

**Place Customer Logo Here**

**Government Agency/ Customer**

Solicitation: RFP-XXX-XXX-XXX

**Volume 1 – Technical Proposal**Project Name

Month Day, 2016 | Original Copy

|  |  |
| --- | --- |
| Analytica_Logo_Print (2015)  **Submitted To:**  Government Agency/Customer  Address Line 1  Address Line 2  Attn: TBD  Phone: ###-###-####  Email: TBD | **Submitted By:**  Analytica LLC  1705 Desales St NW, STE 400  Washington, DC 20036  Attn: Mariano Lopez or Baigali Dalai  Phone: 202-470-4806  www.analytica.net |

This data furnished pursuant to this RFP shall not be disclosed outside the Authority, be duplicated, or used in whole or in part, for any purpose other than to evaluate the offer; provided that, if a contract is awarded on the basis of that offer, the Authority shall have the right to duplicate, use, and disclose this data, in any manner and for any purpose whatsoever. This information does not limit the Authority's right to use information contained in this data if it is or has been obtained by the Authority from another independent, legitimate source. Except for the foregoing limitation, the Authority may duplicate, use, and disclose in any manner and for any purpose whatsoever and have others so do, all data furnished in response to this solicitation.

Month Day, 2016

Agency

Address

City, State Zip Code

Subject: Customer Name (Acronym), Project Name (Acronym), Request for Proposal or Request for Quote (Solicitation Number)

Dear Mr. /Ms. TBD,

Enclosed please find Analytica LLC’s (Analytica) Request for Proposal (RFP) response to the Government Agency/Customer for Project Name support services.

Analytica is an information technology and consulting solution provider for public sector organizations supporting health, financial services, and national security missions. The company is an SBA certified HUBZone and 8(a) small business. Recognized by *Inc. Magazine* as the 4th fastest-growing IT services firm and the 63rd fastest-growing private business in the U.S., Analytica specializes in providing innovative solutions to manage, analyze, and protect information.

Analytica’s proposal is valid for TBD days. We welcome the opportunity to serve / continue to serve the Government Agency/Customer. If you should have any questions or require additional information, please do not hesitate to contact me.

|  |  |
| --- | --- |
| **Company Info:**  Analytica LLC  1705 Desales St NW, STE 400  Washington, DC 20036  **DUNS#:** 829820070  **CAGE#:** 5H4Q5  **Office:** 202-470-4806  **Fax:** 888-265-4689  **Web:** www.analytica.net | **Contracts / Legal POC:**  **Name:** Mariano Lopez Pelliza  **Email:** contracts@analytica.net  **Phone:** 202-470-4819 |
| **Alternate POC:**  **Name:** Mariano Lopez or Baigali Dalai  **Email:** mariano.lopez@analytica.net or b.dalai@analytica.net  **Phone:** 202-470-4819 or 202 870-5278 |

|  |  |
| --- | --- |
| **Cognizant DCAA & DCMA POCs** | (including name, title, address, e-mail address, and phone number) |
| **DCAA** | Southeastern Maryland Branch Office 6301 Ivy Lane Greenbelt MD, 20770 Email: dcaa-fao6431@dcaa.mil Phone: 301-394-1259 |
| **CAS Office** | DCMA Baltimore 217 East Redwood Street Suite 1800 Baltimore, MD 21202-3375  Email: DCMA.BALTIMORECASD@DCMA.MIL  Phone: 410-962-9800 |
| **Security** | CAGE Code: 5H4Q5; Top Secret Cleared Facility; Non Possessing Facility (no SCIF storage) |

Sincerely,

[Insert signature here]

Mariano Lopez

Managing Member

**ANALYTICA**

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# Executive Summary

## Ability to Support CUSTOMER NAME

In this section include language about Analytica’s understanding of the customer and RFP requirements.

The Agency’s mission to INSERT MISSION HERE is significant to TBD. Analytica understands the critical nature that OFFICE/BUREAU NAME plays in achieving this mission.

Analytica is a leading information technology and consulting solution provider for public sector organizations supporting financial services, health, and national security missions. The company is a HUBZone and 8(a) certified small business that specializes in providing innovative solutions to help clients manage, analyze, and protect information. As a leading HUBZone provider of SERVICE AREA, SERVICE AREA, and SERVICE AREA services in the public sector, Analytica is experienced in supporting federal and state and local government clients with day-to-day data management, operations support, TASK, TASK, and TASK.

Analytica presents an information technology firm, poised to implement a SOLUTION and capable of understanding the unique challenges of CHALLENGING AREA FOR CUSTOMER Our ability to not only support, but also facilitate innovation can provide AGENCY and the OFFICE/BUREAU NAME a valuable partner in meeting existing and future requirements for SERVICES AREA, SERVICES AREA, and SERVICES AREA.

## Company Overview

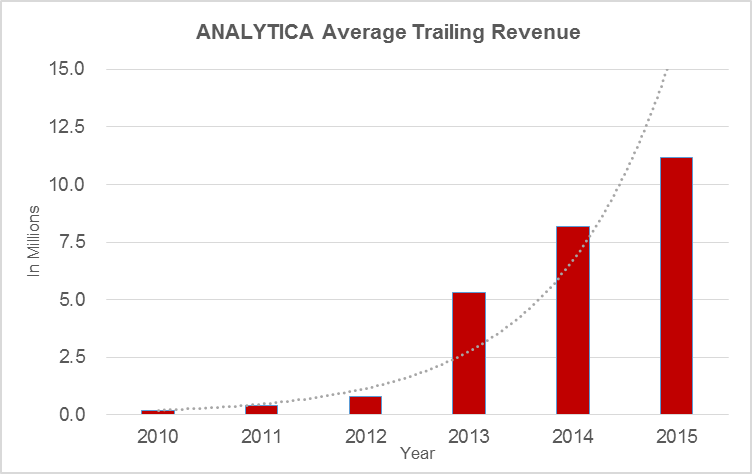
**Analytica is an IT and consulting   
services provider for public sector organizations supporting federal civilian and national security missions. The company is a Small Business Administration (SBA) certified HUBZone and 8(a) small disadvantaged business that specializes in providing innovative solutions to manage, analyze, and protect information. Founded in 2009, Analytica has achieved growth of over 2000% over the past three years due to its client mission focus, emphasis on quality, and ability to deliver value-driven solutions (**Figure 1**). Our commitment to these values is demonstrated by:

Figure 1 Analytica's Revenue Growth

* **Commitment to client mission** – Our dedication to our customers is evident in a 95% customer retention rate and a 96% Dun & Bradstreet Customer Satisfaction Rating.
* **Focus on quality** – 100% of our projects have been delivered at or below budget to date, which is attributable to our proactive approach to continually identifying, mitigating, and controlling risks and our investment in a strong PMO that aligns to industry recognized quality standards such as ISO 9001:2008, ISO/IEC 90003:2014, CMMI® for Development Level 3, ITIL, and PMBOK.
* **Ability to deliver value based innovation** – Our projects have been featured alongside large technology companies such as Google, GitHub, and IBM. For instance, The Governance Lab from NYU selected our Open Data Portal Project for a public sector client as one of the top 500 projects in Open Data.

Analytica was built by a team that brings an average of 20+ years of experience in the commercial technology market, with engineering and project management practices based on experience developed at leading Fortune 100 corporations. *Inc. Magazine* has selected Analytica for the past two years as one of the 100 fastest-growing private small businesses in the U.S. In 2015 the company was selected as the fastest-growing business in Washington, DC, the 4th fastest-growing IT services firm, and the 63rd fastest-growing business in the country.

## Team Analytica [Only use if we are teaming]

If teaming with other companies that we want to name in the proposal, discuss Team ANALYTICA here. If we do not have any teammates, remove this section.

Team Analytica is comprised of firms with strong experience supporting Agency, a history of working together, and the ability to help drive innovation in key areas including Key Task Area, Key Task Area, and Key Task Area (**Table 1**). Our team is designed to offer breadth across Agency service areas with specialized depth and innovation capabilities. Analytica and its teammates are dedicated to addressing Agency’s existing challenges and continually increasing the quality of TBD.

Table 1 Team Analytica

|  |  |
| --- | --- |
| **Company** | **Summary Capability Description** |
| Analytica_Logo_Print (2015) | Analytica is a HUBZone, 8(a) small business that specializes in providing innovative, value driven solutions that help clients manage, analyze, and protect information. The company has a successful history of serving various healthcare customers including Agency and Relevant Agency. |
|  |  |
|  |  |

# Technical Solution

[Insert Technical Solution Intro here.]

## Technical Heading 1 [PWS Section #]

### Understanding

[Show we understand the customer’s needs and have the ability to support requirements.]

### Approach

[Present technical solution/approach]

### Experience

[Insert past performance information and discuss experience providing relevant services]

### Innovation

[Discuss innovative ideas/solutions the customer should consider]

## Technical Heading 2 [PWS Section #]

### Understanding

### Approach

### Experience

### Innovation

# Management Approach

[Insert the Management Approach Here.]

See “Proposal Segments” on the H drive for boiler plate language.

## Management Heading 1

## Management Heading 2

## Management Heading 3

## Management Heading 4

## Management Heading 5

## Management Heading 6

# Past Performance

[Insert Intro to Past Performance section here.]

This section should include past performance references. Past performance write ups for Analytica’s work are on the H drive in the “Past Performance – Specific Contracts” folder.

Past performance write ups are a baseline for the past performance references used in proposals. Rework the write up to mirror the solicitation and highlight the details that best demonstrate our experience as it relates to the services described in the RFP.

## Past Performance Reference #1

|  |  |  |
| --- | --- | --- |
| **Government Agency, Project Name** | | |
| **Government Agency** |  | |
| **Project Name** |  | |
| **Contract Number** |  | |
| **Period of Performance** |  | |
| **Contract Type** |  | |
| **Contract Value** |  | |
| **Contracting Point of Contact** | | **Technical/Project Point of Contact** |
| **Name:**  **Title:**  **Phone:**  **Email:** | | **Name:**  **Title:**  **Phone:**  **Email:** |
| **Project Summary** | | |
|  | | |

# Key Personnel Resumes

[Insert Intro to Key Personnel section here.]

This section should include key management personnel resumes. If we are proposing an employee or subcontractor, formatted resumes can be pulled from the H drive and inserted here. Employee resumes can be found in the “Employee Resume Database.” Subcontractor resumes are located in the “Subcontractor Resume Database.” For resumes that have not already been formatted, use the template below.

Tailor the template to match the requirements. For example, if security clearance is not a requirement in the solicitation, delete the section. Use the summary of experience section to map the candidate’s experience to the requirements in the solicitation.

## Name XXX, Proposed Position XXX

|  |  |  |
| --- | --- | --- |
| **Name:** | | **Proposed Position:** |
| **Education:** | Degree, Major, University/College Name, Year  Degree, Major, University/College Name, Year | |
| **Certifications:** | TBD, TBD, TBD | |
| **Security Clearance Level:** | TBD | |
| **Summary of Experience** | | |
| TBD Summary | | |
| **Detailed Work Experience** | | |
| Client ; Date-Date  *Title.* Narrative 2 sentences summing up the person’s work in this position.  Item 1 description  Item 2 description  Item 3 description  Client ; Date-Date  *Title.* Narrative 2 sentences summing up the person’s work in this position.  Item 1 description  Item 2 description  Item 3 description  Client ; Date-Date  *Title.* Narrative 2 sentences summing up the person’s work in this position.  Item 1 description  Item 2 description  Item 3 Description | | |