

**NITAAC Industry Advisory Council (IAC)
Marketing Subcommittee**

**RESULTS SUMMARY
March 8, 2007 – Rockville, Md.**

MEETING PARTICIPANTS: Joycelyn Bacchus (NITAAC), Eric Stalfort (InfoPro), Bill Cratty (Apptis), Charles Mann (Amdex), Geralynn Franceschini (Unisys)

SUBCOMMITTEE LOGISTICS

- 1) Next Monthly Meeting Subcommittee will meet Thursday, April 12th from 10-11:30am at NITAAC. NITAAC room and conference call in number to be provided.

VENDOR RECOMMENDATIONS

- 2) Contract Comparative Analysis "CCA"
 - a. Analysis & Discussions: The team reviewed and discussed the CCA on Thursday, March 8 at 10:00am. Eric Stalfort presented a summary of the Marketing Subcommittee's recommendations at the March 8 2:30pm Programs Subcommittee meeting. The Marketing Subcommittee e-mailed a list of recommendations on Mon., March 12 to the Programs Subcommittee Chair and discussed them in a March 15 morning meeting.
 - b. Marketing Subcommittee Recommendations made in 3 tiers: Strategic-Tier and Mid-Tier and Tactical-Tier. Our key focus was on the Strategic-Tier/Recommendations with the ultimate goal of synthesizing the data and highlighting strategic issues, key trends and potential impacts (including differentiators and limitations of key contract vehicles we see as competitors).
- 3) Events/ Tradeshow Additional Review – Members of the Subcommittee provided specific guidance on key events that NITAAC should participate in.
- 4) Marketing Requirements in RFPs - The Subcommittee concluded that there is extremely limited, if any, marketing requirements articulated in contract RFPs. Though, it is most likely that vendor responses included approaches to marketing contract vehicles. In addition, there appears to be limited published information on how Gov't acquisition agencies conduct their marketing functions. Therefore, the Subcommittee suggests a discussion re: the vendors' knowledge and experience on different Gov't acquisition agencies marketing organizations and approaches. This anecdotal information should be very useful.

NEXT STEPS

- 5) Meet March 8, 10:00 – 11:30am at NITAAC. The team will focus on three key items:
 - a. Anecdotal Gov't Acquisition agencies' Marketing - The team will focus on point 4) above
 - b. Open Discussion

Excerpt from March 12, 2007

Marketing Subcommittee Recommendations for Contract Vehicle Matrix

STRATEGIC TIER

1) Add SCOPE Summary for each vehicle. This way we quickly get a sense of what the vehicle provides and if they are different from the other vehicles (i.e. only products, etc.)

2) Provide SUMMARY page or 2 which highlights strategic issues, key trends and potential impacts. We suggest 1 graphic page and then perhaps one bullet point page. There could be some strategic issues raised such as the convergence of IT and telephony and the potential design/sue on a contract vehicle to enable this. Some example of trends can be the increase of small business vehicles (X number), how they handle teaming and subs, etc. Also, do we have information re: the \$ volume of business on each contract vehicle to-date?

3) Add "KEY DIFFERENTIATOR" row for each vehicle. This could include what makes them unique, ie universal pricelist for the Schedules, small business only vehicle for some, telecommunications related work only for Connections, or both a products and services vehicle for Air Force NetCents, or labor rates (are they too low), ease of use, etc.

NOTE: We think it would be good to add in "anecdotal" or "street experience" from vendors you have used the contract vehicles.

4) Add a "LIMITATIONS" row for each vehicle. This could be in terms of scope, user fees, process, addition of new services or products, etc., etc..