

By leveraging data analytics expertise through Small Business Innovation Research tools and domain expertise, ITA solves customers' problems with decisive, dynamic and valuable solutions.

### **Benefits of AOG IDIQ:**

- Small business credit when using SBIR NAICS code: 541715
- Flexibility to work with requirement owner on Performance Work Statement to better align mission needs and support the warfighter
- Sole source/direct award streamlining during the acquisition process
- Available for use by any federal agency
- Existing contract vehicle, ready to support customer requirements
- Wide range of data-enabled services provided: services, research, training and more

### **Diversity of Tasks on AOG:**

- Analysis
- Planning
- Training & Exercise Support
- Cyber Operations and Security
- Intelligence Analysis and Support
- Environmental Services, Analysis and Support
- Inventory Management and Support
- Maintenance & Repair Management Support
- Logistics Management and Support
- Programs and Financial Management Support
- Acquisition Management and Support
- Software Programming and Engineering Support

### **AOG Contacts:**

**Katelyn Melo Byrd**  
Chief of Enterprise Services  
kmbyrd@ita-intl.com

**Raul Sagun**  
Chief of Growth  
rsagun@ita-intl.com

### **IDIQ Objective**

Leverage professional, technical and support services to evaluate, tailor and apply an existing SBIR technology- Logistics Common Operational Picture (The Arena) framework to incorporate multiple data input systems into a high-level information decision support system. All federal agencies can leverage this contact vehicle.

### **The Arena**

ITA International's unique product, "The Arena", an integrated suite of data analytics tools developed from the ARENA process. Derived from Small Business Innovative Research (SBIR) program technology, the ARENA process starts with asking the right questions with the intent of fully understanding customers' needs and objectives to develop integrated and sophisticated solutions for complex challenges.

## All of Government (AOG) Frequently Asked Questions:

### What is the background on the contract?

ITA International was awarded a Small Business Innovation Research (SBIR) phase III, five-year \$99 million indefinite delivery/indefinite quantity contract by the U.S. General Services Administration (GSA) to implement data driven tools to enhance warfighting, training and decision-making for the U.S. Air Force, Department of Defense and other federal agencies.

### What type of work can be included under the contract? Is it only Data Analytics or can I include other services?

The contract will allow ITA to provide a variety of Data enabled professional services in addition to a wide range of data analytics including:

- Establish and sustain a training team, training processes, and training objectives built upon operational data
- Develop a common operational picture for managing operational requirements and continuous process improvement
- Employ advanced scientific and engineering principles towards the advancement of cyber operational capabilities of our clients
- Provide program management, training, analysis and mission support across all elements of environmental security to include examining threats posed by environmental events and trends to individuals, communities or nations

### How do I go about getting on contract (and how long does it take)?

Link your requirement to one of the 12 tasks on the IDIQ (see back page). Because this is a SBIR Phase 3 contract, we- the contractor are able to help link the two (Requirement and task on IDIQ) and help write the PWS. At this point we would do an introduction between the customer and GSA to get the contract/ task order process started. The process takes approximately 6 weeks.

### What makes your visualization/ data analytics approach better than those of other service providers?

ITA leverages domain expertise, robust methodology and technology within the ITA Data Solutions (ITADS) team along with subject matter expertise from the ITA Global Security (ITAGS) team. ITADS and ITAGS are able to employ technology within the ARENA process (Ask, Review, Evaluate, Navigate, Analyze) to operationalize data, enabling end-users to successfully manage situations and make informed decisions.

### What do I need to prepare to get the contracting process started?

- Draft a Performance Work Statement (PWS) that outlines the customers' requirements. Given this is a SBIR Phase III, ITA can assist the government in preparing the PWS
- Prepare an Independent Government Cost Estimate (IGCE)
- Establish an Interagency agreement with GSA, if it doesn't already exist
- Finally, the customer must identify funding to the IGCE level

### Can I get small business credit for using this contract?

- This contract vehicle leverages the investments made by the Government through the SBIR program
- You can potentially get small business credit if there is access to the proper NAICS Code

### Do I have to buy Arena Tool Kit?

No, Arena Tool Kit is not a software package or license. Arena Tool Kit is the technology underpinning the tools we develop using COTS software

### Is the tool/technology proprietary?

ITA owns the Arena Tool Kit technology developed under the SBIR program which has been further extended by other customers

### Is there a fee associated with using the contract?

Yes, GSA charges a fee of up to 4% driven by the size and scope of the contract

### Can other companies other than ITA do work on the contract?

Yes, there is no subcontracting limitations or workshare requirements

### Any restrictions on type of funding that can be used?

Any type of funding can be used except for funding specifically set aside for SBIR Phase I/II

WWW.ITA-INTL.COM  
700 Tech Center Parkway  
Suite 2022  
Newport News, VA 23606

