



**Stealth Solutions, Inc.
Response
to
Department of Interior
For
Bureau of Land Management (BLM)
Salesforce Platform Implementation**

**Sources Sought
RFQ 1572146**

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Submitted via eBUY and email to:

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Stealth Solutions, Inc.

1.1 Corporate Overview

Stealth Solutions, Inc. (Stealth) is a Virginia-based SBA certified 8a small business incorporated in 2014. Stealth is a contract vehicle holder for 8a STARS III and GSA's Multiple Award Schedule (MAS).

Stealth's overall corporate capability focus is with Salesforce Implementation & Support, Digital Content & Asset Management, Business Processes Assessment, Technical Project Management, and Grants Management Systems Implementation. Our core experience is assisting Federal, State, and local government agencies achieve performance and operational efficiencies. We achieve proficiencies by optimizing business processes, migrating to and implementing Cloud solutions, consolidating and integrating legacy systems to provide a 360-degree view of information on a highly secured Cloud, accessible from everywhere and via every web-enabled device.

1.2 Capability Statements

All contractors are invited to submit capability statements and your firm's level of expertise with executing the requirements of the PWS at any federal agency. Please include name, business type (small, OTSB, etc). In addition, all capability statements should include sufficient information for the government to meaningfully evaluate the capability and expertise of the company as it relates to performance of the work. This should include:

Stealth's most prominent competency is with Salesforce Implementation and Support. The value proposition with Stealth's Salesforce offerings can be summarized as follows:

- **One-Stop-Shop** – Stealth offers domain expertise, technical prowess, and proven past performance to address Bureau of Land Management (BLM) needs. Stealth is a one-stop-shop for BLM to seek business analysis, strategic analysis, technical assistance, training, workflow customization, documentation, architecture review/support, and expert developer services with solid past performances.
- **Low Total Cost of Ownership (TCO)** – Stealth's experienced staff covering all versions of Salesforce can quickly address the requirements of the BLM using any combination of Service Cloud, Sales Cloud, Community, Salesforce AI, and Analytics implementation on the GovCloud and GovCloud Plus.
- **Lowest Technical and Implementation Risk** – Stealth's vast experience with implementations across government, similar to BLM requirements, lower your risk of project implementation and support. Our expertise and knowledge of Cloud Services, CRM, Platform, Analytics, and GovCloud significantly reduce the risk of failure for this type of implementation. Also, our hands-on experience integrating with legacy and other third-party systems can smoothly accomplish integrations to other systems.
- **Experience with external systems integration** – Stealth has a strong understanding and vast knowledge of interfacing and integrating with external systems like:

- Salesforce AppExchange Apps such as Conga Document Generation, Adobe E-Sign, Okta for Single Sign-On, Dun & Bradstreet (D&B) Optimizer, and F-Secure for protection against viruses, trojans, and ransomware;
- Enterprise Financial Systems such as Oracle, PeopleSoft, and NetSuite by using Salesforce’s extensive API interface capabilities;
- Workday; and
- Federal systems such as SAM.gov, Grants.gov, and Login.gov.
- **Best Practices** – Stealth, through its numerous implementations of Case Management systems and Salesforce implementations, has refined its processes and has incorporated lessons learned and industry best practices into deployment processes. The resulting operating processes, when designing a tailored solution, provides Stealth with best practices to standardize processes, workflows, and personas suited for BLM.
- **Reach back to Salesforce** – As an experienced Salesforce implementor and Salesforce partner, Stealth can readily leverage technological know-how and tap into technical resources at Salesforce, which can significantly aid BLM.

Stealth’s key management team personnel have been involved with and certified at various levels of Salesforce for more than 10 years each and Stealth is a consulting partner of Salesforce. As a Salesforce Consulting Partner, Stealth provides our clients with the expertise to configure, customize, and develop customer-specific applications on the Salesforce Platform like Service Cloud Implementation, Customer Relationship Management, Grants Management, Contact Management, Learning Management, Investment Management, and others.

Stealth’s Salesforce team encompasses a mindset to deliver maximum value to clients while transitioning to Salesforce and continued operational support excellence, so clients realize Salesforce value indefinitely. The Salesforce team was built by hiring the best talent in the market and mentoring the talent to deliver results the way Stealth has always delivered.

The four key areas of Stealth’s Salesforce team deliverables are as follows:

1. **Stealth’s Salesforce Consulting Services** – One of the biggest IT challenges organizations face today is: Should we move to the Cloud? If so, two critical decisions must be made: 1) What Cloud to choose, and 2) Which apps to move. Stealth Salesforce Consulting Services works with clients as their trusted IT Partner in identifying what applications are best suited to migrate to Salesforce and lays out a migration and product roadmap for a Salesforce transition. Stealth also works with clients on process enhancements, data migration strategies, and change management challenges as part of a transition.
2. **Stealth’s Salesforce Implementation Services** – As a part of Implementation Services, Stealth provides its clients with the expertise to implement Salesforce to realize maximum value. Stealth provides a team of Salesforce consultants who are certified and experienced in Sales Cloud, Service Cloud, CRM, Tableau CRM/Analytics, Communities, Lightning, configuration, customization, integration, data migration, etc.
3. **Stealth’s AppExchange Product Implementation** – The enterprise marketplace available from Salesforce AppExchange provides 3,000+ enterprise applications that can be used by many customers for various business needs and can eliminate a significant custom

development effort. Even though AppExchange provides great applications that can be quickly downloaded and installed, many applications provide further configuration options, requiring customization to the core product. Stealth works with clients in delivering the following AppExchange services: Analyze Build vs. Buy; Analyze, Demo, Trial, Evaluate, and Recommend best AppExchange products to meet client needs; and Deploy, Configure, Customize, and Support the selected product.

4. **Stealth's Client Operations Management Program (COMP)** – Stealth's COMP is a monitoring, maintenance, and enhancement service offered to clients with Salesforce systems already established. COMP is provided with an assortment of support options based upon each client's specific needs. Standard services involve basic O&M services, including user management, release preparation, problem-solving, testing, documentation, and critical updates. Additional services entail system enhancements, impediments, defects, and business function change requests. In addition, COMP clients have a Stealth Subject Matter Expert on staff to support their needs to remain operable through system issues, expansion, and user growth; these include support for the Salesforce releases three times a year, third-party application add-ons, API interfaces, records management, and more.

Stealth's Salesforce team will utilize the expertise of these four key areas to meet the needs of the BLM Salesforce development, operations, and maintenance (O&M). This will enable the BLM to focus on customer satisfaction and empower people to drive action together.

Most Relevant Implementation(s)

Information about your most relevant implementation(s) considering factors of size (>50 plus developer operation/>80M total investment),

	<ol style="list-style-type: none"> 1. Implemented Application intake and review processes for powering agriculture on the Salesforce platform. 2. Implementing and supporting a Tracker application on Salesforce GovCloud plus for facilitating two-way trade and investment between African nations and the United States.
	<ol style="list-style-type: none"> 3. Implementing and supporting Grants Management Systems built on the Salesforce platform and hosted on Commercial Cloud and GovCloud. Stealth's implementation meets the Government's shift towards configuration-driven, productized solutions, and provides a cost-efficient alternative for agencies who do not need the scope or scale of a traditional, custom-built product.

Technology

Technology (Salesforce, Mulesoft, ESRI), methodology (multi-SAFE based Sprinting teams), and relationship to work (Prime vs Sub).

Our Grants Management solutions are built on the Salesforce platform and are similar to BLM Salesforce architecture where external users access the system using the Salesforce community and internal (government) users access using the Salesforce platform.

Most Grants Management systems require integration with the Agencies' other enterprise systems such as Financial Management. Stealth has experience integrating Salesforce with Financial Management Systems using direct Web-Services using API as well as middleware like MuleSoft.

Additionally, the USAID implementation integrates with Login.gov for authenticating external users.

All Stealth implementations follow the Agile Scrum methodology.

Corporate Scalability

Information about company rapid scalability to support multiple large operations (\$95M over 5 years).

Although Stealth is a small business, we have very strong partnerships with larger Salesforce implementors and product developers such as REI Systems, Inc (REI). As REI is a mentor to Stealth Solutions, we would engage REI as a subcontractor on the BLM implementation for scale to the larger required operations of the BLM implementation and support project. REI has extensive experience with contracted support and services for more than \$100 million.

1.3 Level of Expertise

What is your level of expertise with executing the requirements of the PWS at any federal agency?

Stealth's current level of expertise is as a prime contractor at USAID and is responsible for the Salesforce development and support on a global funding/tracking deployment. We are supporting a Tracker application on Salesforce GovCloud Plus for facilitating two-way trade and investments between all African nations and the United States.

The Prosper Africa Tracker (PAT) was developed by Stealth on the Salesforce (GovCloud Plus) Sales Cloud platform. Business users from across the 17-agencies Prosper Africa partnership, and geographically dispersed between Washington, D.C. and across the African continent, will access the system using USAID Single Sign-On (SSO) and Login.gov authentication. Using this platform, users will be able to facilitate trade and investment deals within an integrated and secure environment. This greatly reduces past lag time associated with unsynchronized deal data and intercontinental deal activity. The Stealth-developed application reduces the need for re-work and receipt of bad data by providing one system of record, thus eliminating the risky transfer of sensitive data via emails and emailed spreadsheets.

This system deployed a Partner community for users external to USAID for allowance of access and data tracking within the Prosper Africa Tracker. This results in USAID being able to manage all team-based deals. The system automatically shares deal information with the users based on country of origin/assignment. USAID users are given internal access for resolution of any issues faced by external users and USAID teams, all handled within the automated ticketing system. USAID can also manage who has access for deal management by granting or removing access to specific opportunities. Stealth also implemented Salesforce shield to ensure data is encrypted at rest.

Additionally, Stealth is a sub in partnership with REI where we have implemented numerous large enterprise Grants Management systems built on the Salesforce platform for Federal, State, Local government, and Non-profits. Grants Management is a complex domain requiring extensive workflow development and automation. We have developed pluggable configurable modules in Salesforce to support Application Intake, Review, Award, and post-award activities such as payments, site visits, progress reports, etc. using Apex, Visual Force, Lightning, and Process builder/Workflows. Our implementation includes integration with various Financial Management Systems such as Oracle Financial Systems and NetSuite. Documentation generation and signature have been accomplished by using DocuSign, and Dashboards within Tableau.

1.4 Small Business

Is your firm a small business and capable of implementing Salesforce and related technologies across a geographical dispersed federal agency (to include offices in Alaska) of +10,000 employees?

Stealth Solutions is an SBA-certified 8a small business that has performed Salesforce-based engagements across the United States and Canada. We are prepared to modify Stealth-based headcount to address any BLM geographical support requirements.

1.5 Interest in Responding to a Future RFQ

Are you interested in submitting a response to a future RFQ for this requirement? Depending on how many responses we receive, we may tailor the evaluation approach. A multiphase approach may be used if we believe we will receive more responses than we could reasonably evaluate in a timely manner.

Yes, Stealth Solutions welcomes the opportunity to work with BLM and as needed the small business-based companies that can augment overall Salesforce-based project implementations and support. We have also worked with large companies with tremendous Salesforce expertise that would be pleased to support Stealth's efforts as a subcontractor as allowed by BLM.

2 Stealth Solutions Feedback

We are seeking your feedback! We want to know your thoughts about the PWS and instructions. We are looking for ways to improve both documents. We want better competition, better end products, and fewer protests. This drafts solicitation gives you a notice of our intent to solicit this requirement within the next eight months.

Stealth has thoroughly analyzed the BLM-provided documents and have incorporated the following recommendations to ensure that BLM has a successful implementation.

Both docs: What works? What doesn't work?

BLM Platform Instruction document

- Perhaps a review of the timing for down-select documents should be considered. As an example, the Government is asking for the oral presentation material and the written proposal material to be submitted at the same time. This implies all contractors responding to the RFP will be invited for the oral presentation or is this not correct?
- Suggest separating the oral submission from the written submission; otherwise, the Government's initial evaluation will likely be based on the PowerPoint aesthetic versus the subject matter expertise described by the presenters.
- Should reclarify Figure 1 – How is the 8:00 am to 9:00 am oral presentation different from the 9:15 am to 10:15 am presentation? Please provide expectations for the 8:00 am session.
- For “Section 2 – Written Response,” please share BLM's pain points, the vision of the future state, and the description of the current state such as:
 - Number of contractors currently supporting the BLM Salesforce implementation;
 - Current team structure and roles;
 - The number of parallel streams that exist and the purpose of each stream; and
 - Any contractual constraints that may limit the transition timeline.
- Small businesses will generally bring niche Salesforce skills and nimble execution in line with an Agile execution. Stealth is very much capable of partnering with a larger firm for scale to BLM support. We strongly recommend BLM enables a small business component as part of this procurement as the Prime which can sub to larger firms or a substantial small business requirement if this was to go for a large Prime contractor.

PWS Document

Provide further details such the following on the current landscape as it will help us better understand the scope and the magnitude of the engagement:

- Please confirm our understanding that BLM has already procured and implemented the Salesforce Platform and wants to continue to evolve capabilities through this PWS.
- Do you have multiple Salesforce Org? or a Single enterprise Org? Does the Government have a preference and rationale for the preference?
- Have you already received an ATO for the Salesforce platform?

- What are the anticipated task orders/areas under the PWS? We have noticed the following areas. Please explicitly call out the areas:
 - Program and Project Management Support;
 - Development; and
 - Operations & Maintenance Support.
- Define certain tangible bounds around each area such as the following that will help us better plan and staff the project:
 - The number of team members and their role currently supporting each area
 - If you are expecting the numbers to change with this PWS or stay the same;
 - A shared roadmap depicting features to be built;
 - The number of internal and external users; and
 - How BLM anticipates the number of users to change over the next few years.
- We understand BLM's preference for Agile execution. However, we are noticing significant documentation requirements like a waterfall SDLC execution. We suggest BLM consider streamlining documentation requirements to align with Agile SDLC. If not, could BLM share resources or effort needed in support of the documentation?

Based upon our past experiences we believe the following items have a better chance of working for an enterprise implementation:

- Having smaller awards/tasks orders: This ensures that more competition is available, and the task orders can be done more efficiently;
- Fixed firm price directly related to the deliverables instead of a Time and Material contract where deliverables are not clearly defined and
- Implementing with smaller organizations that specialize in Salesforce implementations as compared to a larger Big4 consulting organizations where there is too much overhead and less accountability.

What Does not work?

- Awarding Time and Material to a large consulting firm.
- Awarding a contract to a firm only because of their certifications like WOSB and not taking into consideration their Salesforce implementation experiences.

PWS: Is there anything that could be made more generic to enhance competition? Conversely, is there anything too specific that looks to be tailored to one contractor? Our goal is to give everyone who has expertise fair opportunity.

We suggest the following points would ensure that competition is enhanced:

- Allowing contractors with Salesforce experience, but not specific to a particular cloud or domain
- Allowing organizations of all sizes to compete
- Splitting into multiple awards with allocation towards small businesses

Things to avoid which make it look specific to one contractor:

Inclusion of the following items in an RFP would appear the RFP has preselected a contractor(s).

- Asking for very specific certifications and years of experiences: Stealth has encountered RFPs where certain requirements narrow down the available contractor list to a very few because the client is asking for a few combinations of rare certifications and a certain number of years of experience. Stealth has avoided pursuing such opportunities since it looks to be wired for a specific contractor.
- Asking for very specific past performances: Stealth understands the importance of past performances in down selection of contractors for an RFP but we have seen RFPs where the client is specific about a past performance – like a specific agency or niche technology or both which makes the RFP again look wired to a contractor.

Is there anything we could add to the PWS or instructions (evaluation criteria) that would help find the right contractor? What could we remove?

Stealth agrees with all factors for evaluation criteria except for the focus on 2 past performances. Though the past performances are important, giving them a very high percentage on the evaluation criteria will ensure that only a few organizations are eligible for the award and therefore narrowing the competition. This will also prevent the opportunity from being awarded to potential small businesses and niche contractors.

What additional information can BLM include in a future solicitation that would help? This includes technical information about BLM's systems.

The following information could be very helpful with the estimation of price and overall solution design:

- Detailed explanation of the various legacy systems with integration needs to Salesforce, this would include the available APIs from these legacy systems.
- Historic data sets that need to be migrated and provision of sample data files.
- Quantity and user types using the application with key use cases for each type of users.
- Level of data security required for the overall application, with object level and field level access defined.
- Proposed roll out timeline of the application for each user type.
- The MVP for all modules clearly defined.
- List of mandatory and nice to have requirements defined