



Opportunity Assessment NOW™

Opportunity Assessment NOW™ (OAN) is a bid management tool designed for federal contractors pursuing government work. Through a series of weighted questions, this Business Development product analyzes opportunities in a company’s pipeline and ranks them according to: probability of win, RFP date, estimated value, and estimated bid & proposal (B&P) expense. OAN integrates with Centurion’s Business Intelligence NOW™ (biNOW) product so tracked opportunities can easily be assessed by clients. Additionally, OAN allows users to custom-build opportunities which can then be assessed and incorporated into their company’s pipeline. All assessment results can be exported directly from Centurion’s website as well as shared through an internal messaging system to members within a company.

Assessment Types: OAN includes three assessment types from which to choose when beginning an assessment: Lowest Price Technically Acceptable (LPTA), Best Value (BV), and Highest Management/Technical (HMT) within a predefined price range. Each assessment type holds varying weights which are in accordance with current federal marketplace dynamics.

10 Factors That Influence Winning:

MANAGEMENT/TECHNICAL

1. Understanding the Problem
2. Customer Relationship
3. Competitive Landscape
4. Teaming
5. Management Approach
6. Technical Approach

COST

7. Cost Dynamics
8. Customer Dynamics
9. Source Selection
10. Your Company Dynamics

Color Score Bar: OAN uses three colors (green/yellow/red) to easily identify strengths and weaknesses within the 10 Factors That Influence Winning. Moreover, when opportunities are stacked against each other in a pipeline, trends of a company’s capture process are made visible. Two overall scores are part of the color score bar which indicate a probability of win: one score for Management/Technical and one score for Cost. With colors and scores being associated with opportunities in a pipeline, subjective bidding decisions can be eliminated. OAN provides a forced discipline for analyzing opportunities, and it brings objectivity into the equation for bid/no-bid decisions.

OAN Reports: Individual Assessment Report (IAR), Assessment Scoring History Report (ASH), Competitive Assessment Report (CAR), Questions & Answers Report (Q&A), Pipeline Ranking Report (PRR), Resource Optimization Report (ROR), and History/Baseline Report (HBR).