

Customer Case Study

GHD

GHD Finds Teaming Partners and Saves Time with GovWin Intelligence

When the multinational technical professional services firm GHD was interested in expanding its portfolio of work with the U.S. Federal Government, they turned to GovWin IQ. By doing so, they gained valuable market intelligence that helped them find upcoming opportunities and enhance their public sector sales strategies to win in the federal market.



Number of Locations

200+ Offices

Areas Served

One Connected Global Network

Industry

Engineering, architecture,
environmental, and
construction services

+25%

Pipeline Increase

Estimated increase in pipeline
with GovWin IQ overhead

\$2M

Contract Award

IDIQ contract from the USAF
Welfare Center worth nearly
\$2M attributed to GovWin IQ

GHD SAVES TIME AND FINDS MORE OPPORTUNITIES IN ADVANCE

Engineering and environmental services firm GHD is “a pretty lean and mean organization,” said Tony Petroccitto, US West/Pacific Federal Program Manager for the company. GHD has had success selling to both the public and private sectors, but they lacked the bandwidth to expand on their share of the federal market.

That was where the GovWin IQ solution came in. The early awareness of upcoming federal contracting opportunities that GovWin IQ provides was invaluable for GHD and helped paint a picture of the federal market, allowing them to build an actionable pipeline and prepare to win their share of those contracts.

“I can go in there and see what kinds of contracts are coming up,” Petroccitto said, “and whether they’re an

- GHD Uses GovWin IQ To:
- Develop a proactive contracting approach
 - Discover opportunities years in advance
 - Find and qualify potential teaming partners
 - Save employees’ valuable time
 - Decrease labor and overhead costs

unrestricted opportunity, or a small business set-aside, or some kind of specialized small business set-aside like an 8(a) or a woman-owned small business set-aside, and I can start positioning and putting together teams to go after those.”

A big benefit to GHD was scaling back the amount of time their federal team had to spend hunting for potential leads. Being able to rely on GovWin IQ

allowed their federal organization to save a great deal of time on research and spend more time preparing for, pursuing, and delivering on new opportunities.

“With all the legwork that GovWin does, talking to contracting officers at various federal agencies around the country, they develop the information that we would’ve had to spend a lot of time and legwork to develop,” Petroccitto said. His team



“Without GovWin, I would say maybe I need 25 full-time employees to review opportunities... They might spend a quarter of their time doing that activity. With GovWin IQ, it would take probably 4 people working quarter-time.”

- TONY PETROCCITTO, US WEST/PACIFIC FEDERAL PROGRAM MANAGER FOR GHD

currently has approximately four employees spending a quarter of their time evaluating federal opportunities. He believes that without GovWin IQ, those same tasks would require 25 employees working quarter-time to accomplish.

Not only has GHD been able to cut back on the amount of resources required to research federal contracting opportunities, they've also been able to expand their pipeline by an estimated 25%. That expanded pipeline has led to more wins in the competitive federal marketplace.

In 2013, the company won an IDIQ contract award from the US Air Force for providing architecture and engineering services – an award that Petrocitto attributes to GovWin IQ. The contract has accounted for nearly \$2M for the company over a five-year term. More recently, GHD has been able to position and win several Multiple Award Construction

Contracts with NAVFAC as the Designer of Record for the Design Builder. Because of GovWin IQ, GHD is currently positioned for several A-E (architecture and engineering) IDIQ wins.

GOVWIN IQ HELPS GHD FIND TEAMING PARTNERS AND SET-ASIDE CONTRACTS

Beyond simply saving time while finding the public sector bids and RFPs they need, GHD is able to use GovWin IQ to stake their claim in the competitive, crowded federal government contracting market.

One way they do that is by identifying chances to partner or get in on bigger contracts calling for multiple vendors. Petrocitto tracks upcoming opportunities including multiple award construction contracts, design-build contracts, and small business set-aside contracts. Having the advanced information coming from GovWin IQ enabled his

team to join design-build teams that won some of those deals.

“That’s where we’re at in the federal market right now,” Petrocitto said. “The unrestricted opportunities are very competitive, so another good way into the market is by teaming with small businesses and design-build contractors to get the work. As we build our portfolio, then over time we’ll be able to win more unrestricted A-E IDIQ contracts.”

The ability to find partners for teaming is one of the most useful aspects of GovWin IQ that GHD is able to take advantage of. They are able to research their potential teaming partners to determine what experience they have with the federal government, which contracts they currently hold, and if they might be a good fit in the regions and industries GHD is targeting.

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GovWin IQ's market intelligence helps GHD find those potential teaming partners – and do research on their competition, as well. “A good piece of information that I get out of GovWin is who the incumbent firms are and what revenue they've been doing over the last few years on the contract that they hold,” Petroccitto said. “Now I know who the competition is, and what the volume of work is – and sometimes from the volume of work, you know how they've been performing. You see that trend and you say ‘something's up there, maybe we can submit and win the contract.’”

GHD has been able to win substantial contracts in their target markets through their partnership with GovWin IQ, the company's opportunities have been significantly expanded, and they are able to plan for success years down the road, Petroccitto said. “With GovWin, we're able to develop that proactive, targeted approach.”

ABOUT GHD

GHD is one of the world's leading professional services companies operating in the global markets of water, energy and resources, environment, property and buildings, and transportation. Committed to creating lasting community benefit, their connected global network of 9,000 diverse people delivers engineering, environmental and construction services to public and private sector clients across five continents – Asia, Australia, Europe, North and South America – and the Pacific region.

Learn how **GovWin** can help you grow your business



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