



## About Waypoint

Waypoint brings an end-to-end, unifying approach to the activities that drive top-line revenue, grounded in a business philosophy that continuity and integration of people and process, enabled by technology, materially increase your probability of win.

Waypoint's hands-on pre-award business services create revenue growth for clients selling into the Federal, State & Local government, and commercial markets where new business is won through a structured, competitive procurement process.

Optimized to support procurements with significant information technology, system integration and/or business process outsourcing requirements, Waypoint's solutions align our client's offerings with market needs, improve return on business capture investment through early, strategy-driven actions leading to better bid/no bid decisions, facilitate winning teaming agreements and deliver increased win rates. Waypoint solutions adapt to our client's culture and are tailorable to their specific environment and requirements. They also directly support the profitable execution of awarded programs.

**Market  
Assessment &  
Strategy**

**Portfolio &  
Pipeline  
Optimization**

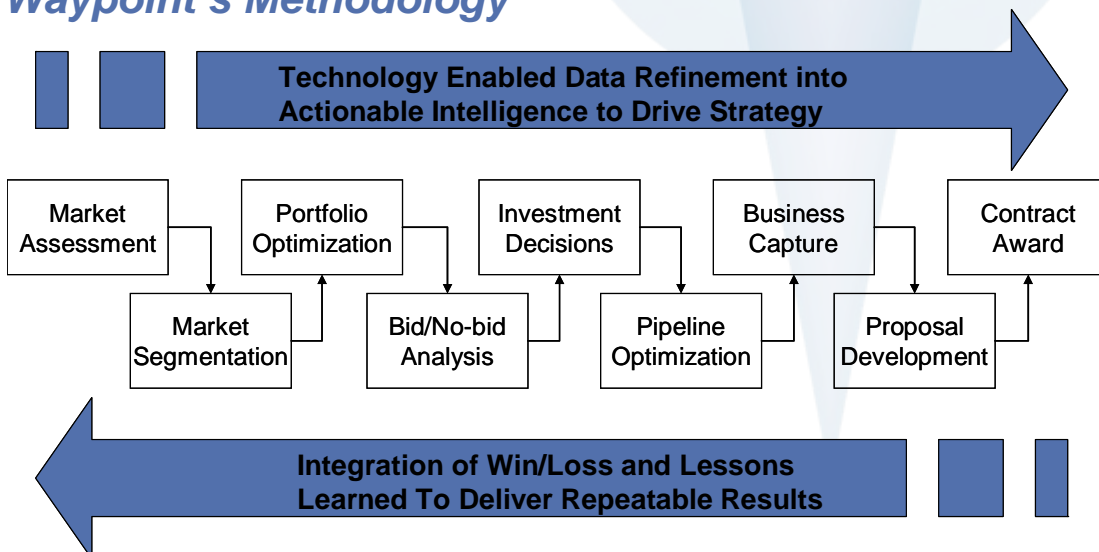
**Business  
Capture  
Leadership**

**Proposal  
Development  
Leadership**

## Clients Choose Waypoint for Our:

- **People** - experienced, loyal, diligent senior professionals
- **Process** – proven, technology-enabled, tailor-able
- **Experience & Expertise** – in winning competitive procurements
- **Risk Reduction** – early, objective, data-based bid/no bid decisions
- **Organizational Improvements** – training and mentoring
- **Leadership** – of strategy, capture and proposal efforts
- **Results** – increased business capture ROI and win rates

## Waypoint's Methodology



# The Waypoint Course™

The Waypoint Course describes the life-cycle of complex, competitive procurements from the recognition of need through its fulfillment, as well as the major phases in the process. We identify these phases as unique “waypoints” on a growth oriented business course.

## Course Challenges

Revenue growth & value creation is not a linear process, but rather one of iteration and evolution where you must be responsive and flexible to the ever-changing external forces of your customers and your competition, while maintaining the proper heading to your goal.

## Our Approach

Waypoint’s integrated, technology enabled solution employs our unique application of COTS software and industry best practices to facilitate content management and process execution across all pre-award business functions. Our approach provides transparency to and continuous improvement of all key performance indicators. This solution was developed for, and proven to win in, the most rigorous of competitive environments - the United States Federal and State & Local government markets.

## Our Crew

With training and support from our Solution Development Center in Northern Virginia, the Waypoint crew brings in-depth experience in the Federal DoD & Civilian, State & Local government and many commercial markets. Most carry U.S. government security clearances as well as experience based knowledge of the Federal Acquisition Regulations (FAR) and Cost Accounting Standards (CAS).

## Chartered Revenue Growth™

The Waypoint crew brings winning past performance with such notable clients as Lockheed Martin, Raytheon, Northrop Grumman, Boeing, BAE, Accenture, Deloitte, and IBM; and on such significant business captures & proposals as:

- DLA Business Systems Modernization
- Army & Air Force Exchange System ReTEK Customization and Implementation
- Dept. of Homeland Security US-VISIT
- Dept. of Homeland Security EAGLE
- FEMA Infrastructure Services Contract
- Dept. of State Enterprise Network Mgmt.
- State of TX Medicaid
- State of AZ Telecommunications Outsourcing
- State of IL Unemployment Insurance System Modernization
- LA County Dept. of Social Services LEADER

## The Waypoint Course™

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