CEO CFO

eGlobalTech

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With core offerings in Enterprise Architecture and IT services, eGlobalTech has been working on the Federal-wide Cloud Computing and Data Center Consolidation Efforts since 2009

Business Services Consulting

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Sonya Jain
CEO

BIO:
Sonya Jain, CEO of eGlobalTech, founded the company in 2004, starting with a single small project and growing eGlobalTech to its current size of nearly 200 employees, who support transformation and modernization initiatives across 15 federal agencies. eGlobalTech personifies the model of an agile, dynamic, capable, and responsive small business with a well-structured team of senior management and professional technical staff.

Ms. Jain provides executive management, strategic guidance, technical direction, and quality assurance for eGlobalTech; and serves on industry boards including knowledge management, cloud computing, and healthcare technology working groups. Ms. Jain is an Enterprise Architecture thought leader who has taught Enterprise Architecture classes at the Graduate School and the Potomac Forum and published an article (2009) on performance measurement in the *Journal of Enterprise Architecture*. Her recent awards include the *Washington SmartCEO* 2010 BRAVA! Women Business Achievement Award and the "Best Enterprise Architecture Presentation" award at the June 2011 Government Technology Research Alliance conference.

About eGlobalTech:
eGlobalTech is a leading small business provider of management consulting services for the Federal Government, with core offerings in Enterprise Architecture and IT services, cloud computing, information security, and program management. Recently, Inc. Magazine rated eGlobalTech the 545th fastest growing private company in the country with a three-year sales growth of 642%. We were also acknowledged as #58 in America's Fastest Growing Private Companies in Washington, D.C. and #69 in IT Services.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Ms. Jain, your website shows that eGlobaltech is delivering value, and achieving results; would you tell us a little about the focus at eGlobaltech?

Ms. Jain: We consider ourselves a management consulting firm. Our work spans the entire front end of IT. We do Enterprise Architecture planning, business process re-engineering, cloud strategy, cyber security support and systems integration such as taking a commercial off-the-shelf tools and customizing it for our clients.

CEOCFO: What area is your client focus?

Ms. Jain: We focus primarily on the Federal Government.

CEOCFO: Can you tell me a little bit about some of the extra challenges working with the government?

Ms. Jain: Well, the Government sector is a great space to work in. However, it is harder to market to the Government because the market life-cycle can be six months up to two years by the time you identify a lead, position it, write a proposal, and wait for an award. The process is very long, compared to the private sector where you can get things done, and turned around in a few weeks. The flip side is that the government does have longer contracts. Our contracts are anywhere from one to five years; however, the commercial contracts are typically a few months to a year long. Another challenge is that the Government is a giant political corporation and as a contractor, our rights and ability to add value can be limited. But I do like the fact that our contracts are long-term, and we can be with the customer for an extended period of time and really make a difference.

CEOCFO: What is special about eGlobaltech? What do you bring to the equation that other companies may not?

Ms. Jain: I think the key differentiator that we bring is "thought leadership". We have been working on the Federal-wide cloud computing and data center consolidation efforts since 2009, supporting cloud computing analysis, strategy, and architecture. That has been very exciting. I think what we, as a company, bring is a lot of 'out of the box' thinking. I always tell my staff, "If we are not making a difference or we are not really adding any value, then we really should not be there"!

CEOCFO: Can you give me an example of a typical project eGlobaltech is doing?

Ms. Jain: An example of a project at eGlobalTech is program support for information system security. In this type of project, we provide all system owners with Certification and Accreditation support for the information systems they manage. We work with the system owners and ensure they have all the security requirements implemented into their respective systems. Another one is program management office (PMO) support where we set up the standards and policies for running system development efforts and provide guidance as well as support to help them implement these standards and policies.

CEOCFO: Do you work with companies initiating systems, recommending new systems, or more working with what is already in place?

Ms. Jain: We work with the Government in recommending new systems, solutions, and/or standards. We then manage the implementation, or assist in the implementation of these systems/solution and/or standards. We look at the client needs, conduct a cost-benefit analysis, make recommendations, and help see it through implementation. Working with what they have is fine, but I always encourage my staff to question and see: "Is what they are using accurate or correct? Can it be improved? Can we make it more efficient?", so we can add value.

CEOCFO: Are there particular systems that you prefer in general, or do you go project by project?

Ms. Jain: It depends on what the client needs. Every client has a different requirement and every agency has different needs, so we do not have any preferences when we go into our engagements. However, as we have spent many years focused on cloud-related analysis, when we work with clients, we do look to see if any new systems can be implemented in the cloud – this helps reduce costs and improves efficiencies. Note – not everything can go onto the cloud. It depends on data sensitivity and the complexity of the application or if there is a business need for elasticity.

CEOCFO: How do you reach the potential agencies? How do you stand out from the crowd when agencies are comparing?

> "We have been working on the Federal-wide cloud computing and data center consolidation efforts since 2009, supporting cloud computing analysis, strategy, and architecture. That has been very exciting."- Sonya Jain

Ms. Jain: We stand out because we bring approaches that are innovative and customized for each Agency. We do not write in proposals or deliver cut-and-paste materials or approaches. Infact, when we write proposals, we try to analyze the situation in that particular agency and describe why we are the best people to solve this for them, rather than say, "We do this, and here is how we do it, and we have done it here and done it there".

CEOCFO: Can you tell me a little about the recent Department of Homeland Security contract you have acquired?

Ms. Jain: The TABBS contract? We are very excited about it. This is a big eleven billion dollar contract (that is the total award ceiling). It is a contract which is used across the Department of Homeland Security to do all pre-acquisition work, which translates to all work associated with requirements analysis, solution recommendations, procurement support, helping implement the system, and running a PMO; pretty much everything that we do. They have selected only four companies in the 8(a) category, and we are very excited because the competition is limited. Typically, what happens in open competitions is that the government can get as many as 30-40 proposals, and it takes them a long time to review them and make an award. Also, there are companies who bid low cost, just to win the business. Sometimes we have lost to a company that has under-bid us by 40-50%! In this vehicle, the competition is limited, and we can really give the government the best value, because they are looking at just a few vendors.

CEOCFO: When you look for people to employ, beyond technical skills, what attributes are important for eGlobaltech?

Ms. Jain: When we look at people, we look for three different things: 1) having the right skills sets - that is important of course; 2) Communication skills such as oral and writing skills, have to be extremely strong. This is because when we work with clients we have to conduct analyses and develop recommendations, and our staff should be able to write as well as present our findings very clearly; 3) Creative and out-of-the-box thinking, as we like all our personnel to think of new ideas for our clients that can help them perform better and help reduce costs. If one can think outside of the box and be proactive, then we can help clients proactively address issues rather than waiting for the issues to happen. This is what makes us different and unique.

CEOCFO: You have worked with a large variety of government agencies. Do you have any preference or any particular types of contracts you go after, or do you look at everything that is out there and go for it?

Ms. Jain: We try to go after work we can do well. We have not really gone after many infrastructure or IT support contracts because we have not been focusing on that work. We are doing a lot more software development work

now, mostly using emerging technology and state-of-the-art development tools such as Salesforce and Drupal. When we look at an upcoming opportunity, we look at what value we can bring to the table, and we look at whether it is strategic for us in terms of our service offerings. We have worked with different agencies across the Federal Civilian sector. However, we really like working in the health sector and homeland security sector.

CEOCFO: Does eGlobaltech being a woman-owned firm come in to play often as far as getting contracts?
Ms. Jain: Not really, it has not in the past. I think that is improving though. I see the government is slowly starting to let out proposals that help woman-owned companies, and I am excited about that.

CEOCFO: eGlobaltech has received a number of different awards and recognitions. Of those, which ones would you say most contribute to making you feel good about the company and are important to enhancing the firm?
Ms. Jain: Several of our people have received the Rising Star award, and

the Federal 100 award. Those are very exciting because they show that we have contributed to intellectual property across the federal space. Then there are other awards that are based on growth. Those are always good to have because they show consistency in high performance which is important for growth. We have also received Agency awards, which feel the best, as they are an acknowledgement of our success in performance and out-of the-box thinking at our client sites.

CEOCFO: How is business these days?
Ms. Jain: New business is harder get these days. What I am finding is that the amount of Government work out there is smaller; hence more companies are going after each opportunity and trying win by using "low" costs. The worries that I have are: first, I am not sure I can compete with the low cost bidder and the second is, whether the government is really getting value.

CEOCFO: What do you see ahead? What would you like to have different in the next two or three years?

Ms. Jain: One of the things that would be nice is if the government changed their whole proposal process. Instead of everyone responding, having to write a large proposal response and waiting for up to a year for the award, the Government should make the proposal process a two-phased process. The first phase could be just a short capability and past performance statement of what you bring to the table, and then the larger proposal should be sent to a small short-list of companies. I think that would make the process more streamlined and less costly both for the private sector and the Government.

CEOCFO: Why should investors and people in the business community be paying attention to eGlobaltech?
Ms. Jain: eGlobaltech is a fast growing company. It has great leadership and great people who focus on out-of-the-box thinking and creativity of solutions.

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