



SpringCM Customer Success

## GOVERNMENT CONTRACTING TASK ORDER MANAGEMENT



### ABOUT STG

STG, Inc. is a Washington Technology Top 100 contractor providing the U.S. government with performance-based solutions—using leading-edge technology to drive success. Established in 1986, STG, with 1,200 employees, generated more than \$170 million in 2005. The company is widely regarded as an industry leader in task order management, which accounts for roughly 80 percent of the government business that STG wins.

### MORE INFORMATION

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The U.S. Army turned to STG when it needed a partner with a fully developed system for simultaneously responding to and managing a large number of task orders. Steve Buelow, STG Vice President, Defense Sector, explained the challenge the company faced: “We needed to go well beyond just telling the Army we would manage task orders well. We were required to fully outline the workflows for task order management and define clear and specific roles for our teammates. Doing this led us to the notion of an automated platform upon which we could process this substantial amount of work.”

STG turned to software developer SpringCM and its popular Privia product—a robust application for automating business development activities, proposal development and task order responses. Privia is a real-time application used by firms such as STG to increase their government contract awards by improving pipeline management and bid response.

“You don’t have to bring people into a single location to conduct a gating review, such as a proposal review meeting. While that may seem insignificant, it is very important because, as you grow, you end up with programs, program managers and teaming partners farther away from your headquarters and located in other parts of the United States and even worldwide. With Privia, all program participants—regardless of location—are in your office on a virtual, real-time basis.”

— Steve Bulow, STG Vice President, Defense Sector

“Privia has an outstanding reputation as an application that collaboratively supports complex proposal management and connectivity for teammates and customer partnerships,” added Mr. Buelow.

For STG, Privia is a perfect match to support the Army’s large volume of task order requests. The company expects to receive 250 task order requests per year—approximately one task order per business day. In addition, STG will have—as ‘registered opportunities’—up to another 100 potential task order requests. At any point in time, STG could have 30 to 60 active task orders in play, and must be able to manage across those task orders.

SpringCM currently is working with STG to enhance Privia and make it even



more responsive to STG's needs. One modification will give top-level proposal managers—up to 10 at a time—the tools they need to monitor and track multiple task order responses as they progress through the STG system. For STG, each individual response may involve up to 30 team-

## STEP-BY-STEP

### How STG Settled On and Positioned the Privia Solution

Responding to a large-scale U.S. Army contract vehicle Request for Proposal, STG analyzed the customer's needs to manage and report on a wide variety of task orders. STG then scrutinized current internal practices for handling multiple task orders, operating on performance-based contracts and managing relationships with government partners and subcontractor teammates.

Based on the resulting gap analysis, the company decided that it needed to:

- Organize business processes by functional business domains so it can readily adapt those processes to government requirements.
- Define specified, consistent roles for performing the activities within the functional domains.
- Provide detailed workflow processes to enable standardized, predictable and repeatable activities.
- Use an electronic platform to streamline and facilitate communication across and among STG and its government partners and subcontractors.

In SpringCM Privia software, STG found a solution that enabled the company to offer the government a contractor with:

- Automated processes for generating timely, accurate reporting of metrics, performance, schedules and other related data.
- Easy day-to-day communication with teaming partners to ensure timely and efficient responses to requirements and compliance with small business utilization goals.
- Ready visibility into both contract and task order operations—providing clear accountability and a higher probability of early problem identification and resolution.
- Automated tracking and reporting on deliverable movement.
- A match of STG corporate and teammate objectives with government requirements.

mates or subcontractors who rely on Privia to streamline efficiency.

The STG/Privia partnership does not end with the Army task order request system. The company uses another Privia system for internal corporate use. STG uses an out-of-the-box Privia solution for its own standard proposal development. STG began using Privia's workspace and document management features to set up human resources' resumes, provide training and perform similar document management and collaboration functions across the organization. In addition, STG's IT group will use Privia to manage software updates more efficiently.

The advantage to using Privia rather than another application is that the system provides virtual workspaces, document management, workflow and collaboration tools out of the box. For each task order request, STG retains each unique version of a response document so that the company can review any and all prior versions at any time. In addition, these actions can be performed anywhere using a Web-based interface.

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STG recently was awarded this contract by the U.S. Army.



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