

## Customer Story

# Advanced Management Strategies Group

## GovWin IQ helps SDVOSB make better, more effective, bid decisions

Advanced Management Strategies Group (AMSG) is a Service-Disabled Veteran-Owned Small Business (SDVOSB) that offers program support services across all phases of the program management life-cycle. The company had been building its pipeline and making bid/no-bid decisions based on information from a service that only provided data from FedBizOpps. This became a problem when AMSG was evaluating the Veterans Technology Services II (VETS2) Government-Wide Acquisition Contract (GWAC) out of the General Services Administration (GSA). “I needed the updates, the timeline, the incumbents, the contracts, and I wasn’t able to get that with our current provider,” said Christine Taylor, Director of Proposal Management and Marketing at AMSG. Based on that need, AMSG signed on for a subscription to GovWin IQ. The company is now getting all the government contract research and insights it needs, and much more.



**Company:** Advanced Management Strategies Group • **Founded:** 2008

**Headquarters:** Dumfries, VA **Industry:** Government Contracting

**Products & Services:** Program Support Services and Tools • **Employees:** 25

**amsgcorp.net**

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## Challenges

- AMMSG spent valuable time conducting manual research on:
  - » Opportunities, opportunity timelines, incumbents
  - » Past contract documents
  - » Past solicitation documents
- Could not make effective bid/no-bid decisions—and could not create the most effective proposals—based on information provided by other services

## Solution

- AMMSG chose Deltek GovWin IQ to obtain comprehensive opportunity information, including timelines, incumbents, past contract and solicitation details
- GovWin IQ provides access to a broad range of government contracting opportunities, including more than 500 pre-RFP and over 3,200 awarded opportunities specifically set aside for SDVOSBs

## Benefits

- AMMSG can now make far more informed bid/no-bid decisions—and create more effective proposals—based on a wealth of additional opportunity information
- Receives proactive updates on the opportunities they are most interested in, including updates to opportunities that have yet to be posted on FBO
- Gains a competitive edge on contract re-bids and opportunities by preparing for solicitations before they come out on FedBizOpps

“I needed a tool that provides me with the research and information needed to make proposal decisions – information that I knew GovWin IQ would have.”

**Christine Taylor, Director of Proposal Management and Marketing**