



# Deltek INSIGHT > 2019

**GWIQ-05:**

AWS GWIQ Success  
Story:

Find Customers Ripe for  
Innovation in ½ the Time

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Dan Firrincili, Deltek

# Presenters



John MacKinnon

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AWS



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Product Marketing Manager

Deltek

# Key Takeaways

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- › Scoping the Federal Cloud market
- › Using Cloud **Smart Tags**
- › Overcoming “Do Nothing” with **Advanced Search**
- › Identifying incumbents ripe to be unseated

# GovWin IQ Tools to Inform Market Strategies



**Go-to-Market  
Intelligence**



**Market  
Awareness**



**Pipeline  
Development  
and  
Monitoring**



**Capture  
Management**





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## **Cloud Market Forecast**

Federal

## Program Components



### Market Reports

President's Annual Cloud  
Budget Request

Cloud Market Forecasts:  
2019-2024



### Market Analysis Articles

Weekly articles of  
news events, key  
issues and market  
developments



### Client Support

Annual market briefings  
and research support



### Online Tools

Access to Deltek's  
online budget data  
and forecast finder  
tools

- » Civilian > DoD spend
- » IaaS > SaaS + PaaS combined
- » Record Cloud growth (2x FY 2016 to 2018)
- » Public Cloud spend crushes private and hybrid
- » Cloud drives network modernization (SDN + EIS)
- » Without in-house expertise agencies rely on industry partners
- » FedRAMP now mandatory to be competitive
- » TIC 3.0 will drive new Cloud adoption

# Cloud in the Federal IT Modernization Agenda

## FUNDING

### MGT Act

Authorized IT-specific Working Capital Funds and a Technology Modernization Fund for modernization projects. Particular emphasis on cloud adoption.

*Status: The TMF Board has funded 7 projects across 5 agencies. House FY 2020 appropriations have earmarked \$35M for the TMF.*

## STRATEGY

### Report on IT Modernization

Focused guidance on removing barriers to cloud adoption, including modification of cybersecurity policies, improvement of cloud contract vehicles, and adoption of cloud email and collaboration tools.

*Status: Publication of Cloud Smart guidance for cloud adoption best practices and development of draft TIC 3.0 guidance to remove bandwidth barriers.*

## BEST PRACTICES

### GSA Centers of Excellence

Created a Cloud Adoption CoE that leverages TMF funding to provide subject matter expertise, best practices, and contractor-supported migration assistance.

*Status: The Cloud CoE is completing work with early adopters USDA and HUD. It plans to expand to 2-3 additional agencies.*

## CONTRACT VEHICLE

### Enterprise Infrastructure Solutions (EIS)

Offers all flavors of cloud service delivery types (IaaS, SaaS, PaaS) positioned as a modernization technology.

*Status: Migration deadline extended to May 2023. Vendors began receiving Authority-to-Operate (ATO) status in March 2019.*

## TRAINING

### Acquisition Certifications

Federal Acquisition Institute launched a specialized certification for contracting officers to acquire and monitor contracts for services, including cloud, and "X-as-a-service."

*Status: Program established in May 2018, followed by a digital IT acquisition professional community (DITAP).*



# DOD's Use of OTA for Cloud Acquisitions

Between FY 2016 and 2018, the DOD awarded \$6.3B in Other Transaction Agreements (OTAs) for IT requirements, including \$2.4B for cloud “prototypes”. Actual spending on these awarded contracts totaled \$611M in the same timeframe.

**DOD Component Cloud OTA Spending for Varies.** All of the military departments and some Defense Agencies are awarding OTAs for cloud.

- » **Army** is using OTAs for cloud most often with spending highest for the Persistent Cyber Training Environment (\$410M), an unidentified requirement at PEO Missiles (\$143M), and \$17M for expanded AWS Services at PEO EIS.
- » **Air Force's** Air Force Research Laboratory (AFRL) spent \$20M on the Pivotal Cloud Foundry Pilot.
- » **Defense Agencies** like DARPA spent \$17M on a Geospatial Cloud Analytics prototype and the WHS spent \$2M for an Automated Tracking and Automation Cloud Provisioning Tool.
- » **Navy** spent the least—\$1.5M to test the military utility of the Adobe Experience Manager Platform in Defense Environments.

**Contractor Implications.** Awarding OTAs for cloud requirements is now standard practice across the DOD, but spending varies wildly. Contractors winning OTAs at Air Force and the Defense Agencies, for example, earn a higher percentage of the available contract dollars than contractors winning OTA cloud contracts with Army.

Sources: FPDS, Deltek

## OTA Cloud Procurement at a Glance

**\$2.4B in Total Awards**

**8 Awards in FY 2018**

**3 Awards by DARPA**

**2 Awards by Army**

**1 Award by the WHS**



# Top Federal Cloud Computing Solution Areas, FY 2016-2018

1

## Applications **\$1.9B**

- » Civilian agency use of SaaS solutions continues rising, with spending up from \$197M in FY 2016 to \$702M in FY 2018.
- » Defense spending on SaaS solutions tracks with the Civilian sector, rising nearly threefold from \$104M in FY 2016 to \$294M in FY 2018.

2

## Engineering and Technical Support **\$1.8B**

- » Still one of the market's strongest areas, Civilian agency spending rose from \$131M in FY 2016 to \$659M in FY 2018.
- » Defense spending on engineering support rose from \$70M in FY 2016 to \$317M in FY 2018.

3

## Data Center Services **\$1.65B**

- » Growing solidly as agencies turn to commercial IaaS resources, Civilian agencies spent \$370M in FY 2016 and \$445M in FY 2018.
- » Growth in this area at DOD continues to lag, rising only from \$149M in FY 2016 to \$170M in FY 2018.

4

## Application Hosting **\$1.2B**

- » Topping \$1B for the second year in a row, Civilian agency spending grew slowly from \$311M in FY 2016 to \$342M.
- » DOD spending also grew slowly, rising from \$39M in FY 2016 to \$48M in FY 2018.

5

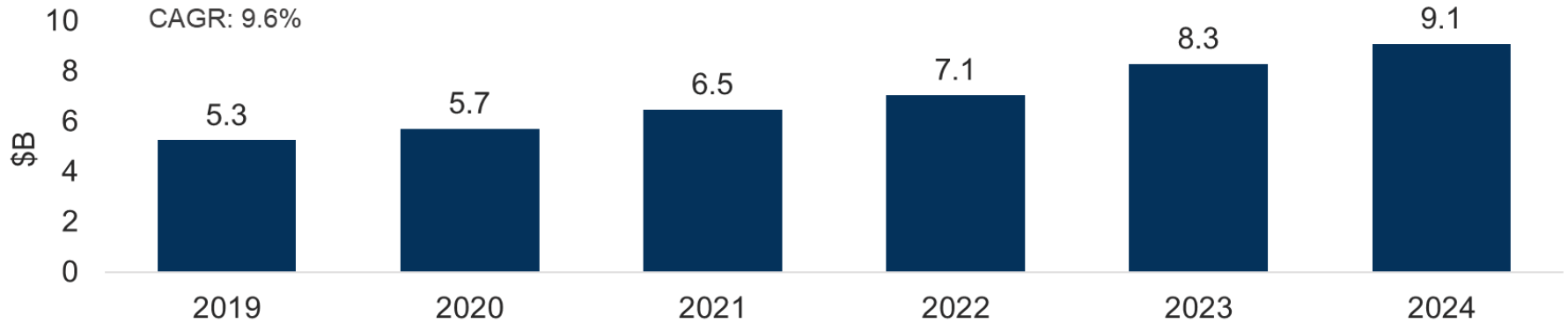
## Testing, Design and Development **\$617M**

- » Strong growth in the Civilian sector as agencies invest in new capabilities, spending rose from \$107M in FY 2016 to \$255M in FY 2018.
- » Growth remains slower in the Defense sector, rising from \$43M in FY 2016 to \$59M in FY 2018.

Source: Deltek

# Total Addressable Cloud Computing Market, FY 2019 - 2024

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## Assumptions

Source: Deltek

- » Cloud adoption is picking up pace across both the Defense and Civilian sectors of the market.
- » The President's Management Agenda will push agencies to make cloud adoption a priority.
- » Congressional pressure to increase adoption remains high, including potential legislation to codify the FedRAMP program.
- » Agencies have new ways to fund migration, such as the TMF, MGT, and Cloud Working Capital Funds, but have been slow to use them.
- » Agency trust of commercial cloud solutions is growing.
- » Agencies strapped for funding are highly motivated to leverage commercial innovation to keep IT environments secure.
- » The updating of Trusted Internet Connection (TIC) policy should ease network bottlenecks.
- » Contract vehicles for cloud are proliferating, making it easier for agencies to buy.

## Market Trends and Drivers

- » The President's Management Agenda is pushing Cloud
- » Multi-cloud complexity makes industry partners indispensable
- » Lots of help mates: (GSA, working capital funds, centers of excellence)
- » GWACs and OTAs preferred Cloud acquisition paths
- » FedRAMP/IL 4-5 now mandatory to be competitive
- » Cloud's not going away and there's room at the table for everyone



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## **Smart Tags Overview**

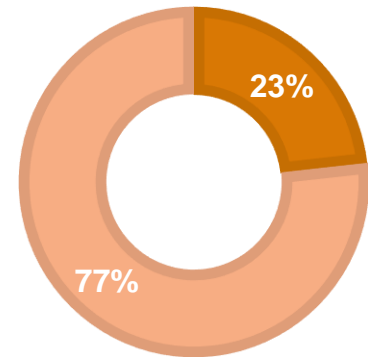


# Why Invent Smart Tags?

- » “We’re wasting time looking for information” – McKinsey
- » Too many false positives and noise
- » Keywords are so ... 90s
- » Deltek embraces AI/ML to create...
  - » Smart Tags

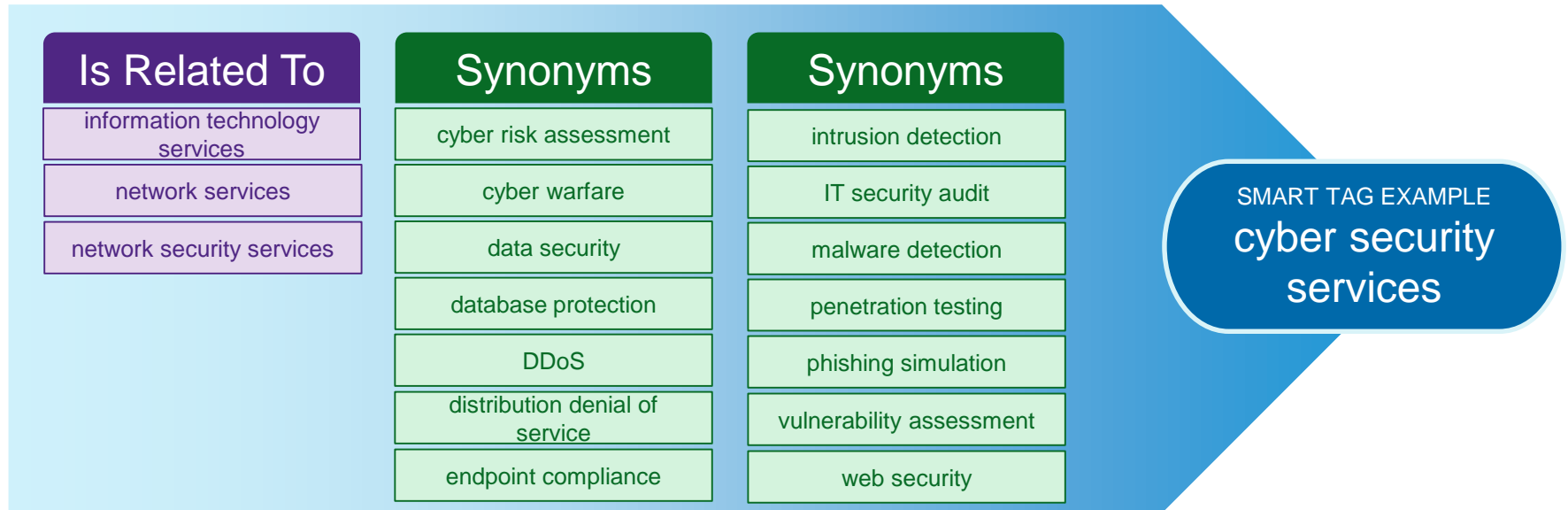
## TYPICAL WORK WEEK (40 HOURS)

- Searching and Gathering Info
- Normal Work

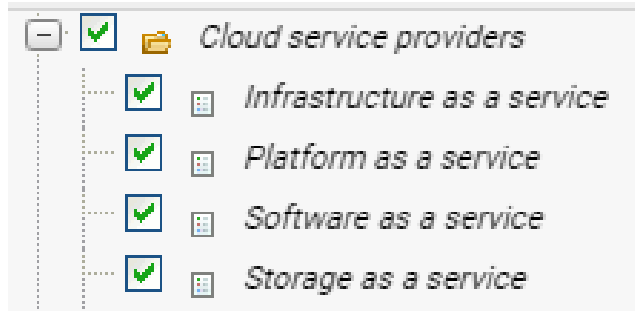


# What are Smart Tags?

- » Smart Tags are part of a unique and powerful classification schema that is invaluable to the identification of opportunities within your market.



# Introducing Cloud Smart Tags



## Primary Tags

- Title/Keyword
- NAICS Codes
- PSC Codes
- Contract Vehicles (TOONS)

## Secondary Tags

- Description
- Document Text

# Working Backwards to Find Customers Ripe for Innovation!

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# 14 AWS Leadership Principles



## Customer Obsession

- Working Backwards from Customer



## Invent and Simplify

- Setting Up Cloud Searches (SmartTags)



## Think Big

- IT Modernization with Solutions, Not Services



## Bias for Action

- Overcoming “Do Nothing” as an Option



# GovWin IQ – Opportunities Search



IntelliSearch > Opportunities Load Search

Opportunities | Contacts | Contracts | Task Orders | Governments | Companies | Documents

**Selected Filters** Clear all

**Buying Org: Government Type**  
 All Federal Government Types

**Keywords**  
 Search Opportunities

Search within Docs  Enable Stemming [Keyword Search Help](#)

**Basic Information**

**Buying Org: Government Type**  
All Federal Government Types  
→ Defense  
→ Civilian  
All State, Local & Ed Government Types  
→ City  
→ County  
→ Independent School District  
→ Other

**Buying Org: Level 1** Add My: Agencies  
ADVISORY COUNCIL ON HISTORIC PRESERVATION  
AFRICAN DEVELOPMENT FOUNDATION  
AGENCY FOR INTERNATIONAL DEVELOPMENT  
AGRICULTURE  
AIR FORCE  
AMERICAN BATTLE MONUMENTS COMMISSION  
ARCHITECTURAL AND TRANSPORTATION BARRIER  
ARMED FORCES RETIREMENT HOME  
ARMY

**Buying Org Name**

**Smart Tags** Browse all Tags

**Products & Services**

Search Primary Tags Only

**Structures**

**Opportunity Type**

**Status**

**Program Name / Acronym**

# Gov Win IQ Smart Tags for Cloud

IntelliSearch > Opportunities Load Search

Opportunities | Contacts | Contracts | Task Orders | Governments | Companies | Documents

**Selected Filters** Clear all

- Buying Org: Government Type**
  - All Federal Government Types
- Product & Services**
  - Cloud service providers
- Status**
  - Any Active
  - Forecast Pre-RFP
  - Pre-RFP

**Keywords**

Search Opportunities

Search within Docs  Enable Stemming [Keyword Search Help](#)

**Basic Information**

**Buying Org: Government Type**

- All Federal Government Types
  - Defense
  - Civilian
- All State, Local & Ed Government Types
  - City
  - County
  - Independent School District
  - Other

**Buying Org: Level 1** Add My: Agencies

- ADVISORY COUNCIL ON HISTORIC PRESERVATION
- AFRICAN DEVELOPMENT FOUNDATION
- AGENCY FOR INTERNATIONAL DEVELOPMENT
- AGRICULTURE
- AIR FORCE
- AMERICAN BATTLE MONUMENTS COMMISSION
- ARCHITECTURAL AND TRANSPORTATION BARRIER
- ARMED FORCES RETIREMENT HOME
- ARMY

**Buying Org Name**

**Smart Tags** Browse all Tags

**Products & Services**

- Cloud service providers

Search Primary Tags Only

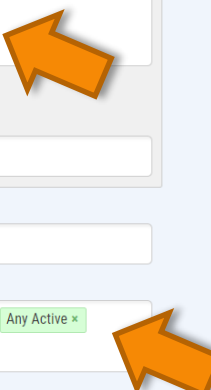
**Structures**

Start typing or select...

**Opportunity Type**

**Status**

- Forecast Pre-RFP
- Pre-RFP
- Any Active



# Cloud Forecast via Smart Tags

- Buying Org: Government Type**
- All Federal Government Types
- Product & Services**
- Cloud service providers
- Status**
- Any Active
  - Forecast Pre-RFP
  - Pre-RFP

**Narrow your results**

**Keywords**

+ Add Keywords

**Smart Tags: Products & Services**

- Cloud service providers
- Information technology services
- Internet services
- Hosting services
- Software services

View more...

**Smart Tags: Structures**

- General facilities
- Building components
- Offices
- Other general facilities
- Utilities and infrastructure

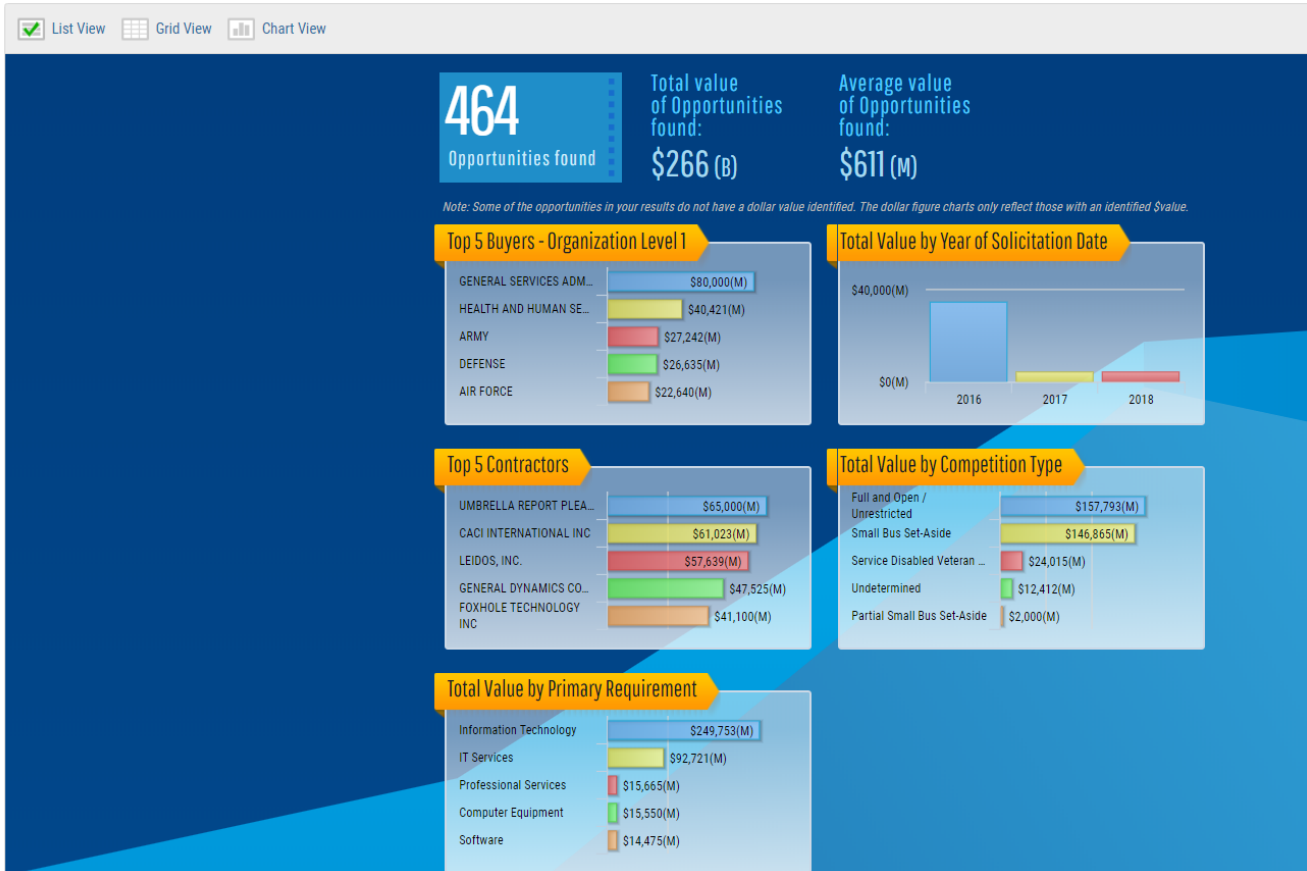
View more...

**Market**

- Federal 464

**Government Type**

- All Federal Government 464



# Using Enhanced SmartTags: (Letters A-F)

## IntelliSearch > Opportunities

[Return to Advanced Search](#) [Load Search](#) [Settings](#) [Exit Full Screen](#)

Saved Search: "AWS Cloud SmartTags A-F"

**Selected Filters** [Copy](#) [Clear all](#)

Found **1,412** results (Showing 1 - 20)

[Download](#) [Save Search](#) [Find Results for...](#)

### Keywords

- "311" or "511" or "911" or "Academic Merit & Promotion" or "AI" or "ML" or "Machine Learning" or "Payer Claims" or "Amazon" or "Anomaly Detection" or "App Dev/Test" or "Asset Management" or "Connected Vehicles" or "Biometric Solutions" or "Blockchain" or "Body Camera" or "In Car Video" or "CAD" or "Computer Aided Dispatch" or "Call Center" or "Case Management" or "Central IT" or "Child Support" or "Child Welfare" or "Citizen Relationship" or "Claims Processing" or "Email Compliance" or "Content Delivery Network" or "CRM" or "DaaS" or "Virtual Desktops" or "DAMS" or "Digital Asset Management" or "Data Center" or "Data Lake" or "Data Warehouse" or "Devops" or "Document Imaging Storage" or "DR" or "Disaster Recovery" or "Drivers License Systems" or "E-Books" or "E-Content" or "ECM" or "Enterprise Content Mgmt" or "Election Systems" or "Electronic Form Systems" or "Eligibility and Enrollment" or

[List View](#) [Grid View](#) [Chart View](#)

Sort by: Relevancy

**1,412**  
Opportunities found

Total value  
of Opportunities  
found:  
**\$760 (B)**

Average value  
of Opportunities  
found:  
**\$560 (M)**

1 2 3 4 5 6 7 8 9 10 [Next >>](#)

Page rows: 20

### **DIGITAL ASSET MANAGEMENT DAM SOFTWARE AND SUPPORT (DAM)**

5 Doc

**Mark:**

**Status:** Awarded

**Solicitation #:** HHSNIHNLBICSBH02016058CDB

**Organization:** HEALTH AND HUMAN SERVICES > NATIONAL INSTITUTES OF HEALTH > CLINICAL CENTER

**Opportunity Type:** Tracked Opportunities

**Opportunity ID:** 120732

**Matched Content:** [Show matched keywords & 5 documents](#)

**Solicitation Date:** 01/05/2016

**Competition Type:** Small Bus Set-Aside

**Type of Award:** Other

**Estimated Value:** \$149 (K)

**Requirement:** Information Technology, Software

[Find more like this](#)

# Overcome "Do Nothing" Option

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IntelliSearch > Opportunities

[Return to Advanced Search](#) [Load Search](#) [Settings](#) [Exit Full Screen](#)

Saved Search: "AWS Cloud SmartTags A-F"

**Selected Filters** [Copy](#) [Clear all](#)

Found 284 results (Showing 1 - 20) [Download](#) [Save Search](#) [Find Results for...](#)

## Keywords

"311" or "511" or "911" or "Academic Merit & Promotion" or "AI" or "ML" or "Machine Learning" or "Payer Claims" or "Amazon" or "Anomaly Detection" or "App Dev/Test" or "Asset Management" or "Connected Vehicles" or "Biometric Solutions" or "Blockchain" or "Body Camera" or "In Car Video" or "CAD" or "Computer Aided Dispatch" or "Call Center" or "Case Management" or "Central IT" or "Child Support" or "Child Welfare" or "Citizen Relationship" or "Claims Processing" or "Email Compliance" or "Content Delivery Network" or "CRM" or "DaaS" or "Virtual Desktops" or "DAMS" or "Digital Asset Management" or "Data Center" or "Data Lake" or "Data Warehouse" or "Devops" or "Document Imaging Storage" or "DR" or "Disaster Recovery" or "Drivers License Systems" or "E-Books" or "E-Content" or "ECM" or "Enterprise Content Mgmt" or "Election Systems"

[List View](#) [Grid View](#) [Chart View](#) Sort by: Relevancy

**284**  
Opportunities found

Total value of Opportunities found:  
**\$108 (B)**

Average value of Opportunities found:  
**\$392 (M)**

Page rows: 20

**EDISCOVERY LITIGATION SUPPORT HOSTED EVIDENCE MANAGEMENT SOLUTIONS** [4 Doc](#)

<b>Mark:</b>	<input type="checkbox"/>	<b>Solicitation Date:</b>	06/19/2015
<b>Status:</b>	Awarded	<b>Competition Type:</b>	Full and Open / Unrestricted
<b>Solicitation #:</b>	DOLOPS15R00033	<b>Type of Award:</b>	IDIQ - Agency Specific
<b>Organization:</b>	LABOR > OFFICE OF THE SOLICITOR	<b>Estimated Value:</b>	\$9,606 (K)
<b>Opportunity Type:</b>	Tracked Opportunities	<b>Requirement:</b>	Information Technology, Software
<b>Opportunity ID:</b>	122954		

[Find more like this](#)

## Simplify with Advanced Searching:

- Enhanced Cloud Smart Tags
- Awarded Only
- Expiration Date in Next 2 Years

## Next Step: Attack Legacy Install Base



# Attacking Incumbency w/GovWinIQ

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Advanced Search Also Shows Incumbents and Expiration Dates

Incumbent/Contractor	
<input type="checkbox"/> GENERAL DYNAMICS CORPORATION	22
<input type="checkbox"/> CACI INTERNATIONAL INC	15
<input type="checkbox"/> LEIDOS, INC.	14
<input type="checkbox"/> PERSPECTA INC.	12
<input type="checkbox"/> NORTHROP GRUMMAN CORPORATION	11
<input type="checkbox"/> IBM CORPORATION (INTERNATIONAL BUSINESS MACHINES)	10
<input type="checkbox"/> SCIENCE APPLICATIONS INTERNATIONAL CORPORATION (SAIC)	10
<input type="checkbox"/> ACCENTURE PLC	9
<input type="checkbox"/> BOOZ ALLEN HAMILTON	9
<input type="checkbox"/> DELOITTE LLP	9
<input type="checkbox"/> MICROTECH (MICROTECHNOLOGIES LLC)	8
<input type="checkbox"/> CGI GROUP (CGI FEDERAL)	7
<input type="checkbox"/> AECOM	6
<input type="checkbox"/> LOCKHEED MARTIN CORPORATION	6
<input type="checkbox"/> CDW CORPORATION	5

## Incumbents

Need Innovation

Firm Fixed Price Savings

Keep Your Incumbency

## Challengers

Ripe for Attack with Cloud

Win on Innovation/Cost Savings

Introduce POCs

Disruptive Economics

Over come Do Nothing Option

# Be “Amazonian” via GovWin IQ

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## Invent and Simplify

- Cloud Is Hot and Disruptive
- Cloud Leverages IaaS, SaaS, or PaaS Smart Tags
- Used Enhanced Smart Tags to Discover Legacy for IT Modernization

## **Working Backwards**

- Advanced Search Tells When to Strike
- Identify Legacy Install Base
- When to Inject Innovation
- How to Unseat incumbents

# Questions?

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<https://www.linkedin.com/in/jomackinnon/>



## Next Steps

1. Complete the session survey in the mobile app.
2. Utilize the Post-Event Toolkit to share what you've learned.
3. You can download Continuing Education credit information from your certificate hub link. The link is in the mobile app and will be emailed to you after the conference.

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- Available presentation PDFs are in the Insight Attendee Portal (Schedule Builder) and in the mobile app.
- Online and mobile app access to this year's presentations expires on March 1, 2020.