

Customer Case Study

NCI Information Systems, Inc.

Costpoint CRM and INPUT help IT industry leader find and win additional business

“Deltek’s Costpoint CRM software has improved our win rates, our forecast accuracy, and our business development effectiveness. The improvement in win rates, all by itself, means an additional \$4,000,000 in revenue for every one hundred \$1MM opportunities that we bid.”

» Joseph Dominguez,
Director of Business



Development
Operations, NCI

The Challenge

NCI Information Systems is a leading provider of information technology, logistics, engineering, and professional services and solutions. Employees at NCI pride themselves on knowing their customers and exceeding their expectations. The company’s five core strengths include providing high-end IT services and solutions; possessing a deep understanding of its customer’s missions; driving value through highly skilled employees and management team; demonstrating a proven ability to win business; and being a successful leader on prime contract vehicles. As a result, this 2,600-person organization with over 100 locations worldwide has maintained impressive organic growth rates of 10-15% each year.

As part of a long term growth plan, the business development (BD) team at NCI sought to replace their “home grown” opportunity management system with software that would better support the company’s sales processes, improve forecast accuracy and BD efficiency, and ultimately increase win rates. The right solution would enable NCI to address common government contracting challenges, including increased competition for contracts and shorter turn-around times for proposals and task orders. It would also support an existing, standardized BD process with automation and greater visibility into the pipeline.

“It felt like we were spending more time looking for data than meeting with our customers,” reported Joseph Dominguez, NCI’s Director of Business Development Operations. “We needed something smarter. And faster.”

The Solution

Based on a positive experience with both INPUT and Deltek Costpoint, plus Deltek’s reputation as a leader in business development, teaming, and task order management, NCI selected Deltek’s opportunity management and business capture solution, Costpoint CRM.

Costpoint CRM allows users to review and prioritize opportunities, create proposals and capture plans, and build collaborative business capture teams with a single business development knowledge base and repository. The software also supports and enforces the sales process and best practices.

Costpoint CRM provides time-saving features, such as proposal template automation – filled in with employee resumes and past performance information; capture plan automation – generated using a standard template, using information already contained within the opportunity, contact, and account records. INPUT, FedSources, and Centurion opportunity information can be quickly and easily imported into Costpoint CRM. Project related information from Costpoint can be

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imported as well, providing BD with a holistic view of the current, as well as potential value of each account. The software provides a comprehensive view of customer and account relationships (including the most profitable projects and clientele); ease of configuration; powerful reporting; and workflow.

The combination of financial information, research, and opportunity management was an attractive option. "Deltek combines industry leading research from INPUT with industry leading CRM software for opportunity, proposal, and customer relationship management," Dominguez said. "These elements are compelling by themselves. When you consider the added potential of supplier management, task order management, and contract data management, as well as the Costpoint offerings, Deltek is a winner every time."

The Benefit

Today, NCI's new business process is the picture of automation, accuracy, and efficiency. Opportunity information from INPUT and project status information from Costpoint provide the foundation for the CRM solution's automatic generation of internal reviews, past performance information, and reports. Sales are supported from opportunity to contract, and the software is easy to use. Additionally, NCI can better understand current customers and use that information to expand offerings to existing customers and attract new ones.

By their own calculations, NCI reports that Costpoint CRM has increased win rates from 39 to 43%, which translates into \$4,000,000 in revenue for every one hundred \$1MM opportunities that they bid.

Dominguez concluded: "As if improving win rates, forecast accuracy, and BD effectiveness weren't enough, Costpoint CRM has eliminated many time consuming business capture and contract data management activities, saving us hundreds of hours per year."

Deltek (Nasdaq: PROJ) is the leading global provider of enterprise software and information solutions for professional services firms, government contractors, and government agencies. For decades, we have delivered actionable insight that empowers our customers to unlock their business potential. Over 14,000 organizations and 1.8 million users in approximately 80 countries around the world rely on Deltek to research and identify opportunities, win new business, optimize resources, streamline operations, and deliver more profitable projects. Deltek – Know more. Do more.® deltek.com

About NCI Information Systems, Inc.

Overview: Headquartered in Reston, VA, NCI is a US-based provider of information technology (IT), engineering, logistics, and professional services and solutions to U.S. Federal Government agencies. The company was recently named to Forbes list of America's 25 Fastest-Growing Tech Companies for 2010 as well as FORTUNE Magazine's 2010 "100 Fastest-Growing Companies" list.

nciinc.com

The Deltek Advantage

The implementation of Deltek solutions has enabled NCI to:

- Improve win rates and BD effectiveness
- Standardize and automate business capture and contract processes
- Save time and improve business capture efficiency
- Better support the sales process
- Provide greater visibility into sales pipeline
- Increase the accuracy of data collected
- Quickly and easily adapt to complex and changing business needs