



*Commonwealth of Virginia  
Consulting*



***“Bringing Virginia and Business Together.”***

# Government Business. . . No Problem!?



*"Bringing Virginia and Business Together."*

# What We Do

- Commonwealth of Virginia Consulting (CVC), LLC brings Virginia and business together by understanding our client's portfolio of products and services, matching these against emerging state, local government & education initiatives then facilitating meetings with the "right people" to educate and establish our client's "value proposition", thus creating a more successful selling environment.



***"Bringing Virginia and Business Together."***

# It's Simple to Do Business with Government.



Can't Wait to See  
Another Vendor



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# CVC can Help !

**Business Development Fact:**  
Business development is a personal  
Effort to develop profitable  
relationships.



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# Background:

- Over 30 years in the Information Technology market
- International & domestic
- Federal, DoD & Security communities
- All 50 States and 5 Territories
- Top 100 Local governments
- Government Services & Supply Chain



**U.S. AIR FORCE**



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# Experience:

- e – Government
  - Utah, Colorado, South Carolina, Hawaii, Huston Galveston Area Cooperative
  - Joint Commission on Science & Technology Advisory Committees on:
    - Law Enforcement
    - Electronic Government (3 yrs.)
    - Virginia’s Critical Infrastructure
  - Comprehensive Infrastructure Agreement between Northrop Grumman and The Commonwealth of Virginia
  - Main-Street to e-Street Gubernatorial Taskforce
  - Secure Virginia Initiative
  - Council on Technology Services
    - Executive Order #51 - Web-enabled Forms
    - Technology Management
    - Internet Services
    - Digital Signature Initiative



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# Wins:

**\$57 million win** - As a Business Development (BD) consultant CVC delivered Business Intelligence and Business Development services to this Systems Integrator (S.I.) To date they have won the Financial Management System-III (FMS-III) for the Virginia Department of Transportation (VDOT) a \$57 million award. This project will become the basis for the Commonwealth's enterprise FMS solution replacing some 144 different financial systems.



**\$2.5 billion win** - CVC was retained as the BD consultant for the Commonwealth of Virginia and this S.I.'s infrastructure outsourcing opportunity and as a member of the Executive Team. CVC's job was to bring the "Richmond" sense and insights to the team that included relations, approach to these relationships and insights to the way Virginia does business in Richmond. This involved introductions, pre-meeting briefings, proposal participation, "color" team reviews, strategies, and lobbying the legislature. CVC also introduced key sub contractors and partners to the team as well as new employees who built credibility with the Commonwealth. The results are the largest outsourcing contract for infrastructure in the industry's history valued at \$2.5 billion, 10 years with a 3 year extension.



**No.1** - As the BD consultant for this Original Equipment Manufacture (OEM) CVC created account strategies allowing the Commonwealth of Virginia team to become the most successful sales team in their company displacing the competition as the Commonwealth's defacto desktop provider.



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# Experience:

- State & Local Government Directorate
- Virginia Client Business Relations
- Corporate Program Management
- Virginia Sales Management
- DoD & Security Support Mgmt
- National I.T. Education
- Federal Government Engineering



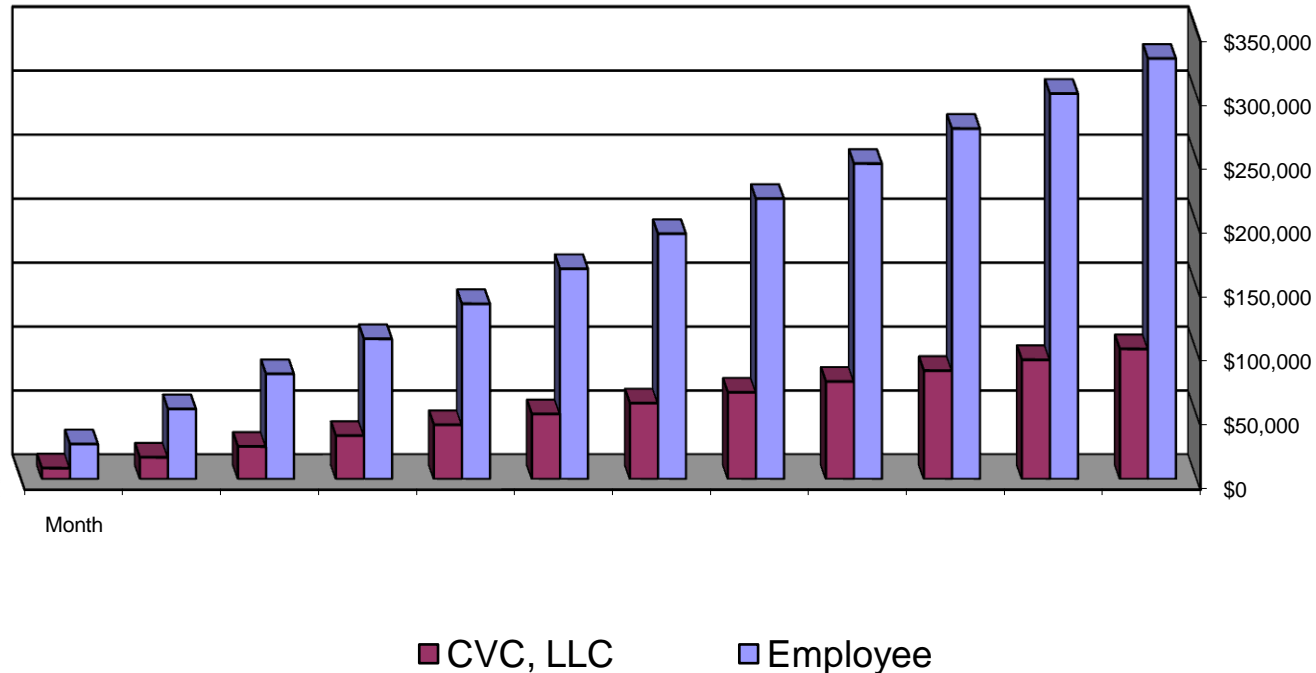
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# CVC, LLC Investment Benefit

**One Year Savings:**  
**\$227,049**  
 Basis:

1. Twelve (12) Months
2. Richmond, VA 23219  
 (Medium Salary + Benefits)

1. CVC = Retainer + 10%  
 Client Management  
 Oversight & Burden
2. Employees:
  - a. Business Development Associate
  - b. Product Brand Manager
  - c. Government Sales Rep.



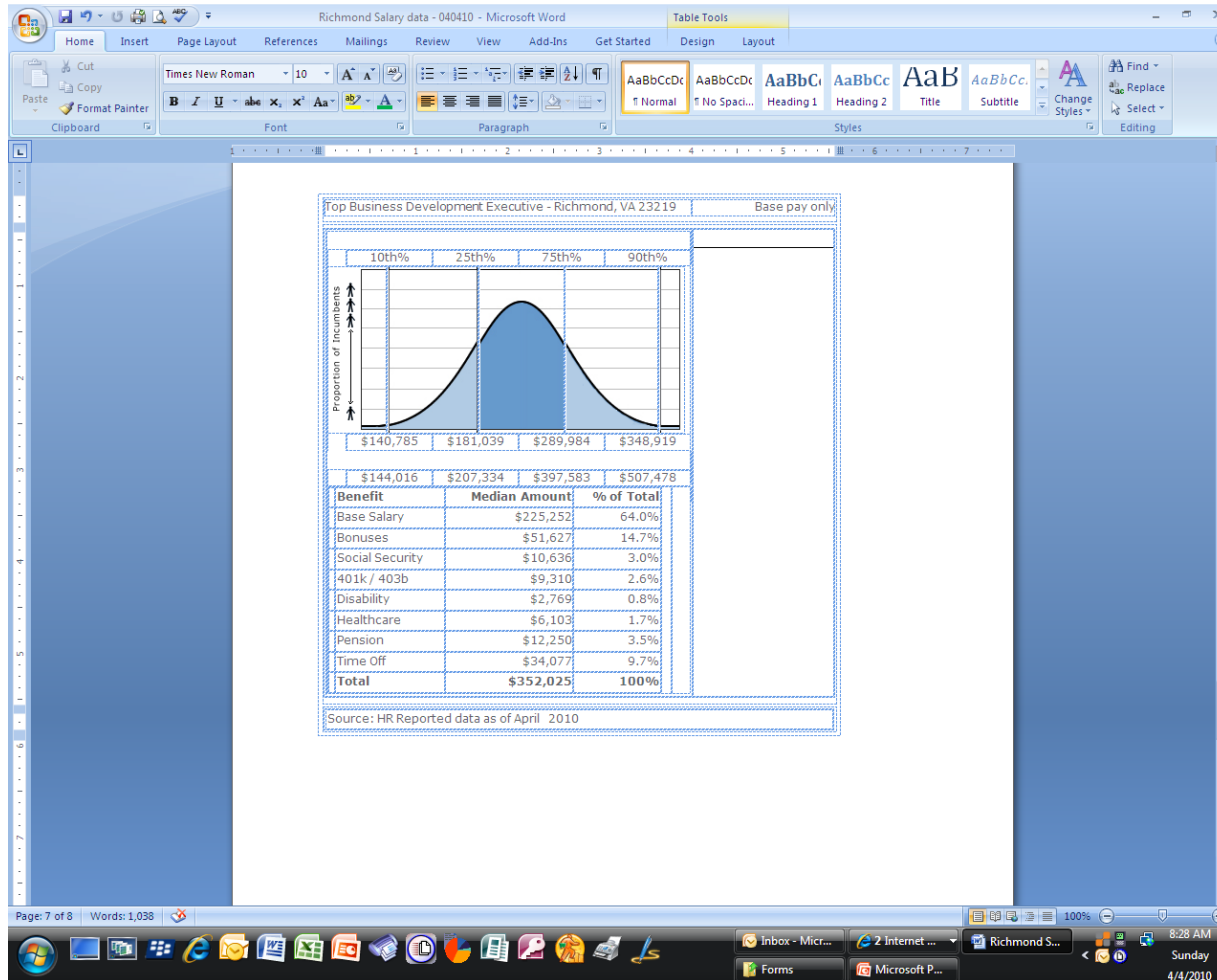
Source: Salary.com (Sept.'09)



***CVC Provides the Functions of 3 Employees while Minimizing Investment Risks***

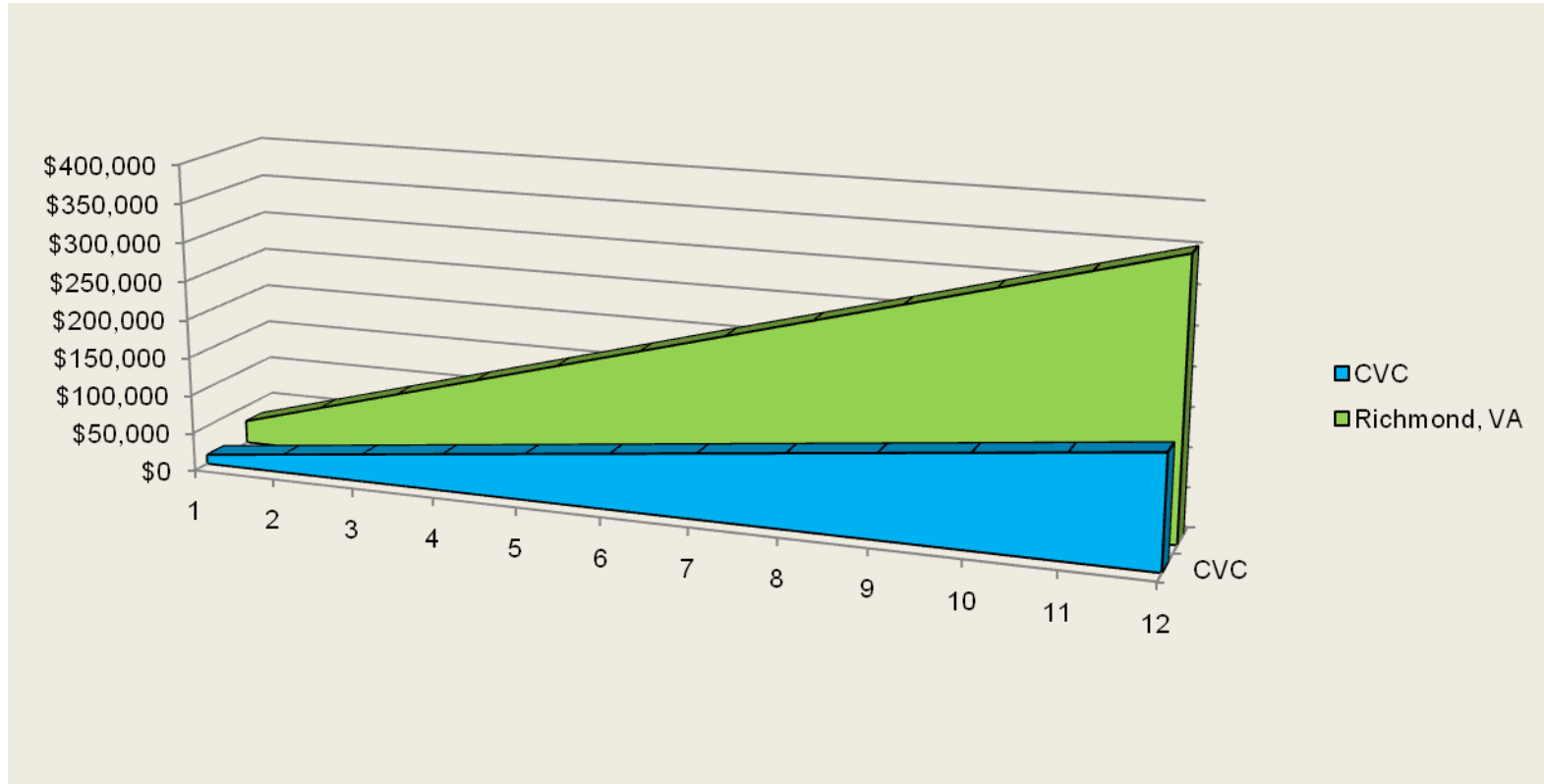
# The Data Proves

CVC Saves Money and Lowers Risk While Increasing Return



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# CVC Savings



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# Contributions & Successes:



High performance. Delivered.

data  
blueprint

do more with your data



Virginia Employment Commission



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***Focused & Deep Expertise***  
***Commonwealth of Virginia Consulting (CVC), LLC***

Typical Lobbying Firm

**CVC Business Intelligence & Development Services**

- |   |   |  |
|---|---|--|
| - | √ | Commonwealth of Virginia focus   |
| - | √ | Virginia Counties, Cities & Towns  |
| - | √ | Virginia K-12, 2-yr & 4-yr institutions of education   |
| - | √ | technology focused   |
| - | √ | client product and services portfolio analysis   |
| - | √ | emerging initiative/product and services matching  |
| - | √ | initiative funding source verification   |
| - | √ | Virginia Code analysis   |
| - | √ | identifying key agency requirements writers, recommenders, influencers, decision-makers, contract managers                 |
| - | √ | positioning our clients within the Virginia strategy and vision  |
| - | √ | creating our client's "story" in Virginia context  |
| - | √ | work with marketing, sales and product development teams to develop business initiatives for Virginia                      |
| - | √ | assess, evaluate, establish and develop business opportunities with our clients  |
| - | √ | review and analyze information and develop new initiatives and partnerships  |
| - | √ | assist with new business prospecting   |
| - | √ | assist with project pre-qualification  |
| - | √ | building relationships with key agency requirements writers, recommenders, influencers, decision-makers, contract managers |
| - | √ | direct one-on-one prospect education of our client's value-added differentiators   |
| - | √ | developing solution ROI using quantifiable data  |
| - | √ | identify and help to develop strategic relationships with complimentary content and technological partners                 |
| - | √ | partner teaming and teaming agreements   |
| - | √ | preparing solution "white papers" and other supporting materials   |
| - | √ | presentation strategy development  |
| - | √ | Virginia specific procurement strategy development   |
| - | √ | pricing strategy   |
| - | √ | proposal strategy development  |
| - | √ | assist in bid preparation  |
| - | √ | meeting facilitation   |
| - | √ | meeting host   |
| - | √ | assist with contract negotiation and administration  |
| - | √ | work with agency, executive and legislative officials to achieve our client's goals  |



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# Focused & Deep Expertise

Typical; Lobbying Firm

**CVC**

**Lobbying Services**

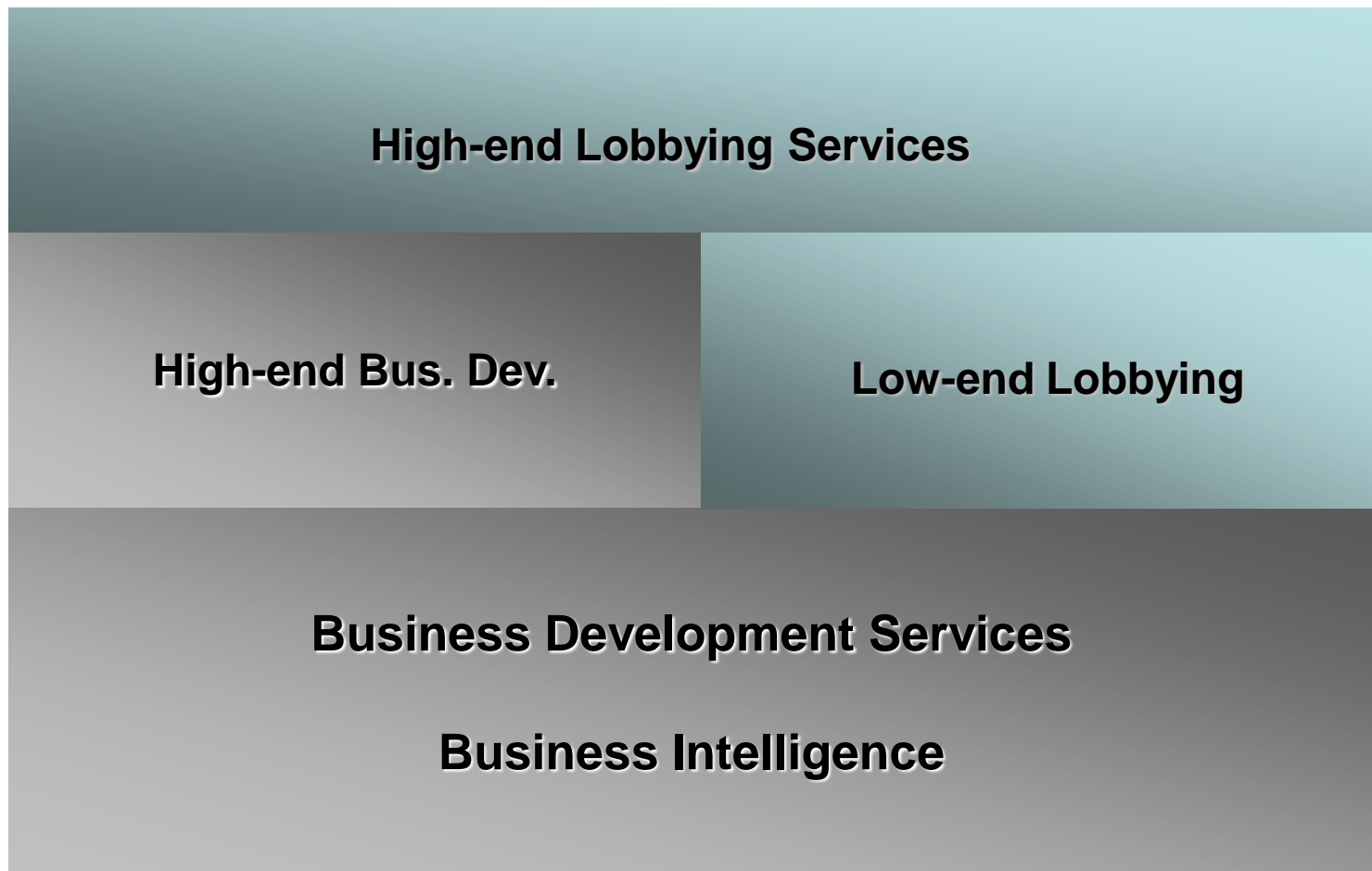
√	√	identifying key administration
√	√	identifying key legislators
√	√	legislative agenda creation
√	√	drafting legislation
√	√	legislation submission
√	√	legislative and regulatory tracking
√	√	political contribution programs
√	√	building relationships with key political decision-makers
√	√	direct one-on-one lobbying
√	√	developing client arguments using quantifiable data
√	√	preparing "white papers" and other supporting materials
√	√	bill sponsor recruitment
√	-	audits of existing law and regulation
√	-	legislative and regulatory analysis
√	-	strategic legislative and regulatory planning
√	-	grassroots and/or grasstops lobbying
√	-	creating and managing coalitions
√	-	managing client or coalition involvement in legislative or regulatory hearings
√	-	training clients on political, legislative and regulatory processes
√	-	building visibility, when desired, with creative public relations initiatives
√	-	federal government



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# Service Foundation

Typical  
Lobbying  
Firms



**Business Development Services**

**Business Intelligence**

**High-end Bus. Dev.**

**Low-end Lobbying**

**High-end Lobbying Services**



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