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CaptureExec Software and Government Contractor Consultants – Executive Management Software to Automate the Capture Management Process and Support for Federal Government Contractors

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CEOCFO: ***Mr. Blackburn, what is BIT Solutions, LLC?***
Mr. Blackburn: We are a software company with extensive experience managing complex Captures and developing software to automate the entire Capture process. And, in addition, we offer consulting support for the government contractor space. Our customers are government contractors who do business with the government and our CaptureExec Software is an enterprise-wide solution to manage every aspect of their sales organizations needs to support selling to the government.

CEOCFO: ***What are some of the special needs of a government contractor that are addressed in your solution?***
Mr. Blackburn: Our software is designed from the standpoint of the executive; owners of companies, division executives, department managers that run sales teams who sell to the government. We optimize, automate and organize a repeatable process for the individual contributors to manage every aspect of a capture process, from inception to win. Therefore, anything they have to do, the system guides them, tells them what questions to ask the Government and when to ask it in the cycle. It shows them during the process what information they need to gather. It helps them understand how to shape a deal in that capture process. From the executive standpoint, it helps the executives understand, at all times, what the health of their pipeline looks like and what they need to do to improve different aspects of their pipeline. We provide automated Gate reviews, integration with the Contracts department for NDA's, TA's and SubK's, automated SWOT chart development, inter-company task assignments, integration with the Finance/Budget department for Request and Approval of Pre-B&P and B&P budgets, IDIQ management, Win/Loss analysis, Proposal analysis (Prime vs Sub – submits vs wins). All these manual processes have been automated and integrated to solve the real business needs of the Sales Enterprise.

CEOCFO: ***Would you give us a couple of examples of what you might guide a salesperson to ask or to address at a certain point in time that might not come naturally for them? How do you know what they should be asking?***
Mr. Blackburn: That is a great question! I have been doing complex capture management in the industry for the last twenty-five years. Therefore, I have become somewhat of an expert in how to negotiate with the government, what questions should be asked, how to ask the question, who to be talking to at what point in time. There are many, many expert capture managers in the marketplace and they understand, through years of practice, what to ask and how to ask to get the right answers from the government and from the industry.

In the early stages of a Capture, you want to be qualifying each opportunity, so you would ask the CO's, PM's and KO's questions like:

1. What solution are you using now and are you looking for any new insertions or changes?
2. Is the incumbent doing a great job for you now and are there any issues you would change if you could?
3. Are you in O&M mode or looking for new solutions?
4. Do you have a budget established or still seeking funding?
5. How do you perceive Small Businesses being able to manage and deliver a solution for you?
6. Would you consider a set-aside Prime solution?
7. Would you like us to write you a White-Paper showing you some new solutions?

In later stages, the questions are much different and work on shaping the deal either from or to a Large Business, or adjusting the NAICS codes to support your company size, working through the Contracting Office to define a Small Business scope of work, etc.

So, we have created our CaptureExec software to allow each company to define their own best practice in winning captures; and we allow them to create the questions of what to ask and when to ask in our system and have their sales team follow their prescribed best practice for each different company that uses our software. We have a delivered template with our software that starts with about eighty questions that they can use. However, the system allows them to either create their own questions, modify questions or just use our set of questions.

"Executives are finding out that they can now run their business and make business decisions *proactively* as opposed to when you do not have visibility, from an executive standpoint, and you manage your business reactively. What we are being told throughout our community is that their Pwin is improving on every deal, because they know where the opportunity is every step of the way and they are saving money on pre-B&P budgets by determining which deals they need to stop chasing and stop spending money on sooner, so they can focus their time and money on the deals they have a better opportunity to win. Bottom line is they are learning as they are winning more, they are saving money and they are being more successful. We are very excited when we hear, not just from one or two customers, when they tell us they are more profitable since they started using our CaptureExec software. So, obviously, we are very excited that we have created software that actually helps companies improve their revenue and profitability by focusing better on deals that they are going to win."- Skip Blackburn

CEOCFO: ***Would some of this change depending on the agency they are dealing with, depending on the administration or on world events; any or all of those?***
Mr. Blackburn: The process of managing a capture is fairly repetitive in the sense that you figure out who you need to meet with in that agency or command. You meet with those people and you begin the process of learning and educating yourself about what the command executives are looking for in a solution and you educate the government in what your company can do to provide a solution. Regardless of the different commands or the different administrations, the process is the same. What changes are the restraint in budgets that allow the Agencies to expand, contract or maintain what they have. You go in and you find out what they are looking for, how they would like it done, what they have done in the past that was successful, what was not, and you begin to build a team that can bring a solution to them. Some policies can change, but the basic process for capture remains the same, which is to make sure that you understand what the customer wants and make sure the customer understands how you can solve their problem. That is a repeatable process throughout the industry. Whether you are dealing with Agencies or Commands in the Federal, State or Local arenas; the whole process works the same throughout the industry.

CEOCFO: ***Do many people turn to you for consulting? Are more people coming to look at your CRM? How does the business break down?***
Mr. Blackburn: Currently, we are split 50/50 for our consultant service and our CaptureExec software solution. In consulting, we do everything from the Pre-B&P strategic, Account management and Capture Management – to the B&P Proposal management, Graphics, Color reviewers, Writers, PTW, Blackhat leaders and strategic people. We cover the gambit from both sides of the needs for consulting. We have experts that manage across the board of what customers need during surge times for support as well as customers that are just getting started in the federal government. We can help them find and win contracts to grow their business.

CEOCFO: ***Do many contractors look to outside sources or still trying to go it alone when navigating the system?***
Mr. Blackburn: Both is the answer. Our business is very cyclical in nature. In the previous fifteen years most companies hired full time employees and did everything in house. In the last five years and I would expect the next ten years, many

companies are downsizing, right sizing and slimming their expense lines and relieving themselves of full time staffing and bringing on consultative help during surge periods. They are finding they are getting better expertise and more experienced people, using them for shorter runs and therefore, overall for the year, they are saving money. They are reducing their expenditure line by getting better and more expert help during the times that they bring in consultants. Therefore, as I said, it is a cyclical process and I would expect that to be the trend for the next ten years before it shifts again and companies start to beef up their full-time staff. Now, the trend seems to be going in the direction of bringing in high end experts when they need them and then setting them aside for when they do not.

CEOCFO: ***When a company is implementing your CRM how do you help through the change? How do you ease the fear?***
Mr. Blackburn: Change is scary and for good reason. I do not want to pick on our competition, but large companies that purchase the “name brand” software are not getting the personal attention during implementation. When you purchase software and you do not know where to find buttons, things have moved or data does not look the same, it can be disruptive for your business and that should be unacceptable. That is something where we are very different. When someone buys our CaptureExec software, we come in and do one or two weeks of implementation process, where we train the administrators of the software how to manage and make changes based on the company requirements and needs. We take their old data, help them clean it up and import all of their old data into the system and help them verify and validate that all the data was converted into the new system correctly. Then we bring in a training team and we train all of their different users in how to use the software. We have many different user profiles throughout our software. We have executives, division leaders, capture managers, consulting people that have limited visibility. We also have contract executives, contract managers, finance executives and finance managers – plus administrative support users. We train each different group on how to use their part of the software so that they understand how they interact with the rest of the enterprise and how their functions and features react for them. By the time we are done, if it is smaller company; a week’s worth of implementation and a week’s worth of training, they are fully comfortable with how to use the software. They see and have managed all of their data that has been converted and they are off and running with the new software with confidence moving forward. We have a support team that responds to any questions that companies have through the lifecycle of their interaction with us and using our software.

CEOCFO: ***What have you learned from your clients? What areas have you made changes in based on what users have pointed out?***
Mr. Blackburn: That is a great question! We get a lot of new features and function requests from our customers as they use the system and say, “This is a great dashboard with excellent information on it that helps me run my business.” They will say, “One thing that I have done in spreadsheets or Word docs or PowerPoint in the past, is keep track of this information so that I can work with the CEO and brief them on a weekly basis. Can you create a matrix display process on the dashboard that we can utilize and see that information and be able to slice and dice it?” The answer is always YES! We take those ideas and we work with those customers to draw up all the interactions throughout the enterprise and we add those features in new upgrades. Every quarter we release a new version of the software with functions, features and improvements that we have gotten back from our customers or in interactions with other people in the industry, where we have learned about new features that would benefit our customer base. Therefore, we are constantly evolving our CaptureExec software to make it more user friendly and more functional for every level of user that utilizes our system.

CEOCFO: ***How is business these days at BIT Solutions?***
Mr. Blackburn: Business has been very good! We have gotten a lot of response back from our customers on the ease of use of the software, the value that they get; particularly the executives, because we are the only software on the market that gives them visibility into the health of their pipeline and the activities of all their divisions and sales executives. Most of our customers are using it up through the Board of Directors level where they are getting reports and using the dashboards to understand what their future looks and projecting forward opportunities that are beginning to matriculate through the process. Executives are finding out that they can now run their business and make business decisions *proactively* as opposed to when you do not have visibility, from an executive standpoint, and you manage your business reactively. What we are being told throughout our community is that their Pwin is improving on every deal, because they know where the opportunity is every step of the way and they are saving money on pre-B&P budgets by determining which deals they need to stop chasing and stop spending money on sooner, so they can focus their time and money on the deals they have a better opportunity to win. Bottom line is they are learning as they are winning more, they are saving money and they are being more successful. We are very excited when we hear, not just from one or two customers, when they tell us they are more profitable since they started using our CaptureExec software. So, obviously, we are very excited that we have created software that actually helps companies improve their revenue and profitability by focusing better on deals that they are going to win.