Interoperability Clearinghouse (ICH)

A Woman Owned, Small Business, Partnership

IT Acquisition Advisory Council (IT-AAC)

An ICH hosted Research Institute (PPP)
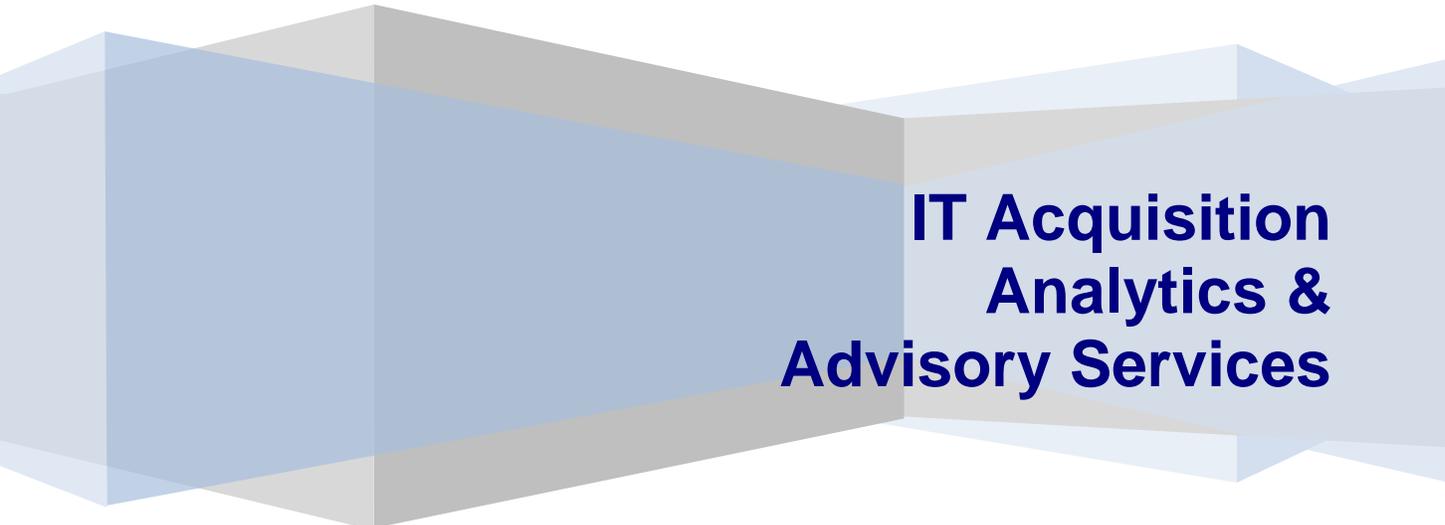
DNB: 010271109

Cage Code: 3DRJ0

GSA Mobis#: GS10F0540N

GSA Schedule 70 #: GS35F0151M

NAIS: 541330, 541512, 541611, 541613, 541614, 541618, 541690

FAR 6-302 Sole Source Qualified

IT Acquisition Analytics & Advisory Services

904 Clifton Drive,

Alexandria, VA 22308

703 768-0400 (o)

Value Proposition

ICH's charter is to train, mentor and equip Information Technology (IT) Enterprise Users, IT Program Managers and Management Executives in the effective and efficient acquisition of technical solutions. ICH is an honest broker of industry best practices, innovations and lessons learned. It works through a public/private partnership of standards bodies, universities and commercial IT communities of practice called the IT Acquisition Advisory Council (IT-AAC.org). ICH's shared cost model provides mentoring services, innovation research, and reusable solution architecture templates proven to cope with the fast paced market. ICH and the IT-AAC are free of any inherent conflicts of interest as it does not develop, integrate, sell or test any technology.

IT-AAC's value proposition: In partnership with its public services partners, IT-AAC has established a extensive knowledge sharing network and acquisition decision framework that effectively aligns business needs with interoperable solution sets validated by real world implementation and testing results. ICH's Evidenced Based Research repurposes the combined expertise and experiences of many communities of interest outside the reach of the defense industrial complex and traditional federal suppliers. The ICH has direct interface with both the government and industry CIO community which results in broad based contact and highly effective working relationships. Meaningful Work gets done with ICH and its IT-AAC partnership behind it.

IT-AAC's primary focus is as a trusted advisor supporting the information technology acquisition lifecycle. IT-AAC supports key activities by facilitating in business process re-engineering and critical research and assessment activities need to both transform and inform the IT Acquisition process. IT-AAC's partnership network and reuse methods provide clients with the highest value and lowest overall cost, while avoiding potential conflicts of interest. Highest value engagements include all aspects of IT lifecycle Analysis and Advisory Service (conflict free);

- **IT Agile Acquisition Mentoring**
- **Program Readiness Assessment,**
- **Value Stream Analysis,**
- **Infrastructure Requirements & Capability Specification,**
- **IT Acquisition Business Process Re-engineering,**
- **Solution Architecture Audit and Validation,**
- **Facilitated Market Research (defines Realm of the Possible),**
- **Service Level Agreement (SLA) and Measures of Effectiveness (MOE)**
- **Industry Benchmarking; SOA, Cloud Computing, Service Level Mgt**
- **Analysis of Alternatives / Evaluation of Alternatives,**
- **Technology & Standards Readiness Assessments,**

- **Architecture, Acquisition & C&A IV&V,**
- **Source Selection Support,**
- **PMO Support Services,**

Contract Vehicles:

This capability summary provides a brief introduction to Interoperability Clearinghouse's (ICH) business analytics and advisory services. ICH, and its IT Acquisition Advisory Council (www.IT-AAC.org), are available via a wide range of pre-awarded contract vehicles;

Woman Owned Small Business Direct:

- GSA Schedule 70, 5 Firm Fixed Price offerings under $500K

- GSA MOBIS, Woman Owned Small Business

- Other Transaction Authority (OTA)

- Army SSP (Scientific Service Program), FAR 6-302 Sole Source (Battelle)

FAR 6-302 Sole Source; Innovative Solution not available from any other source (AAM Framework) and Essential Engineering Services from a non-profit research institute (same as FFRDC)

Based on ICH's 18 year track record of guiding IT program implementation successes, GSA has certified a set of Firm Fixed Price Service bundles deemed best value to government buyers. Many of these include licensing of ICH's Acquisition Assurance Method (AAM), a decision framework for assuring the IT Acquisition Lifecycle, measuring business value, implementation risk, and lifecycle cost of any new IT investment:

GSA Schedule 70 GS-35F-0151M - Fixed Price Options

Fixed Priced Options	Typical Statement of Work

Full Lifecycle Solution Architecture Roadmap
IT-AAC 6 Month FFP Engagement
Up to 2300 hours labor
1 year License to ICH Materials
GSA Firm Fixed Price: $483,600.
	Full access to IT-AAC research results, workshops, Leadership Roundtables and Market Outreach into diverse communities of practice. Comparable to Syndicated Research offering. This offering falls within the Simplified Acquisition Method which allows for direct contracting of commercial items already certified best value by GSA.
	
	Conduct of a readiness assessment of target Cloud/IT Consolidation project, providing acquisition and leadership mentoring for the following activities through the project acquisition lifecycle:
	Capability Alignment Architecture Assessments
	   – Analysis Selection Assessments
	   – Determination Network Certifications
	   – Prioritization Outcome Assessment
	                       Feasibility Assessments
	Conduct of an assessment existing IT Infrastructure portfolio to identify assets and processes that can be repurposed:
	Capability Alignment Architecture Assessments
	   – Analysis Selection Assessments

	– Determination	Network Certifications
	– Prioritization	Outcome Assessment
		Feasibility Assessments

Develop To-Be IT Infrastructure Acquisition Target Architecture, conduct EoA using AAM assessment framework that specifies evaluation criteria, valid tech sources, and relative strengths and weakness based on audited past performance, :

Capability Alignment	Architecture Assessments
– Analysis	Selection Assessments
– Determination	Network Certifications
– Prioritization	Outcome Assessment
	Feasibility Assessments

Support the full acquisition lifecycle, including all above products that assure the Acquisition Strategy and required decision artifacts:

Capability Alignment	Architecture Assessments
– Analysis	Selection Assessments
– Determination	Network Certifications
– Prioritization	Outcome Assessment
	Service Level Agreements (SLA)

The schedule below provides a set packages available under GSA can be tailored to accomplish your solution deliverable form a DoD perspective.

PRODUCTS	DESCRIPTIONS
Root Cause Analysis	*Root cause Analysis (RCA)* is a top-to-bottom review of the issues and gaps that an organization is facing. This review can be conducted at the CIO level, a specific initiative, or a system of record/program.
Market Capability Analysis (CA)	*Capability Analysis* (CA) conducts an in depth analysis of business and mission needs assessment. This effort is best conducted after a *Root Cause Analysis*. This effort identifies the problem that is to be solved - by enumerating in detail the capabilities that are required.
Capability Determination	*Capability Determination (CD)*. This Service Component Specification effort produces a capability description and an analysis plan that breaks the capabilities into one or more service components (SOA enabler) or solution sets (COTS Suites) relevant for conducting a technology assessment. Solution sets may be organized by user activities or types of activities and can often be represented by use-case scenarios.
Capability Prioritization **Transformation Alignment**	*Capability Prioritization* is conducted with the key stakeholders to create an analytical measure of the value of the capability to the enterprise/program/project. This is an important tool in understanding the scope of program objectives which, in turn, drive the ordering of requirements. The technique that is used for prioritization based on Value Chain Analysis (VCA). ICH derived VCA from Michael Porter's work on Value Chains. The goal of the *capability prioritization* process is to look at the value of each capability/objective in the environment for each use-case and to assign numerical priorities representing the importance of individual capabilities for each of the use-cases. This effort produces an agreed-to prioritization of the capabilities values. A by-product of this effort is a set of vetted evaluation criteria that can be used in future acquisitions.
Solution Arch. Evaluation of Alternatives: • **Feasibility Assessment**	*Solution Assessments* are based on the ability of a technology/service component to satisfy the business or mission capability. There are 3 types of these assessments which occur at different phases of a solution's architecture development. In all cases, the scoring is based on ICH's *Evidenced Based Research* (EBR) that uses industry-based best practices as evidence on vendor claims. *(a) Feasibility Assessments* analyze the degree to which existing technologies meet the

• *Architectural Assessment* • *Source Selection*	capabilities needed (sufficiency). They are used to determine the applicability of vendor products to the set of prioritized alternatives. Once the alternatives are prioritized, the Feasibility Assessment guides the determination of a "make/buy" decision: The analysis produces emphasis on existing products rather than building custom solutions which are prone to much higher risk. Feasibility Assessments are a quick view technology and not meant to be a comprehensive view of all technology. *(b) Architectural Assessments* provide a fast-path means of capturing detailed/in-depth analysis on technology solutions and their alternatives. The objective is to deliver research, analysis, and gathering of direct business experience/examples from "audits", of our SAIL offering or validated responses developed by a network of product vendors, integrators and end users. *Architectural Assessment* will produce an analytical rating of each technology considered from "no risk" to "high risk" using AAM's "value" matrix. *(c) Source Selection* provide an in-depth *analysis* of only the technology proposed for procurement. The "value" matrix process within AAM does a "best" fit solution analysis and proposed solutions are scored as applicable to the identified capability. The "value" matrix summarizes the evaluation to the source selection authority. Finally, after all of the proposed products have been evaluated, the "best" fit solution is identified and ranked in the selection assessment table. This table summarizes the evaluation to the source selection authority. Accompanying assessment reports describe the rationale for the scoring. These analytical artifacts are often used in the Defense community to augment and streamline the JCIDS processes, thereby providing a sound justification and supporting evidence for successful program execution. Analysis of Alternatives is a process in which IT-AAC segments the solution into Technology Assessment processes. Based on the *Capabilities Prioritization* and *Technical Assessment,* each alternative can be measured against these aggregated objectives, which can often be described as a use-case. Rating each use-case with respect to a capability, allows a value calculation that can provide a priority indicator for each alternative to determine its feasibility.
Business Case Analysis	*Business Case Analysis* is a rapid assessment of the Total Cost of Ownership, Return on Investment, and Payback Period on all or selected alternatives identified by the Analysis of Alternatives Report.
Mission Outcome Assessment	*Outcome Assurance provides analysis of to-be built capabilities versus the capabilities delivered. This is a critical analysis to assure that what was expected actually occurred. Capabilities, not or partially delivered are identified and iterated to the gaps and improvement areas at the start of a Solutions Engineering.*

Time and Material Rates;

ICH LABOR CATEGORIES

Schedule of Discounted Labor Rates for Government Contracts Effective October 1, 2010 to

September 30, 2013

GSA labor rates for the above positions are 20% government discount from the ICH's standard commercial rates. As a non-profit consortia, labor cost reflect true cost of materials. Labor rates are derived from actual salaries, employee benefits, building expense, equipment cost, and administration overhead. These figures are in accordance with DFAR Clause 252.237-7019.

ICH is not proposing escalation on Labor rates.

Packaged rates are additional discounts for over the single GSA rates and are described in detail later in this document. The following chart represents proposed price escalation on CLIN Rates commencing each Government fiscal year:

GSA Contract Line Items (CLINS):
1. CAO/CIO/CTO/Program Manager $ 235.76 per hour
2. Senior Business Architect $ 235.76 per hour
3. Senior Consultant/ Facilitator $ 206.54 per hour
4. Subject Matter Expert/ Trainer $ 165.23 per hour
5. Senior Systems Architect/Engineer $ 165.23 per hour
6. Senior.System Analyst $ 129.97 per hour
7. Graphics Designer $ 60.45 per hour
8. Data Entry/Data Analyst $ 40.30 per hour
9. Basic ICH Membership $ 23,928.13
10. Annual Architecture Subscription $ 58,032.00
11. Architecture Mentoring Program $100,750.00
12. Architecture Validation Program $151,125.00
13. Architecture Immersion Program $251,875.00
14. Transformation Roadmap Combined Offerings $483,600.00

IT-AAC's well positioned to improve the way Agencies acquire technology and our methods are capability-based are better suited to assure the problem statement goals are fulfilled. IT-AAC structure was design to accomplish this mission as it is described below:

Org. Type / CSF	Public private partnership	501C3 Trade Associations	Standards Develop. Org	Academia Based	FFRDC	Commercial Solution Provider
A Conflict Free Structure FAR 9.505-2(b)(1)(iii)	Free of interests in products, testing, integration, lobbying, marketing	Yes, but limited to members. (small/innovative firms often left out)	Yes, but limited to specific standard domains.	Yes, Free of OCI.	Yes Except for vested interests in analysis and testing of COTS solutions	No. Promotes custom integration, specific products.
Standard of practice	Incorporates wide range of industry experts and expertise	Processes are ad-hoc and limited to one community of interests.	Has means of developing but not implementing	Yes Structure supports. Depends university charter.	Prevented by law from competing with industry.	Not if using proprietary process. Yes if using open process standard.
Proven ability to drive specific outcomes	The EU has best track record of PPP. US behind	Trade groups cannot deliver work products	Has means of creating process but not executing	Changing staff (students) a limitation. SEI is exception.	Focuses on R&D limits re-use of 3rd party work products	Vested interests in specific products, integration limits objectivity
Proven ability to leverage industry best practices.	Non-profit based PPP have best results	Very effective for select industry domains	SDOs cannot perform or compete with members	University R&D agenda focused. Harvard and GMU are exception	Very difficult, strong in govt only sectors.	Sweet spot. Very strong for MOBIS contractors
Formal outreach to non-Govt sectors finance, telcom, mfg, IT	PPP can tap into many communities of practice	Optimized for this area of practice	Strong reach to broad engineering communities	Focused on funding sources limit access, outreach.	Law forbids partnering with commercial industry	Focus on profits limit knowledge sharing across sectors
Formal outreach to Civil, State, Local Sectors	Supported by federal, state and local agencies.	Usually focused on one industry domain.	Limited resources undermine ability to leverage SDOs	Focused on funding sources limit access, outreach.	Strong only in federal.	Organizational structure limits cross pollination.
Incentive for re-use of 3rd party work	Self assessment framework encourages re-use	Limited to member offerings, capabilities	Cannot promote specific offerings, only specs.	Limited, R&D model contrary to this objective	None what so ever.	No incentive in
Ability to validate COTS solution sets	Evidenced based framework puts onus of proof on vendors	Trade associations cannot perform	Inherent conflict with creating specs and certification process	Yes, Strong Suite. Depends on entity	Not effective due to fast pace technology	Not if partnering with specific vendors, ISVs

1) Does not engage in activities that would compromised IT investment decisions; buy/sell IT products, integration services, testing services.

2) ICH is a Woman Owned, non-stock Partnership

3) ICH is an inclusive standards based operation that meets OMB A119 mandates

4) ICH is the only available source that has proven its maturity across the full breadth of the capabilities sought. No other source for a formal repeatable methodology covering the full breadth of capabilities sought was determined.

FAR 6.302-3 -- Industrial Mobilization; Engineering, Developmental, or Research Capability; or Expert Services. To establish or maintain an essential engineering, research, or development capability to be provided by an educational or other nonprofit institution or a federally funded research and development center.

FAR 6.302-7 -- Public Interest.

ICH, as a 501C6 business league operates an open and published, inclusive process that allows all potential parties to participate in the research and vetting process, thereby improving the competitive field of potential offerors.

	Capabilities Determination	Capabilities Prioritization	Feasibility Assessment	Architecture Assessment	Selection Assessment
Related Experience: 2008					
Marine Corps CDS transition analysis for Combat engineer training environments	✔	✔	✔		✔
Army AAM Service Component Reference Model development	✔				
AF CIO planning for Unified Communications	✔	✔	✔		
AF CIO Assessment of eFIOA technologies	✔	✔		✔	
Related Experience: 2007					
Phase 2 of Air Force-wide ASAP transition planning. ASAP Pilot for Server Based Computing	✔	✔	✔	✔	
Evaluation of CDS in a SOA services for the Navy Afloat program for FY09 and FY15.	✔	✔	✔	✔	
Related Experience: 2006					
Risk Assessment of MNIS CDS solutions for DISA/Navy Program Office	✔	✔	✔		
Evaluation of MNS CDS Training Roadmap for JFCOM	✔				
AF CIO Solution Assessment Program (ASAP), development of an enterprise wide solution architecture process building on ICH's Architecture Assurance Method.	✔	✔	✔		
Related Experience: 2005 and earlier					
2005 Department of Homeland Security Enterprise Portal Consolidation Architecture Roadmap	✔		✔	✔	✔
2005 Government Printing Office's (GPO) Future Digital System program Capability Assessment.		✔			
2004 Commerce/NTIA, Spectrum Management Enterprise Architecture Roadmap (with Computer Science Corp. (CSC)).	✔	✔			✔
2004 Dept of Commerce/Patent Trademark Office Mainframe Migration Program, migrating from mainframes to a Web Services Architecture.		✔	✔		✔
2004 GSA FTS Enterprise Architecture	✔				
2003 Drug Enforcement Agency's (DEA) Strategic Plan and Enterprise Architecture Roadmap	✔	✔	✔		
2002-2003 GSA's Financial Management Systems Solution Architecture Roadmap	✔				
2002 CIA's Web Service/Portal Solution Assessment	✔	✔	✔		
2002 Discovery Communications Global Multi-media Web Services Solution Architecture	✔				✔
1998-2001 OSD's Government Wide Patient Record, E-Healthcare Architecture Roadmap (GCPR)	✔				