

# LAUNCHING THE GTPAC COMMUNITY

Atlanta Government Contracting Day  
May 21, 2019



# EMPOWERING ORGANIZATIONS THROUGH DATA



The Simple VUE is a consulting services company that helps businesses fully exploit the power of data for actionable business insights. Specializing in Business Intelligence, Data Analytics, and Visualization, we empower our clients to discover new opportunities and transform how they conduct business.

**Our mission is simple:** Help companies and organizations improve their business outcomes through the use of data, analytics, and technology.

## Objectives:



**Empower Data-driven decision-making.**

Deliver powerful solutions that transform data into decisions and ideas into action



**Reduce Time-to-Insight.**

Create solutions that intuitively display relevant analytics and reduce the time-to-insight



**Make complex data simple.**

Focus on design, training, and support during implementation to ensure utility and adoption

# OUR SERVICES



## Data Analytics

Accelerate time-to-insight by using data solutions and visualizations designed to answer the most pressing business questions



## Business Intelligence

Rapidly deploy BI solutions that meet the specific needs of anyone and everyone who works with data across the enterprise



## IT Program Management

Drive high priority projects to successful completion using agile and highly collaborative PMO services that improve project and portfolio performance



## Web Development

Execute full-cycle web and mobile development projects from strategy, concept, design, development, to maintenance



# INTRODUCING THE GTPAC COMMUNITY

*gtpac*



# IMAGINE IF GTPAC CLIENTS COULD...

*...connect and collaborate with each other at any time, derive more value from GTPAC workshops, seminars, and other support activities, and play a role in helping others reach success in government contracting...*



# GTPAC COMMUNITY



Based on feedback, GTPAC clients were looking for a way to connect with other clients so they could find help from others in similar industries or offering similar products/services, and potentially find teaming partners



GTPAC had an idea...



What if they could create a **dedicated online community** for GTPAC clients and counselors to ***connect, communicate, and collaborate...***

Provides clients with a forum where challenges can be discussed, and solutions can be found

Allows clients to showcase their products/services, and company capabilities

And identify potential teaming partners in the pursuit of new opportunities



# INTRODUCING THE GTPAC COMMUNITY PLATFORM



Please click the image above to play the video

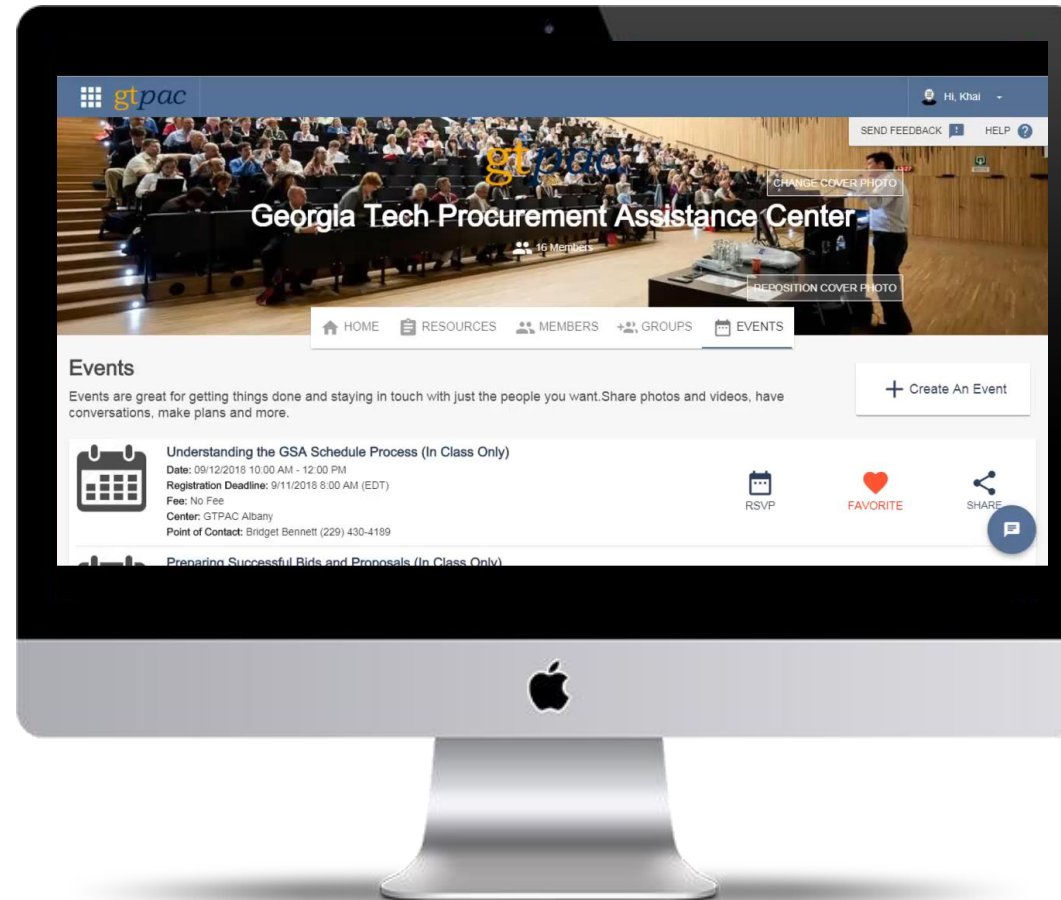
# GTPAC COMMUNITY

*The GTPAC Community is a dedicated online platform for GTPAC Clients to communicate, collaborate, and win government opportunities*

## Access:

Streamlines the process of finding important information by providing a centralized platform for resources, events and workshops, and other useful content

- Access to GTPAC Counselors
- Access to Resources
- Access to Upcoming Events & Workshops



## Collaboration:

Facilitates collaboration between GTPAC clients by providing tools to help find and communicate with the person or company that they're searching for.

- Member Directory
- In-App Messaging Platform (1-to-1 or group messaging)
- Groups
- Activity Timeline
- File Sharing



# GEORGIA DEFENSE EXCHANGE (GDX):



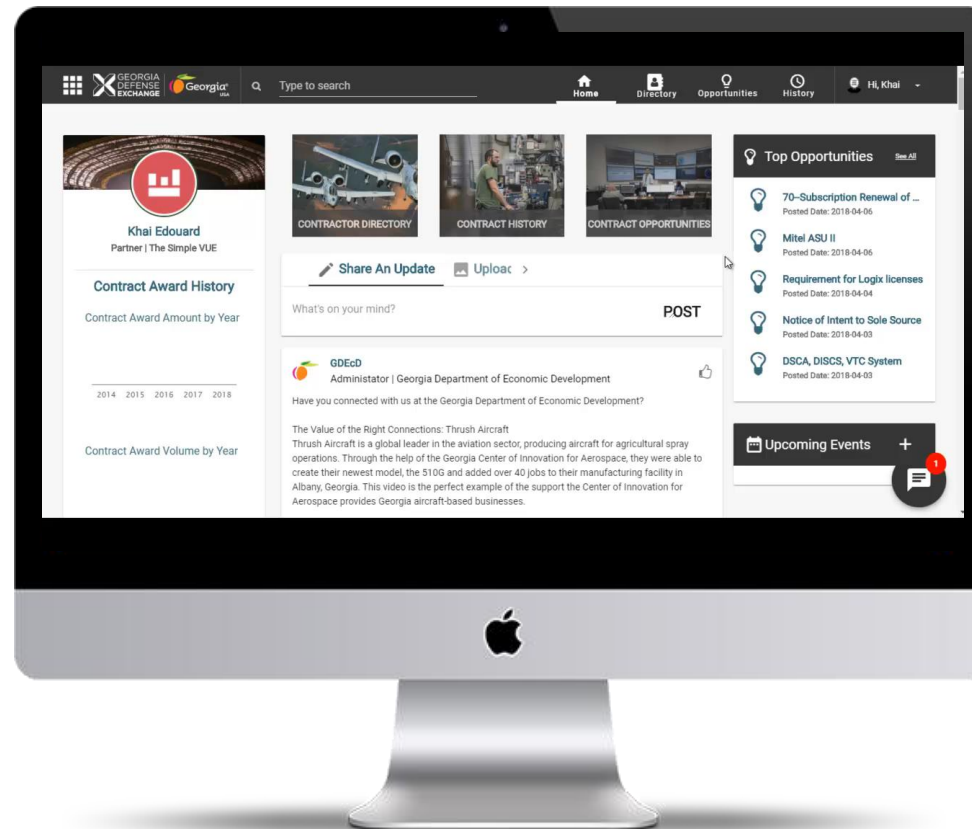
GEORGIA  
DEFENSE  
EXCHANGE



Georgia®  
USA

# THE GEORGIA DEFENSE EXCHANGE (GDX)

*GDX is an interactive business development platform designed to assist Georgia businesses in finding new opportunities in government contracting, specifically with the Department of Defense.*



**Our vision:** Connect the community of State organizations and government contractors through a web-based business development platform

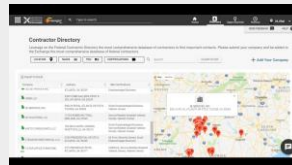


# BUSINESS COLLABORATION PLATFORM – GDX IS YOUR ONE STOP SHOP FOR YOUR NEXT DEFENSE CONTRACT

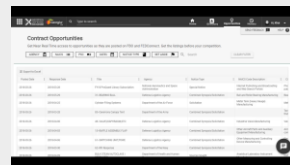


## BUSINESS-TO-BUSINESS COLLABORATION TOOLS

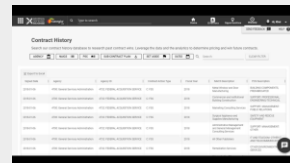
### Directory



### Opportunities

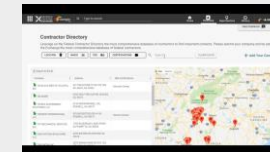


### History



## COMMUNITY ENGAGEMENT & COMMUNICATION

### Message Platform



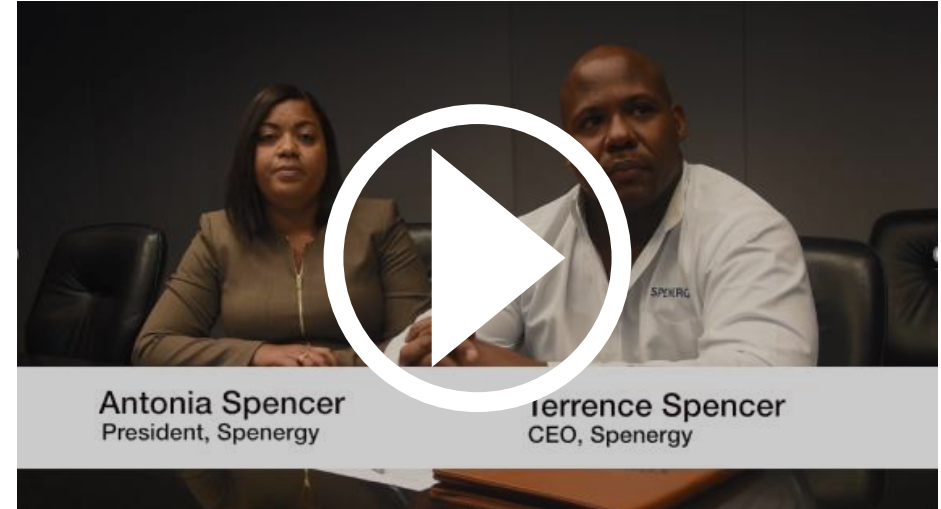
### News & Resources



# SPENERGY – LEVERAGED GDX TO GROW THEIR BUSINESS BY OVER \$400K IN DEFENSE CONTRACTS

- **Background:** Spenergy, LLC. is a marketer of premium grade lubricants, oils, greases, specialty chemicals and high performance fluids through a wide array of packaging types including bulk delivery and other related logistics solutions.
- **Problem:** Terence Spencer, Chief Executive Officer of Spenergy, was struggling with the amount of time it took to find contract opportunities that fit his business.
- **Solution:** Looking to grow their contracting business, Terence Spencer, attended the SOAR in 2017 hosted by the Georgia Department of Economic Development where he attended a presentation about the Georgia Defense Exchange
- **Impact:** Since finding out about GDX at SOAR in April 2017, Terence has used the platform to win over 10 Federal contracts which amounted to over \$400,000 in revenue for his business.
  - GDX has helped Terence to streamline the process of finding contract opportunities that are posted on multiple procurement sites, to conduct market research on previous awards, and to analyze the competition in his industry.

SPENERGY

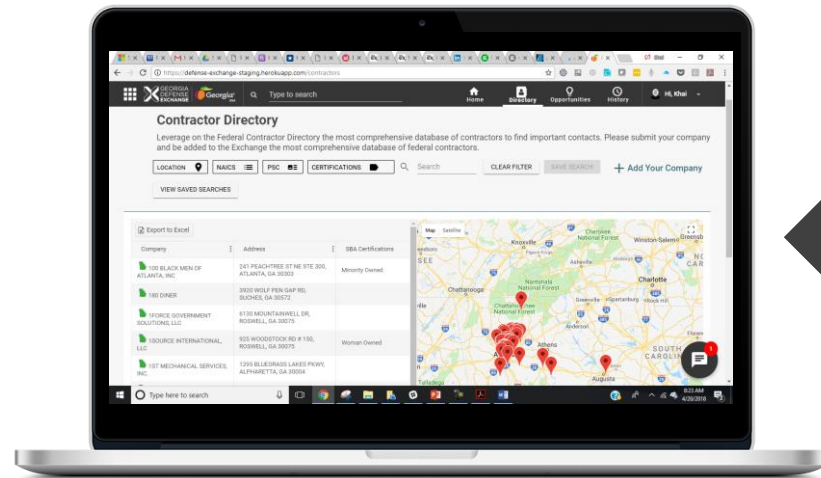


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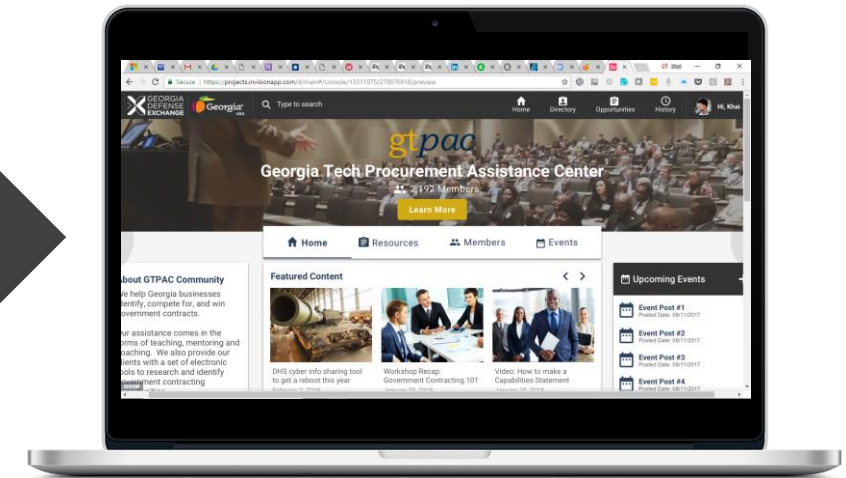
# GDX + GTPAC COMMUNITY

## Georgia Defense Exchange



[GDX.Georgia.org](http://GDX.Georgia.org)

## GTPAC Community



[Community.gtpac.org](http://Community.gtpac.org)



# Thank you!

Questions?



To access the Georgia Defense Exchange, Please visit  
**GDX.Georgia.org**

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To access the GTPAC Community,  
please contact your GTPAC Counselor  
or visit **Community.GTPAC.org**



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