

CAPTUREEXEC SUCCESS STORY

Strongbridge

Challenge

Often when you go from a large business to a small business, there's a question or concern about the BD tools or infrastructure that exists to support your efforts. When I joined Strongbridge, I was told that the company used CaptureExec to manage our opportunity pipeline. I was not familiar with the tool and so a bit skeptical that it would not be as robust as the more expensive tools I was accustomed to using to drive and track new business. It's important to a Chief Growth Officer to have a readily available dashboard that provides a comprehensive overview as well as granular details on business opportunities at every stage of the capture process. I needed a method to track and report progress to the executive leadership team and task the various departments who participate in the pursuit of new business for our company.

Solution

As part of the onboarding process, I participated in a full day of training, provided by Bit Solutions, which was key to my understanding of the capabilities of CaptureExec. The training allowed me to get up-and-running on the software quickly and to familiarize myself with the existing pipeline as well as our contact database of both government executives and teaming partners.



Mission

Strongbridge bridges the gap between federal agencies and innovative technologies to harness the power of the cloud and apply its vast resources to meet the mission objectives of our customers in support of the American public.

Service Solutions

Founded in 2004, with diverse clients across the federal government, Strongbridge is committed to offering our customers quality IT services using certified processes. Services we offer include:

- Web Application Development
- IT Services

I was impressed with the fact that virtually every aspect of the capture process is incorporated into this tool. CaptureExec was clearly designed specifically for government contractors and is a natural extension of the enterprise-level business development processes that are taught across our industry. Whether the user is a seasoned sales/marketing/capture executive or a newcomer to federal business, the tool guides you from identification and exploration of an opportunity to the logical next steps in the pursuit, including targeting, shaping, teaming, competitive analysis, staffing, proposal development and submission, protest and more. Whether you are chasing entirely new business or preparing for a future re-compete, CaptureExec records all the tasks, themes, conversations, strengths and risk assessments and gives you a clear picture of your probability of success (P-WIN).

Outcome

CaptureExec gives me an overview of our pipeline and projected revenue for each opportunity and allows me to drill down and filter by any categories (all defined by each company and user), including items like customer, type of work, capture manager, contract vehicle, timeframe, bid stage, period of performance and probability of win. The secure, cloud-based application gives me constant access whether I'm in the office or on the road and allows me to share data quickly with other members of the Strongbridge team. CaptureExec also serves as our customer relationship management (CRM) application and captures conversations and status updates so that every member of the team is kept in the loop. An upgrade to the system earlier this year makes it even easier to track subcontractors, competitive data, overall bid progress and use analytical graphs to make smarter bid/no bid decisions. I continue to be impressed with the robust functionality of this affordable tool and the customer service that we receive from Bit Solutions. CaptureExec is enabling my success!

About Strongbridge

Strongbridge LLC (Strongbridge) is an established, mature small business service provider and Amazon Web Services (AWS) Partner, with more than 140 employees and 13 years of experience providing Agile development, operations and maintenance, cloud support, information technology services, information technology security services and information technology help desk support. Key customers include the Department of Transportation (DOT), Department of Labor (DOL), and the U.S. Department of Agriculture (USDA), where we develop and maintain complex and innovative user-focused applications that collect and report massive amounts of data that describe our nation's transportation network; provide nationwide jobs-based information; and provide IT infrastructure support.