Smartronix | MISSION ASSURED

Recovery Accountability and Transparency Board
Recovery.gov Web Site

GSA Alliant
PRIME 2009

TECHNICAL PROPOSAL
Volume I: Management

Proposal in Response to Solicitation:
AVT0009100

Submitted to:
General Services Administration
1717 Pennsylvania Ave., NW
Suite 700
Attn: Todd Richards or Valerie Bindel, Contracting Officers
Washington, DC 20006

26 June 2009

KPMG

Synteractive

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1 INTRODUCTION

> "We remain the most prosperous, powerful nation on Earth. Our workers are no less productive than when this crisis began. Our minds are no less inventive, our goods and services no less needed than they were last week or last month or last year. Our capacity remains undiminished. But our time of standing pat, of protecting narrow interests and putting off unpleasant decisions -- that time has surely passed. Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America." – *President Barack Obama, January 20, 2009*

The great economic challenges of our time have required unprecedented action. Jobs lost, houses foreclosed, college dreams deferred – all of these have laid the painful foundation for a government initiative of unprecedented ambition in our lifetimes. But with such an unprecedented investment comes unprecedented responsibility. We must ensure that the investment made in the American Recovery and Reinvestment Act (ARRA) is executed and monitored with the utmost integrity, both to expose any and all cases of waste or fraud and to show the success of the Recovery as it progresses.

Recovery.gov must be the direct link between the citizen and the Recovery. Citizens – no matter their level of technical or political expertise – must be able to deeply engage with the Recovery and monitor its impact in their local communities and on a national level. Realizing this potential Recovery.gov begins with a team philosophy steeped in transparency and openness. This will then continue into a disciplined approach to developing the complex data visualization and graphical systems necessary to ensure that the complexity becomes effortlessly simple for any American.

Built upon this foundation of transparency and user-connectedness, Team Smartronix will build Recovery.gov 2.0 with a compelling visual design, a fluid user-interface, incorporating web applications and widgets, and vivid data visualization on a robust information architecture that ensures its usability and scalability.

Beyond these functional requirements, we must complete Recovery.gov 2.0 on an aggressive schedule and extremely tight deadline. For a program demanding such innovation, execution, and speed, we have assembled a team of professionals who have built commercial and government websites and information systems in the most complex and dangerous environments, under tight and immovable deadlines, with outstanding results.

The objective of Recovery.gov – while elegant and simple in concept – is very difficult to deliver when one looks beneath the surface to what is required to help ensure that the data and information is timely, accurate, accessible, and intuitive. If any of these basic elements are not met, risk and unintended consequences are introduced. When one goes beyond the web site query and presentation capabilities by adding the requirements for analytics, reporting, data reconciliation, as well as integration with

systems for detection and reporting of potential fraud waste and abuse, all manner of new risks are introduced and the current ones accelerate.

The management approach for Team Smartronix is a collaboration of best practices, practical experience, commitment to quality, and continuous improvement, founded on shared cultures of client and employee fulfillment. Our approach delivers a dedicated, motivated and expert team with the technical and management experience necessary to cultivate a partnership for success providing flexible, effective, and efficient solutions under extremely urgent deadlines.

In the following sections, we will show you that Team Smartronix has brought together an award winning team of experts to solve a problem of national importance with high visibility and complex requirements. Further, we will show you that we have thought carefully *how* to actually deliver a bold, innovative platform that will define new frontiers for transparency and participation in government, while meeting pressing deadlines. The result is a comprehensive, sound, and reasonable approach to drive innovation, while ensuring timely and high quality success.

2 TEAM SMARTRONIX

Team Smartronix is a unique composition of highly skilled and experienced businesses including Smartronix, KPMG, Synteractive, and TMP Government. We have also engaged the Sunlight Foundation as advisors on government transparency. These organizations play significant roles in government and private sector consulting with a high degree of professionalism, and have proven – individually and collectively – a propensity for achieving outsized results in the face of tight deadlines. Our approach focuses on assembling and integrating the best talent through an integrated team model through which we will work collaboratively, jointly, and iteratively to build Recovery.gov 2.0.

Through the strategic formation of Team Smartronix and the integration and application of our collaborative approach and knowledge, we are truly harnessing the power of our collective capabilities. Effective partnering is accomplished through open and frequent communication facilitated by a client-aligned organizational structure. Our approach centers on an integration of highly capable companies with industry leading expertise in the core areas required for this solicitation. The depth of our relevant enterprise experience and our proven history developing long-standing client relationships truly makes Team Smartronix your partner for success.

In addition to top caliber leadership for the Recovery.gov mission, we are implementing a RATB-specific, standards-based management approach leveraging industry-best practices and lessons learned from successful programs of similar size and scope. We will communicate early and often with all RATB stakeholders at all levels of management. This provides our Team with a clear understanding of the changing mission; and provides our valued clients with ongoing, accurate, and current program status. Our strong leadership, proven management processes, and commitment to the promise of transparency in government are key foundations for the success of the RATB mission and provide the client with the support they expect – when they need it and where they need it.

2.1 Smartronix

Smartronix is a global professional solutions provider specializing in application integration and development, software and hardware engineering, networking and systems management, information systems security, and business management services. During our 14-year history, Smartronix has built a worldwide team that possesses innovative technical expertise in the development of a wide range of technological and management solutions. Our success and exceptional growth is based largely on our ability to quickly adapt and respond to our customers' needs, providing not only the technical expertise necessary to deliver essential solutions, but also the mature management and leadership required to support and sustain large initiatives.

Smartronix is headquartered in Hollywood, M.D. and has 520 employees as well as operating offices across the United Space. Smartronix has been recognized as the #1 Information Technology Company in the 2009 Edition: Vault Guide to the Top 25 Technology Consulting Firms. We provide our clients with assurance of our capability to provide quality products and services through the implementation of our corporate Quality Management System (QMS), which is ISO 9001-2000 certified. Through the implementation of corporate-wide processes and procedures based on both the ISO 9001 and CMMI standards, this demonstrates to both existing and potential customers our commitment to delivering products and services that meet or exceed their requirements in terms of reliability and usability. As a Certified Microsoft Gold Partner, we maintain the highest level of competence and expertise with Microsoft technologies.

2.2 Synteractive

Synteractive is a strategy and business solutions consulting firm specializing in leveraging the power of information to radically improve the efficiency and effectiveness of complex organizations. Synteractive has a proven record of using Microsoft Office SharePoint Server (MOSS) technology to aid in business transformation efforts of both federal government agencies and private companies. They will leverage their unrivaled expertise in Web 2.0 technology implementation to transform Recovery.gov from a mere information dissemination website into an interactive platform where Americans can swap stories about stimulus projects in their areas, upload pictures illustrating the effects of the projects, blog about their experiences, and ultimately engaged as a meaningful member of the Recovery community.

2.3 TMP Government

TMP Government, a wholly owned subsidiary of TMP Worldwide, is a top 40 digital agency (Ad Age, May 2009) and develops total communications programs exclusively for government, contractors, and associations. As a digital powerhouse specializing in Web 2.0, their federal outreach specialists help clients reach their target audiences and communicate their messages with relevance and results. They deliver innovative commercial-class solutions, adhere to best practices and maintain compliance. TMP Government is committed to developing a state-of-the-art Recovery.gov Web site that

will demonstrate how this unprecedented effort to jumpstart our economy will touch the lives of every American.

2.4   KPMG

KPMG is one of the largest and most respected companies in the world providing tax, auditing and advisory services to both government and the private sector. Their unrivaled knowledge and experience aggregating and analyzing financial data position us as an invaluable asset to Team Smartronix in developing the necessary data mining tools and information architecture to comprehensively audit the stimulus spending and provide the American public with the ability to easily track the stimulus spending allocation.

2.5   The Sunlight Foundation

The Sunlight Foundation's mission is to use the revolutionary power of the Internet to make information about Congress and the federal government more meaningfully accessible to citizens. Sunlight serves as a catalyst for greater political transparency and also fosters more openness and accountability in government. Sunlight's ultimate goal is to strengthen the relationship between citizens and their elected officials and to foster public trust in Congress. In order to bring this emphasis on transparency, accountability, and the public interest to Recovery.gov directly, the Sunlight Foundation is willing to advise Team Smartronix on transparency and the tremendous multiplier effect available to RATB of opening up Recovery.gov to third-party developers.

2.6   Key Personnel

Team Smartronix is not merely a strategic partnership of organizations, it is also a group of accomplished thought leaders, who have worked together previously and forged the trust necessary to tackle profound challenges as a team, seeking to fulfill the promise of transparency and open participation in government. Many of these leaders will engage in Recovery.gov 2.0 through the Strategic Advisory Council, but three will serve as Key Personnel on the program.

provides strategic guidance to the organization and its clients in his areas of expertise including program management, enterprise architecture, information assurance, software development, and systems engineering.

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███████████████████████████████████████ has over 30 years experience in marketing and multimedia. ████ has experience developing all types of media including print, broadcast and online, for all types of organizations from federal intelligence agencies to the world's largest corporations. █████████████

██ is involved with ensuring that the highest of standards and best practices of interactive development are applied to all interactive projects. At the same time ███ is constantly focused on exploring new navigational schemes and information design that involves audiences deeper into the context of the message. ███ experience and knowledge of interactive media and human factors allows ███ to bring a strong balance of sound usability and intuitive exploration to each solution. ██

████████████████████████████ are award winning leaders with a proven track record of innovation in the face of urgent deadlines. They are however only three experts within the deep pool of talent that Team Smartronix looks forward to leveraging on Recovery.gov 2.0.

3 MANAGEMENT STRUCTURE

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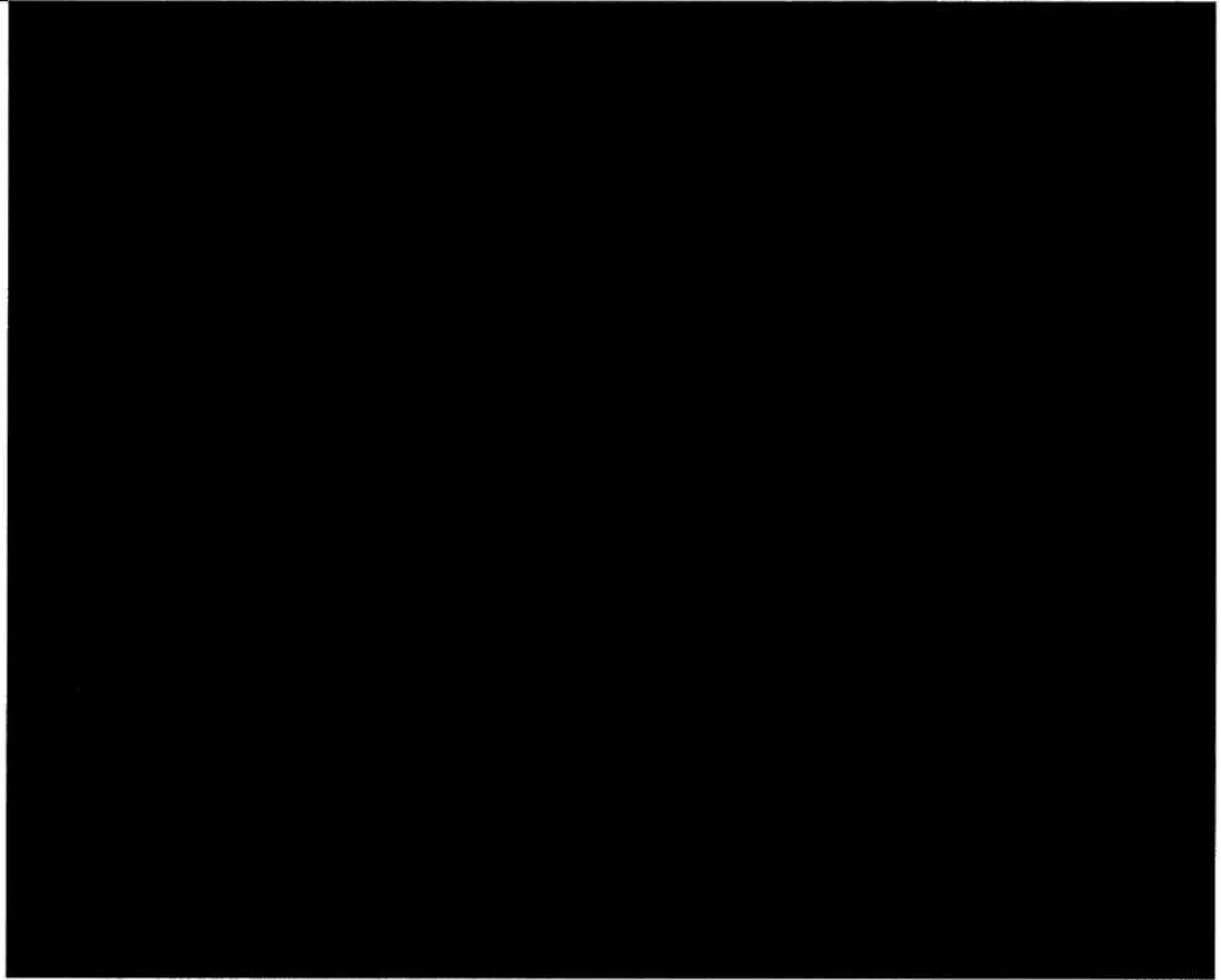
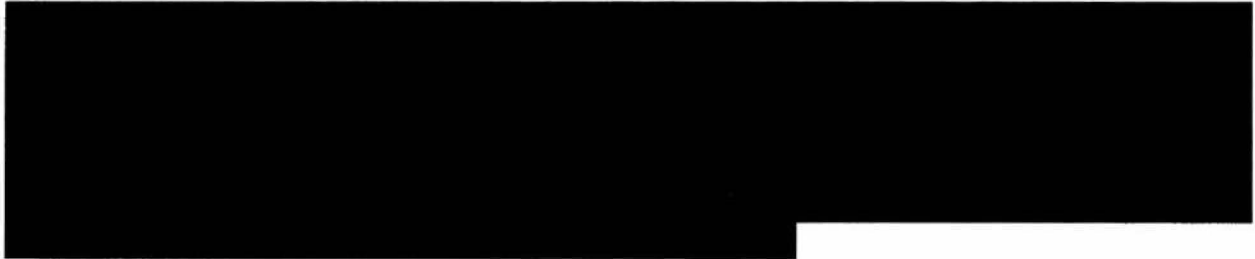## 3.1 Program Management Office (PMO) and Leadership

The PMO organization will include the Program Manager, a Strategic Advisory Council, a Change Control Board, and resources for quality assurance, contracts, and resource management. Please see Section 4 for more information on the PMO structure.

3.2   Integrated Process Teams

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3.3   Orchestration Teams

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3.4   Lines of Authority and Corporate Leadership

Team Smartronix understands the national importance, visibility, and urgency of Recovery.gov. To maximize the speed of communications and to ensure that this program has the complete resources of all the members of Team Smartronix, the Recovery.gov Program Manager will report directly to ████████████████ ████████████████████████. ████ reports directly to the ████████████████████████ These executives will ensure that the Recovery.gov program receives any resources required, residing inside and outside the team, to make this program a success on deadline. This executive group will work in concert with our Strategic Advisory Council.

4   PROGRAM MANAGEMENT AND ESCALATION PLANS

Recovery.gov 2.0 is an initiative of national importance that is highly visible with urgent and complex requirements. Team Smartronix has developed a comprehensive, sound, and reasonable approach to accomplishing and managing this program.

4.1   Iterative Transformation and Program Management

Team Smartronix will take an iterative approach to design, development, implementation, testing, refinement, enhancement, and sustainment of Recovery.gov 2.0. ██
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4.2 Team Smartronix PMO: Proactive and Responsive

4.2.1 Program Manager

4.2.2 PMO Organization and Interaction
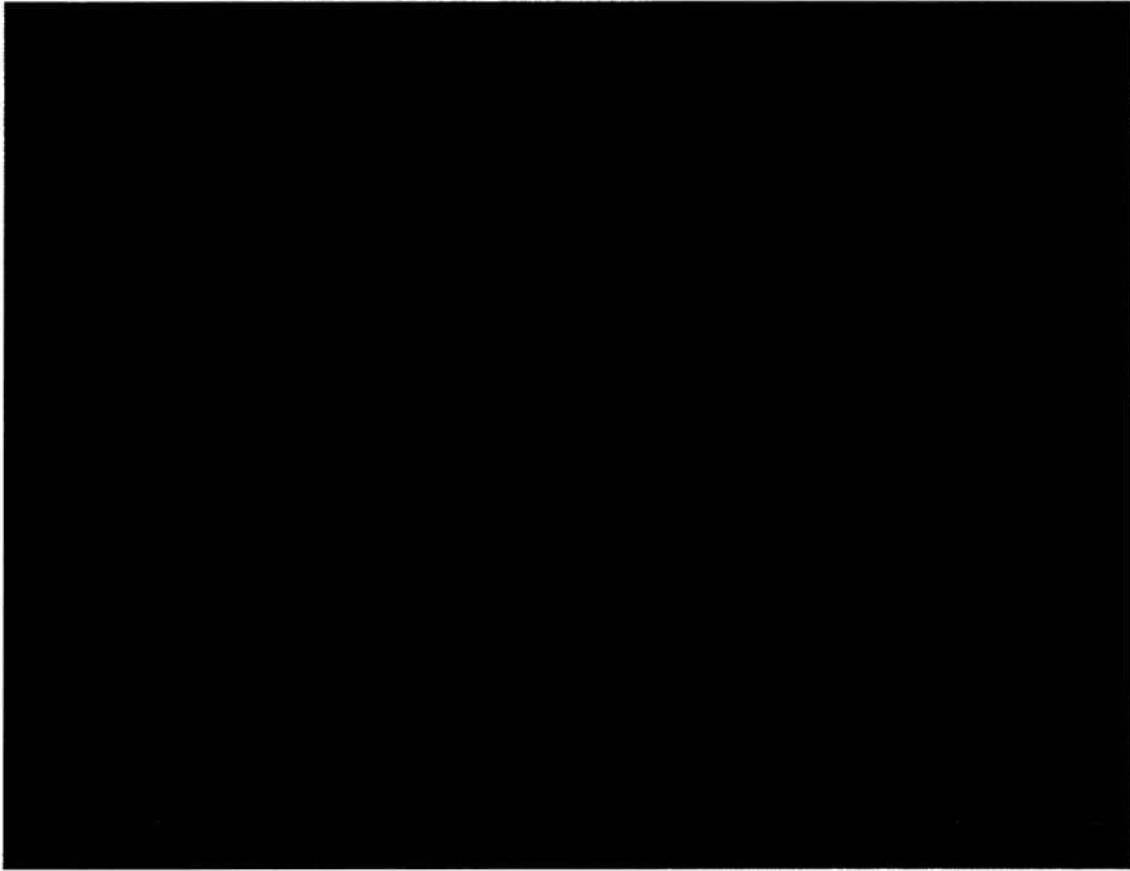
4.2.3 Strategic Advisory Council (SAC)
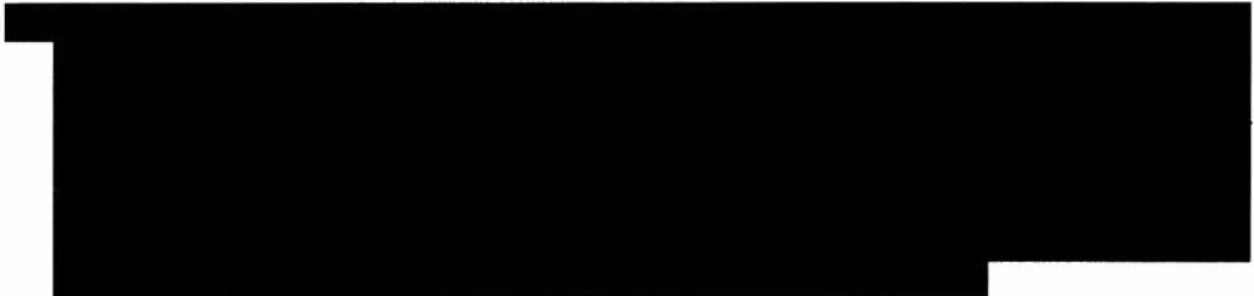
4.2.4 Program Management Elements

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Quality Assurance

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4.2.5 Sub-Contractor Management

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4.2.6 Service Ordering and Billing System

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4.2.7 Place of Performance

While we are committed to leveraging collaborative platforms for communications, we believe strongly that there is no substitute for in-person communications on a program of this complexity and urgency. We are prepared to have all primary team members—regardless of organization—work from a war room at KPMG's facilities at 20th and M Street NW, Washington, DC. We are not only prepared to meet the SOO requirements for daily briefing calls and weekly status meetings, but exceed them to the greatest extent possible given other constraints RATB might face. We feel that daily, in person orchestration meetings will be critical during the first release cycle to ensure complete alignment between Team Smartronix and RATB. Escalation and resolution must occur in a matter of hours, rather than days.

6 EXCEPTIONS

Team Smartronix takes no exceptions with the SOO requirements.

7 CONCLUSION

Team Smartronix consists of an award winning team of experts, brought together to solve a problem of national importance. Our Team has the creative power to bring this President's Obama's vision to life. We have assembled the experts that understand the financial data. We have rich expertise in designing and intuitive user experience. And our technology experts have experience in delivering fault tolerant, secure and robust enterprise platforms under compressed timeframes. We believe our approach outlines our innovation, commitment, exuberance, and forethought in working with the Recovery.gov team in deploying this solution.