



## CAPTUREEXEC SUCCESS STORY

# Advanced Onion Inc.

### Challenge

---

As I came onboard Advanced Onion, one of the things that really bothered me was our ad hoc opportunity management process, and constant surprise at things that were getting dropped through the cracks. We seemed to have no central pipeline management process outside of a MS Word document, and even that seemed to be constantly missing items and had extremely limited information. We had no effective opportunity management process, which made opportunity management, PWin scoring, team building, and every aspect much more difficult and reliant on emails and memory. And worse, I had a really tough time understanding the true strength of the pipeline. At the leadership level, we needed a single tool that any of the BD team could enter opportunity pipeline data into, and we needed to collect all sorts of Capture information, and truly manage the activities for any of our opportunities.

### Situation

---

Like many other small businesses, we couldn't spend a ton of time and money on an expensive implementation process that ties up many of our key people. We needed an out-of-the-box solution that was better than a MS Word or Excel file.



### Mission

To empower our customers with optimized technical solutions and exceptional technical services.



So, I collected ideas for alternatives which included MS Dynamics, Salesforce, MS SharePoint, CaptureExec, and even tools where opportunity pipeline management was an ancillary capability like Unanet. And as a technology company, we considered just building a database ourselves in SQL Server or even in MS Access.

We identified attributes that were important to us and evaluated each alternative against the attributes ... it very quickly came down to Salesforce and CaptureExec. These were two very different products, one providing an incredibly broad set of capabilities and expansion potential, and the other narrowly focused on our problem. After a lot of careful deliberation and several demo sessions with both CaptureExec and Salesforce, we selected CaptureExec because of its laser focus on the Government Contracting environment, and its significantly lower price.

## Solution

---

Since our current process was so immature, it was pretty painless to fill out a few spreadsheets and send them to the CaptureExec team. We scheduled an implementation period for about 4 days in December when things would be slow, and they flew out to Monterey, CA to set us up. The implementation was flawless... the process made us step back and think to make some key choices about Capture Stages, pipeline management processes, authorities, etc. but we quickly recognized that every decision was simply a choice in the CaptureExec system... and one that could later be tweaked and even reversed if needed. We even had a unique manual PWin scoring system that forced an objective scoring process based on answers to 10 questions. I wanted our new system to use that PWin rather than allow Capture Managers to create their own PWin estimate. BIT Solutions followed true to their motto, "If you can draw it on a napkin, and it makes sense, we'll make it work!". By the time they arrived in Monterey, the CaptureExec software had my PWin process already set up and everything worked flawlessly.

## Result

---

Advanced Onion implemented in early December, and we spent much of the month cleaning up data from our old spreadsheet data and getting used to the CaptureExec system. By January we were holding bi-weekly Pipeline reviews using CaptureExec, and holding Capture Managers accountable for activity. This was a total game-changer! And best yet, the CEO and I finally started seeing what the pipeline really looked like, and we were able to keep our team focused on the key opportunities that we needed to win, and less on the bright shiny objects that were the constant distractions.



As we evolved the system over the next several months, we added fields, adjusted users, tweaked the displays, and started building reporting and analytic capabilities – all without needing BIT Solutions, programmers or technical experts. We even used the NDA template feature to give standard NDA issuance capability to our Capture Team, which off-loaded our Contracts Manager’s tasking. We also developed a “BD Incentive Plan” to provide financial incentive to BD, Capture, and even supporting players – and we were able to create fields and collect the right data to make it sing for us.

To say that CaptureExec changed AO is an understatement! It was truly a huge catalyst to force us to grow into more professionalized company with smart and repeatable Capture processes.

## Long Term Benefits

---

Now, 9 months later, we’ve just upgraded to the new version of CaptureExec and it’s even profoundly better! Everything is easier – entering opportunity data, enforcing processes, collecting documents, reporting, managing permissions, and more. The transition was completely painless, and the BIT Solutions team migrated all our data and processes seamlessly.

## Testimonial

---

“Having been in the GovCon business for many years, I’ve seen numerous pipeline management processes from ad hoc Word and Excel files to robust MS Dynamics and SharePoint systems. In every case, the system was significantly lacking in capability, or significantly onerous in user or system maintenance processes. I had no idea that a tool such as CaptureExec could possibly be so laser focused on just the right things in the GovCon markets. This system is truly a game-changer, at a price that’s a no-brainer!”

## About Advanced Onion, Inc.

---

Founded in 2006, Advanced Onion, Inc. (AO) is a government-focused Identity Analytics and Information Technology company providing application development, sustainment, and related information technology and personnel security support services for the Defense Manpower Data Center (DMDC), Office of Personnel Management (OPM), Special Operations Command (SOCOM), and others. As a mature Service Disabled-Veteran Owned Small Business (SDVOSB), we have incorporated foundational business systems to effectively manage our business, growth, and subcontractors.



**BIT**solutions  
L L C



We currently support the DoD Continuous Evaluation mission with the Mirador program, and provide Customer Call Center support operations for DS Logon, DEERS, RAPIDS, and other public-facing tools. We also perform many essential roles within Personnel Security and Law Enforcement business areas developing custom applications, providing testing and integration services, and operating and maintaining custom identity management applications. Our team also provides identity related intelligence analysis for the Federal Law Enforcement and Intelligence Community (IC) customers of DMDC, and other classified missions.