



Embracing Business Development: Marketing Your Company in the Federal Marketplace

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VFA, Inc.



About VFA

- Leading provider of software and services for facilities capital planning and management
- Enables clients to optimize investments in facilities and infrastructure
- Almost 300 clients in education; federal, state and local government; healthcare and corporate markets



VFA Capital Planning & Management Solution

Facility Assessments



Capital Planning Software



Business Process Consulting

- Facility condition
- Systems lifecycle
- Functional adequacy
- Inventory collection
- Facility security
- Energy efficiency
- Environmental

- VFA.facility® for expert capital planning
- VFA.auditor™ for guided facility evaluations
- AssetFusion™ for application integration
- Hosting & subscription service

- Capital planning process
- Capital project planning
- Decision support analysis
- Database management
- Capital plan presentations

VFA has assessed over 100,000 properties.

VFA software manages over 2 billion square feet of facilities.

The VFA Story

- Spun off from engineering firm in 1998
- Initial focus on education market
- Federal market profile attractive
- GSA first client in federal market
- GSA Schedule opened doors in other agencies
- Today over 15 federal agencies are clients

General Services Administration



THE ORGANIZATION

- Largest US public real estate organization
 - 342 million sq. feet across 11 regions
 - 8,000 buildings (owned and leased)

THE CHALLENGE

- Need to meet congressional and GAO requirements and budget expectations
- Out-of-date, inconsistent facilities data
- Need to prioritize projects on building maintenance and renewal list
- How to optimally distribute limited labor and financial resources

SOLUTION

- Deployed Web-based self assessment questionnaire
 - Captured data on 182 million square feet of owned property in 2 months
- Provided a logical, prioritized assessment schedule/process
 - “Draining the swamp”
- Deployed VFA software for more granular look at a buildings condition and requirements

GSA Schedule

- Dominant “contracting vehicle” for small businesses
- Federal buyers prefer to lengthy public bid process
- Cuts down on expensive proposal generation & individual contracts
- Services and software
 - Information Technology (IT)
 - Management, Organizational & Business Improvement Services (MOBIS)
- IT products/services schedule available for state and local use



Schedule
Contract GS-000-00000

Partnering

- Access to contracts
- Leverage relationships
- Improve credibility
- Strengthen competitive edge
- Higher probability of winning contract
 - Provide complementary technology/services
 - Value add to client



Communicating the Message



- Marketing vehicles that work well for reaching the federal market:
 - Marketing events - Seminars, webinars, participation in Federal “industry days”
 - Direct mail - Email, physical mail
 - Public Relations - Bylined articles, speaking opportunities
 - Directory listings
- Supported by:
 - Web site - Copy, demos, white paper offers
 - Sales collateral

Tricks of the Trade

- Central Contractor Registration
- Access to RFP services
 - FedBizOpps
 - Onvia, Input
 - Critical to have right keywords and classification
- Security Clearances



Select VFA Federal Government Clients



FEMA



NAVY MEDICINE
World Class Care...Anytime, Anywhere

Berkeley Lab

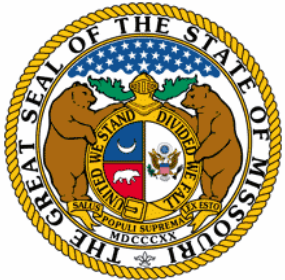


ARMY MEDICINE
CARING BEYOND THE CALL OF DUTY



- Bonneville Power Administration
- Internal Revenue Service
- Lawrence Berkeley National Laboratory
- National Institutes of Health
- National Oceanic & Atmospheric Administration
- U.S. Army Medical Command
- U.S. Department of Agriculture
- U.S. Federal Emergency Mgmt. Agency
- U.S. Fish and Wildlife Service
- U.S. Food and Drug Administration
- U.S. General Services Administration
- U.S. Navy Bureau of Medicine

Select VFA State Government Clients



- Commonwealth of Virginia
 - Dept. of Corrections
 - Dept. of General Services
- Georgia Building Authority
- State of Louisiana
- State of Missouri
 - Dept. of Administration
 - Dept. of Transportation
- State of New Jersey
 - Dept. of Education
- State of Texas
 - Dept. of Mental Health & Mental Retardation

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