CAPTUREEXEC SUCCESS STORY
Ideal Innovations, Inc.

Challenge

I've served as the Ideal Innovations, Inc., COO since 2008, and for the bulk of that time, we managed our pipeline and opportunity analysis via spreadsheets and Word documents. These documents were not only lacking any automation, but they were disparate and easily decoupled from each other, contributing to confusion in terms of deal tracking and follow-up. They contributed to our team, often seeing bids creep up on us and drop without enough warning to pivot. Traditional bid characteristics, like P-win, SWOT analysis, and teaming options were manual and ad hoc in nature, not standardized across opportunities. Needless to say, proactive, effective opportunity management was difficult, to put it kindly.

Situation

When we moved to address this problem, one of the major considerations was the cost, as well as the overall value for that cost. We had looked at Salesforce a few years back and determined it was overkill – way too much for the small slice that we'd actually be able to optimize for our operations. Of course, Word and Excel files were no longer an option, so we needed something to fill the requirement.

Customer

I-3, established in 1998, is a privately-owned Service-Disabled, Veteran-Owned (SDVO) business that offers consulting, support services, technology development, and program management services, focused on biometrics, forensics, IT and S&T disciplines.

We brought in BIT Solutions to provide a demonstration of their product and were immediately struck by how the product was tailored to government contracting. The processes, terms, and workflows all mirrored what we'd come to know and expect in this arena. It was not your typical sales tracking or relationship management software tool. It was the kind of tool our BD professionals could immediately start working with and leveraging, with little ramp-up time or need for familiarization.

Solution

We did some up-front preparation prior to BIT Solutions coming out for the training session, by downloading our existing pipeline into Excel and providing it to them in advance. Their CEO, Skip Blackburn, personally oversaw the training team that provided service to our BD team. Our team was struck by BIT Solution's training team's careful and thorough review of all the features and processes available to us on the platform. They were patient and made sure every question was answered and that our team was comfortable and ready to deploy the platform when they left. Our team genuinely enjoyed the interaction and interface with someone who was intimately familiar with the government contracting business model.

Result

Since implementing CaptureExec, our BD opportunity review sessions have been much more focused and productive, by drawing upon the rich degree of information available in the system. Deal shaping progress and P-win calculations have changed the game on how we view opportunity status and outlook. Even our documentation trail has been optimized by allowing us to upload and associate certain ISO forms with their respective opportunities. There's no adequate measure to the value and time-saving efficiency we've gained through this system.

The platform, as it was demonstrated to us, was outstanding enough, but the really incredible aspect of working with BIT Solutions has been their responsiveness to our request for additional functionality. Of note, we wanted a way to characterize every company we entered into our contacts database in the system by its capability set, thus allowing for quick and efficient searches for strategic teaming partners. We articulated this to Skip in the late Fall of 2019, and it was in place by the next update in Spring 2020 at no charge to us. There's no chance we'd have seen that kind of customization and agility from a product like Salesforce.

Long Term Benefits

It is not an understatement to say that CaptureExec has completely transformed the way our BD team does its work. Simply put, we have a better handle on our pipeline and make better decisions regarding BD – saving and/or earning us money in the process.

About Ideal Innovations, Inc.

I-3, established in 1998, is a privately-owned Service-Disabled, Veteran-Owned (SDVO) business that offers consulting, support services, technology development, and program management services, focused on biometrics, forensics, IT and S&T disciplines. We specialize in innovative solutions for homeland security, defense, law enforcement, and security-related problems involving advanced technology, information systems, subject matter expertise, and strategic analysis. I-3 offers our clients a broad array of professionals, including PMP-certified program managers, IT professionals, scientists, engineers, fingerprint, face and iris examiners, forensics technicians and mentors. Over 95 percent of I-3 employees hold a Security Clearance. We take pride in providing rapid, innovative and progressive solutions to our customer's most difficult technical, operational and logistical problems. I-3's corporate headquarters is located in Arlington, VA and maintains several work locations throughout the D.C. Metro area. We also have offices in West Virginia, Florida and Washington State. Additionally, we deploy our employees to numerous overseas locations throughout the U.S. Central Command, Africa, Europe and Asia. I-3 possesses a broad range of capabilities and offers customers an unmatched combination of technical expertise, operational experience, acquisition process competence and corporate focus. Our depth of experience, coupled with our geographic diversity, internationally recognized expert personnel, and breadth of knowledge, equips I-3 to provide expert support and solutions to our customers. I-3 is ISO 9001:2015 and ISO 27001:2013 certified.