix and validate that the opportunity can be won and can be profitable.

Phase 6: Hand-off to Proposal Team—Based on information collected, review the requirements matrix and validate that the opportunity can be won and can be profitable.

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LEADERS RELY ON  
SPRINGCM

ACS  
Alcatel  
Alion Science  
Apptis  
Avon  
Base Technologies  
Boeing  
Cable ONE  
Chenga  
CACI  
Comcast  
Cox Communications  
CSC  
DSA Inc  
HealthNet  
LGS Innovations  
ManTech  
Oberon  
REDC  
Rescare  
STG  
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#### 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:  
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[www.springcm.com](http://www.springcm.com)

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