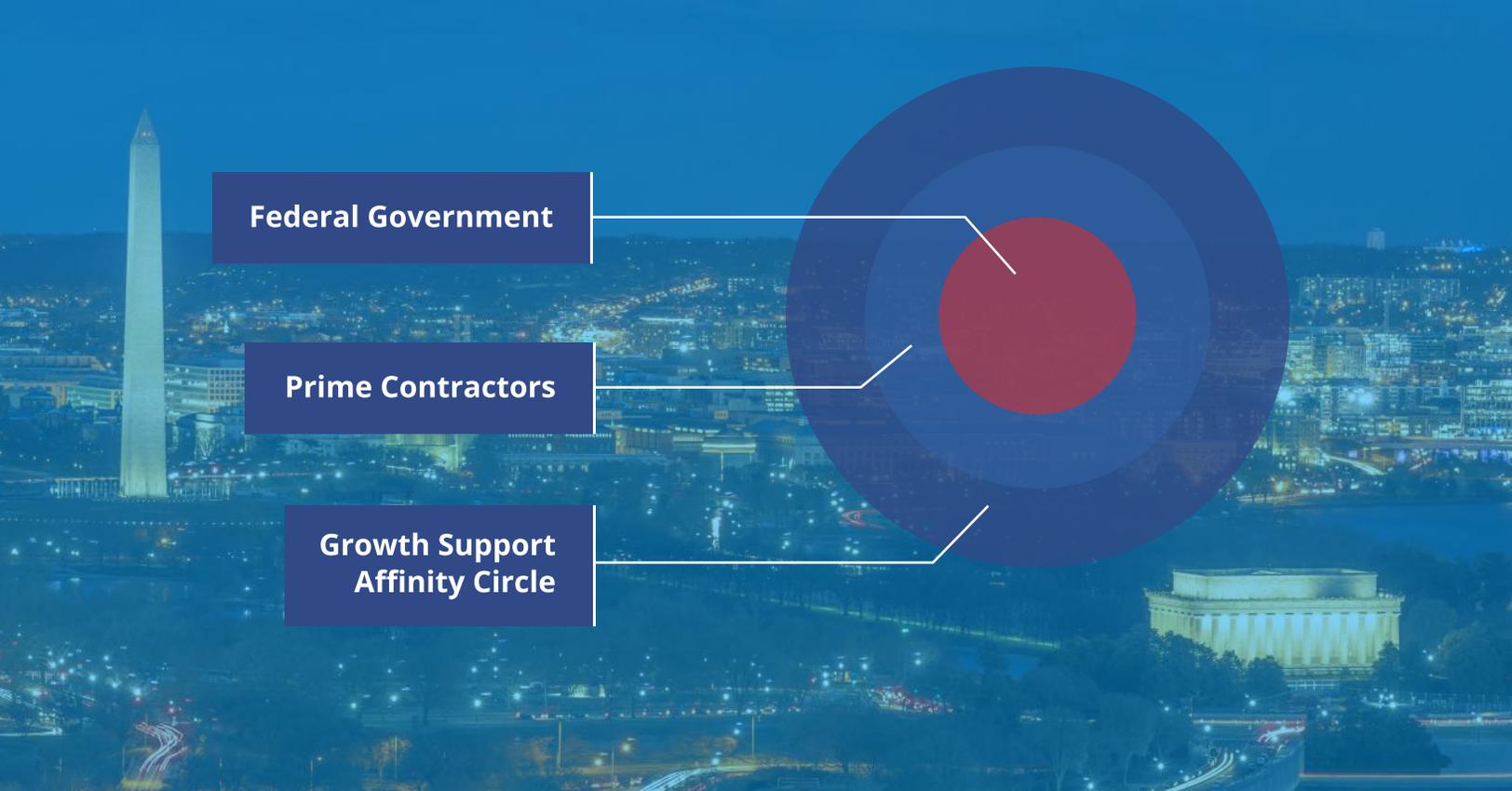




# A Complete and Timely Federal Business Intelligence Platform

A complete solution that addresses federal business data needs of agencies and prime contractors.



# What is the FedCircle®?

The FedCircle® represents three distinct US federal market sectors: industry, government, and entities that support both industry and government. Over \$3 trillion is spent annually on contracts, loans and grants with over 1 million active contractors and grantees. Businesses aspiring to earn these federal dollars and the agencies who contract with them need every advantage on their side to make the partnership easy and possible.

**Ideally all entities within this circle should be looking at the same data sets.**

All parties need complete, reliable information on how and where federal agencies spend money. The federal government needs to track and report on spending, while industry needs to know how and when opportunities they care about become available. All organizations need timely insights into federal spending that occurs on a daily basis.

## **Where does the data come from?**

Federal agencies spend money to carry out their agency mission doing business with industry. Federal expenditures on contracts to prime awardees are reported into the Federal Procurement Data System (FPDS-NG) for all transactions valued over \$3,000, while financial assistance dollars in the form of grants and loans reside on USASpending.gov and archives.gov from formerly managed by the Census Bureau in FAADS (Federal Assistance Award Data System).

**The Federal Funding Accountability and Transparency Act (FFATA) of 2006 was enacted to hold the government accountable for each spending decision.** The Digital Accountability and Transparency Act of 2014 (DATA Act) directs Office of Management and Budget (OMB) and the Department of Treasury (Treasury) to establish government-wide data standards that include common data elements for financial reporting that are to be met by all agencies by May 2017, and to be able to publicly post spending data in machine-readable formats by May 2018.

However, there are several other systems that need to be taken into account if spending is to be accurately tracked. FFATA required OMB to establish USASpending.gov, containing obligation data on awards and subawards. The DATA Act expanded FFATA to include direct federal agency expenditures and link programs to spending information for effective tracking of federal spending.

The FFATA Subaward Reporting System (FSRS) is the reporting tool where federal prime awardees (i.e. prime contractors and prime grants recipients) report subaward and executive compensation data on first-tier subcontracts. Prime contract awardees report against subcontracts awarded and prime grant awardees report against sub-grants awarded in amounts over \$25,000.

Contracts awarded by prime awardees are also monitored as part of a broader congressional mandate that requires all agencies to meet a goal of spending 23.2% of all their prime federal dollars by contracting with small business firms. However, subawards are reported on a rolling basis as awards are made.

Grants.gov and beta.SAM.gov are portals the government posts notices of opportunities in the form of solicitations. To be eligible to receive any of these federal dollars, an entity must be registered in SAM (System for Award Management formerly the Central Contractor Registration (CCR)).

USASpending.gov and the Federal Procurement Data System (FPDS-NG) are two official government sites where spending data can be downloaded, and a wide variety of users visit the site daily.

## The Problem with Siloed Data

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Today it is difficult to track multiple points in the federal spending lifecycle with so many different data sources to keep tabs on. **The sheer amount of disparate data created daily on top of existing data poses another huge burden for the general public to navigate. That is why it is called the Big Data problem.** For the government to provide a public portal that offers unified information from all the disparate sources where updates are made daily, is a huge undertaking. That is because the government is not in the business of making user applications that address the needs of the general public at large.

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For a commercial entity to undertake this painful task, **four critical areas will require attention:**



The portal must automate the integration and linking of disparate data.



It must readily translate information into usable knowledge for the general public.



It needs to be easy to use, accessible, and affordable for a broad audience.



Above all, do everything in real-time.

Big Data is relatively new, with a limited talent pool available that hold the specialized skills and experience necessary to meet these areas.

**Combining data-driven inputs from disparate sources to produce usable information is just the first piece of the puzzle. To create something universally acceptable, extensive research must be done on the selection of data sources to optimize quality.**

The derived knowledge structures from unifying data are clearly beneficial for contractors and agencies alike. For example, they can result in high level strategic understanding of how key relationships form between industry and government, and show interested parties on both sides how they can potentially guide constituents to the shortest path for conducting mutually beneficial business interactions.



# Data, Information & Knowledge

Why understanding these three pieces is crucial to utilizing federal spending data.

A clear distinction between knowledge, information and data is required. Information can be considered as data that has not been interpreted. Data, therefore, is the raw material that creates information. Knowledge may be described as information that has a use or purpose, but exists in the heads of people. Knowledge is therefore, information to which intent has been attached.

## Evolve Over Time for **Consistency & Accuracy**

Data quality management programs evolve over time to control consistency and reliability. **No shortcuts exist when accountability of information is required.**

Innovative applications are required to make federal spending data **more accessible at significantly lower costs.**

Siloed efforts in **many organizations suffer from impoverished platforms** and critical enabling technologies required for Big Data management to evolve successfully.

In the face of increasingly discontinuous environmental change, organizations seek knowledge, not data, for fast organizational adaptation, survival and competence.



# The Need for Knowledge in Decision-Making

Working towards a solution that simplifies and optimizes data analysis to create knowledge.

When information is needed, **a trusted, familiar source** must exist that can provide it reliably.

Searching at the very last minute for technical details to understand a particular solution, results in sifting through multiple websites, and turning pages wherever they can be found, with no end.

The traditional self-performed approach favored as a first step by many organizations is shortsighted at best. Public data may be free, but it does not translate into free knowledge.

Successful organizations account for **how much time they spend researching, piecing, and assembling information** in order to turn it into knowledge for efficient delivery of services.

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If that knowledge can be **easily accessed from one source by any organization**, it will enable managers to reach consensus faster. With consensus, execution of business strategy becomes easier, and eagerness to address the customer becomes higher. Providers of such knowledge are categorized as companies that provide “federal business intelligence”.

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# Federal Business Intelligence

The greatest value from an investment made by any organization in a market research tool comes from the reduced time it takes to arrive at quality decisions. Used over a period of time, the cost of such services pays for itself in the knowledge provided.



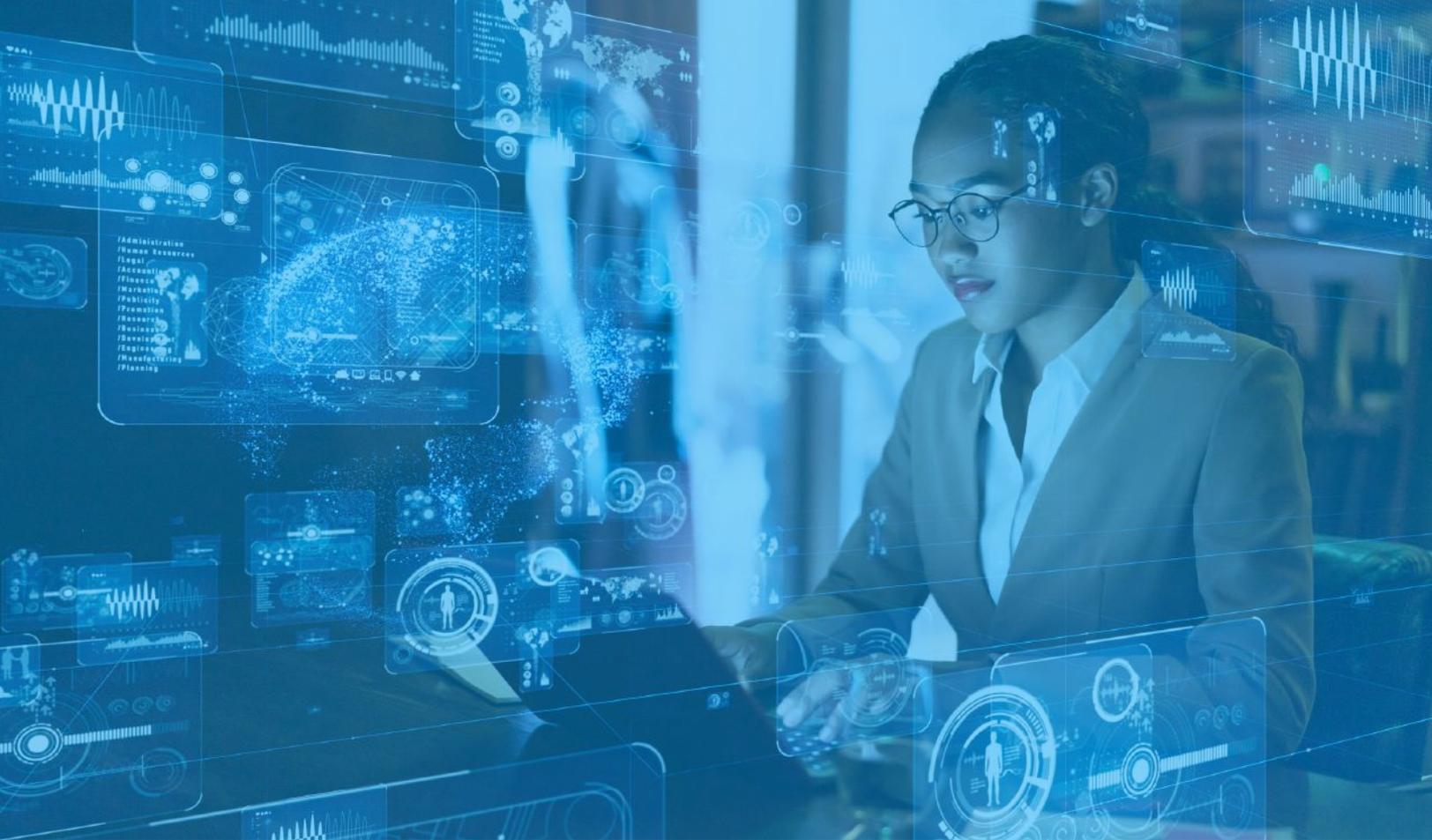
Market Intelligence allows you to view situations “downstream”, effectively reducing the lag that can cause you to play the usual catch up role with your peers.



Raising levels of market intelligence positions organizations to foresee changes and respond to them with greater ease and a higher degree of success.



Successful companies can account for how much time they spend researching, winning and servicing clients, and are able to do so quickly.



## The Benefits of Intelligence as a Service



Accessing an intelligence service offers lower upfront costs, more predictable ongoing costs, and the ability to get the latest technology more quickly than buying and implementing it in-house.



Building in-house specialized solutions to achieve reliable data aggregation requires skills that often underestimate the inherent difficulties associated with the task. This can easily distract an organization from serving its core mission.



Market research is a perfect “hotspot” in the federal sector for being offered as a SaaS solution due to its highly specialized nature and back-end complexity.

# Utilizing An Intelligence Service for Small Businesses

**Organizational dependence on dynamic information is at an all time high.** Through necessity, this kind of information needs to be procured from firms having successful models for delivering high quality dynamic information, with a proven track record over time.

Doing so allows organizations to adapt to changes without feeling stuck or being shackled by sunk costs in computer hardware and software, personnel and lost time. The heavy burden of owning a non-core business function can become a bottomless expense pit and can be devastating.

Without this burden, organizations can execute with greater ease, and reduce overall costs associated with acquiring key information.

## Small Business Contractors **Value Proposition**

### Competitive Intelligence

Companies can view profiles of other companies for competitive analysis or partnering purposes.

### Pipeline Visor

The service allows creation and download of a business pipeline report complete with details on the expected RFP date, incumbents performing on those contracts, original RFP documents, and more.

### Recompete Opportunities

Identify, track and get notified via alert with details of each task order being issued.

### Accelerate

Improve information availability to all organizations to help sustain innovative business models.

# Fedmine's Response to Lessen the Burden for the Government

## Key Trends

## Fedmine's Response

### Tighter Budgets for Agencies

- ✓ Create new opportunities to help agencies save money by providing visibility into government-wide spending on a daily basis in real-time.
- ✓ Meet demands for customized solutions quickly, on time, and within budget.
- ✓ Meet demands for simplification and greater transparency with sustainable alignment to agency missions.

### Strategic Sourcing

- ✓ Provide insights into workings of centralized procurement decision-making.
- ✓ Enable greater coordination between acquisitions staff at HQ for monitoring bureau spending at the contracting officer level.
- ✓ Develop better ways to conduct systematic analysis of spending patterns.
- ✓ Become a provider of strategic spending data, information and advice.

### Customers Need for Information, Not Data

- ✓ Visualize spending at all levels within an agency.
- ✓ Enhance institutional efficacy by providing FPDS-NG data in new ways to spur innovative processes to meet tomorrow's challenges.
- ✓ Meet demands of cross agency collaborative projects, by increasing choices in type of data & level of detail needed to achieve objectives.
- ✓ Enable greater compliance with acquisition policies, rules, and regulations.

### Changing Industry and Technology Trends

- ✓ Innovate continuously, with an eye toward providing strategic guidance using procurement data efficiently.
- ✓ Include the government as a stake-holder in leveraging the powerful data driven platform Fedmine has built in an effort to spawn new processes with new strategies.
- ✓ Provide greater visibility into emerging technologies that increase the value of data services provided, including services desired by agencies, and provide greater awareness of spending trends in real-time.

# Coming Full Circle

Fedmine's Big Data Solution

Companies who sell into the federal government, businesses that seek partnerships with those companies, and agencies that purchase from those firms all need access to the same underlying data. A single aggregated data source is needed to fulfill information needs the FedCircle® has at this time.

## Enter Fedmine

Fedmine is an advanced database driven web application that leverages the power of the Internet for aggregating public data through smart use of cutting edge technologies. Fedmine is also the first federal business intelligence tool capable of delivering the most current federal spending data on contract awards and business opportunities in the federal sector. Instant knowledge of opportunities can be extracted for any industry sector without waiting for an expert to do it for you.

From sophisticated users to novice users, unique implementation of web technology in Fedmine allows a broad user base to gain unprecedented insights into federal contracting and awards data through an easy point and click interface.

Federal government data sources are the only sources Fedmine aggregates from. This makes Fedmine the most complete and comprehensive federal one-stop database in government today.

## What is Fedmine?

Fedmine is a powerful Software As A Service (SaaS) provider that tracks federal spending on contracts and grants from the time budgets are created to the time a solicitation is released. This includes tracking any protests filed all the way to when funds are obligated for performance.

Contract and opportunity data from numerous government sources is seamlessly integrated and made available to users through a powerful and intuitive user interface.

## SaaS Market **Specialized Services**

Software as a Service options that deliver specialized domain specific information offer the most cost effective way to access information that changes daily. Any time spent internally gathering data for decision-making even from a single source equates to needless expenditure of energy.

Fedmine is the only premium web-based SaaS provider of reliable and authoritative federal spending data that is powered by a modern backend fully automated for aggregating data. In the way that information resides on the government server it came from, it resides in ours. We support public interest in their quest to achieve maximum value from using public data. **Here are some key facts and value drivers behind why we do what we do:**



Building a platform where users of any level of experience could gain access to the federal market and discover opportunities on their own is extremely important to individual success. Studies show that business decisions made with proper knowledge increases the acceptance of responsibility and chances of success.



Fedmine is **populated with data directly from government databases**, without any manual intervention. This automated data aggregation results in massive acceleration of relevant information into the hands of users.



Fedmine is **the largest real-time federal contract awards and opportunities database** on the Internet with a focus on maximizing relevancy of information for a wide variety of users in government and industry. Fedmine's robust capabilities are unmatched in the federal business intelligence industry.



# Fedmine Benefits

## Easy Access to Better Information

- ✓ Knowledge improvement, higher access to agency specific information.
- ✓ Better understanding of spending by everyone.

## Higher Productivity, More Collaboration

- ✓ Higher control on data quality, more pervasive transparency.
- ✓ Quicker completion of market research assignments, increases collaboration.
- ✓ Increased exchange of information between constituents.

## Reduced Costs With Less Time Wasted

- ✓ Identification of new ways to interpret data when collaborating with other departments.
- ✓ Better communication between finance and spending departments.
- ✓ Shortened time-to-decision to gain approval on programs.
- ✓ Administrative simplification with benefits achieved from outsourcing.
- ✓ Increase in number of high quality relationships with qualified contacts.

## Federal Spending Data **Made Easy**

- Prime Contracts tied to Subcontracts, to Solicitations, GAO Protests and OMB Exhibit 53 and 300 investments.
- KeyStats© provide dynamic information from Beta.SAM.gov & FPDS-NG, Grants.Gov and FAADS.
- Civil, Defense, Independent, and Legislative Agency spending with details nested for each departmental component.
- Small Business vs. Other Than Small Business Data.
- Socioeconomic Goals with and without SBA Exclusions.
- Full company profiles with awards data in comparative views, with drill down to contract details, and graphs.
- Horizontal / Vertical & Rotational analysis on key filters across the full reporting suite.

# We make federal contract data easy.

“Fedmine is an invaluable resource for easily and clearly doing federal market research for our small business clients, so they are focusing on the right agencies and opportunities. Fedmine also allows us to easily research forecasted opportunities, identify competitors and federal contacts.”

**Jane Dowgwillo, PTAC Statewide Manager,  
Florida SBDC Network Headquarters**



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