

Customer Story

Digital Consulting Services (DCS)

GovWin IQ helps SBA certified IT services firm expand into new markets

Digital Consulting Services (DCS) is an IT services provider that offers subject matter expertise and course-specific instruction supporting various research and educational initiatives offered by the top U.S. military organizations. To sustain its growth, the company needed to establish critical business development goals, including growth in core focus areas and retaining the contracts it held that were coming up for recompetete. Its five-person business development team lacked insight into procurements from other agencies, and the firm also needed budget information to help plan its go-to-market activities and contact information for key government officials to build relationships. DCS turned to GovWin IQ from Deltek to achieve its business development goals and expand its business.



Company: Digital Consulting Services • **Headquarters:** Newbury Park, CA
Industry: Government Contracting • **Services:** Training & Educational Services,
Research & Engineering, Information Technology, and Modeling & Simulation
Founded: 1994 • **Employees:** Approx. 100

www.webdcs.com

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Challenges

- DCS had been using Federal Business Opportunities (FBO), Commerce Business Daily (CBD) and NECO (Navy Portal), along with its established relations within DOD and the Prime community to build its intelligence.
- The firm realized that it needed a more comprehensive solution that provided complete market intelligence in order to grow its footprint in the federal contracting market.
- With the goal in mind to generate revenue, DCS sought out a solution that could acquire actionable RFP and contact information to drive business development and market activities.

Solution

- DCS' mission was to find a solution that could help the business development team:
 - » Build and qualify an evolving pipeline composed of short and long-term procurements
 - » Obtain historical contract details, market forecasts, and agency contact information to facilitate BD direction and activities
 - » Validate labor rates to optimize 'price to win' proposal strategies
 - » Access qualified potential teaming partners
- DCS selected GovWin IQ from Deltek, as it is the largest and most reliable resource for government information and analysis.

Benefits

- DCS now has access to an expanded pool of large and small businesses to form winning teams for immediate projects and to form partnerships for future opportunities.
- GovWin IQ enables the firm to enhance its price-to-win strategies, which has proven critical in a competitive and dynamic market.
- The firm can now get in front of the right people to market its services due to the increased awareness of decision makers at federal agencies and within communities of interest.
- DCS develops better go-to-market plans informed by GovWin IQ's awarded contract data, and agency spending forecasts.

“Since becoming a GovWin IQ member, we realized very quickly why Deltek’s product and supporting services are known as the ‘gold standard’ for research and tracking of the government market.”

Tomette Herring, Senior Business Development Director, DCS