Embracing Business Development: Marketing Your Company in the Federal Marketplace

Ameeta Soni
VP, Marketing & Business Development
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
- Facility condition
- Systems lifecycle
- Functional adequacy
- Inventory collection
- Facility security
- Energy efficiency
- Environmental

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

Business Process Consulting
- 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
The General Services Administration (GSA) is the largest US public real estate organization, with 342 million square feet across 11 regions and 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- Out-of-date, inconsistent facilities data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 building's 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
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

- 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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(617) 772-8220, asoni@vfa.com