

# Electrosoft

Results That Drive Mission Success!

## Strategies to Win Government Contracts- Electrosoft Perspective

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- **Electrosoft Overview**
- **Strategies for Success as a GovCon**
  - Offerings and Who Buys?
  - Customer and Partner Relationships
  - Contract Vehicles and Proposal Development
  - Increasing your Value Proposition
- **Wrap-Up**



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## Electrosoft Overview

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# Who We Are

- **We deliver Technology-based Solutions and Services**
  - **With strong focus in Cybersecurity**
- **Serving Customers since 2001**
  - **35 active contracts with over a dozen agencies**
  - **Revenue: 62% Defense, 38% Civilian; 92% Prime, 8% Subcontract**
  - **CPARS Rating: 4.4/5.0 average across all prime contracts**
- **Small Business Certifications**
  - **8(a) Minority Owned Business**
  - **Economically Disadvantaged Woman-Owned Small Business (EDWOSB)**
- **Quality and Process Certifications**
  - **ISO 9001:2015 Quality Management**
  - **CMMI Level 3 Development & Services**
  - **ISO/IEC 20000-1 Service Management System**
  - **ISO/IEC 27001 Information Security Management System**

# What We Do



## Cybersecurity Compliance & Operations

- Security Operations Center; Threat Hunting; Incident Response
- FISMA, FedRAMP Compliance; Risk Management Framework
- ISSO Support; Vulnerability Management; Penetration Testing
- Continuous ATO; OSCAL Automation; IT Audit Readiness



## Identity, Credential & Access Management

- Identity for Zero Trust; Identity & Access Governance
- Personal Identity Verification (PIV); PKI; FIDO
- Digital Authentication; Identity Federation; Single Sign On
- Access Control (LACS and PACS); Encryption & Digital Signature



## Enterprise IT Modernization & Optimization

- Cloud Solutions (IaaS/PaaS/SaaS); Hybrid and Multi-Cloud
- Zero Trust Architecture; IT Environment Optimization
- Application Modernization; Data Analytics & Visualization
- IT Operations in Classified & Unclassified Environments



## Software Solutions and Integration

- Full Lifecycle Software Development; Application Security
- Agile / DevOps / DevSecOps; CI/CD Pipeline
- Requirements; Design; Development; Testing; Operations
- Low Code / No Code Application Development



# Electrosoft's Growth Focus

- **Customer Targets**
  - DoD Agencies
  - Commerce
  - Treasury
  - Homeland Security
- **Scope of Work**
  - Cybersecurity
  - Identity Management
  - Digital Transformation / Modernization
- **Type of Contract**
  - Prime over Sub
  - 3-5 years Period of Performance
  - Above a Certain Revenue Size
  - Significant Contract Vehicles





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## **Strategies for Success as a GovCon**

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# Identify Offerings and Who Buys

- **Discovering Who You Are**
  - Core Competencies
  - Special Strengths
  - Differentiators
- **Finding Agencies that Buy Your Offerings**
  - Free Government Opportunity Portals
  - Paid Services
  - Partners and Vendors
  - Contract Vehicles used



# Customer and Partner Relationships

- **Building Relationships**
  - Agencies and Primes
  - Uncovering Opportunities
  - Shaping the Deals
- **Effective Teaming Strategies**
  - Prime or Subcontract
  - Large Companies
  - Small Companies
  - Specialty Companies



# Contract Vehicles and Proposal Development

- **Contract Vehicles**
  - **Essential for Federal Business**
  - **Selecting Vehicles to Go After**
- **Capture and Proposal Development**
  - **Establish Focus**
  - **Capture and Pipeline Processes**
  - **Winning Proposals**
  - **Pricing Strategies**



# Increasing Your Value Proposition

- **Leveraging Certifications (socio-economic or process certifications)**
- **Vendor and Technology Partnerships**
- **Past Performance**
- **Subject Matter Expertise; Innovation**



## ■ Wrap Up

- Do your Homework - What and Who to Pursue
- Build Relationships
- Develop Disciplined Capture/Proposal Processes
- Learn and Grow
- Maintain Focus!



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