

**AUTHORIZED FEDERAL SUPPLY SERVICE
MANAGEMENT, ORGANIZATION AND
BUSINESS IMPROVEMENT SERVICE (MOBIS)**



Taratec Corporation
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FSC Group: 874; FSC Class 8742

Contract Number: GS-10F-0345K

**Period Covered by Contract:
August 15, 2000 through August 14, 2005**

**General Services Administration
Federal Supply Service**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is:



<http://www.fss.gsa.gov>

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>

Customer Information

1. Awarded Special Item Numbers:

SIN 874-1	Consulting Services	(page 3)
SIN 874-3	Survey Services	(page 5)
SIN 874-6	Privatization Support Services & Documentation (A76)	(page 6)

2. Maximum Order: \$1,000,000.00

3. Minimum Order \$100.00

4. Geographic coverage(delivery area): Worldwide

5. Point of production: same as contractor's address

6. Discount from list prices or statement of net price: Prices shown herein are net.

7. Quantity discounts: N/A

8. Prompt payment terms: Net 30 days

9. Government purchase cards accepted: none

10. Foreign terms: N/A

11. Time of delivery: To be negotiated with the ordering agency on each task order.

12. F.O.B. points: To be negotiated with the ordering agency on each task order.

13. Ordering Address:

Taratec Corporation
Attn: Ms. Paula Dunnigan
1251 Dublin Road
Columbus, OH 43215

14. Payment Address:

Taratec Corporation
Attn: Controller
1251 Dublin Road
Columbus, OH 43215

15. Warranty provision: N/A

16. Export packing charges: N/A

17. Terms and conditions of Government purchase card acceptance: N/A

18. Additional Ordering Information:

DUNS Number – 18-5661154

Taxpayer Identification Number 31-1178566

Central Contractor Registered

Business Size - Small

TARATEC CORPORATION
ORGANIZATIONAL QUALIFICATIONS -- MOBIS
CONSULTING SERVICES (SIN 874-1)

Taratec Corporation (Taratec) provides agency clients with a wide range of consulting services enabling them to objectively understand their organization's current performance, to consider the best strategic options for achieving their goals and objectives, and to create a new vision and strategic direction within the agency. Taratec specializes in assignments that require a combination of technical and engineering expertise with business planning capabilities. Our staff consists of experts in the technical and business aspects of energy, manufacturing, materials and processes, information technology, and biotechnology.

- ◆ ***Organizational Assessments:*** Taratec is experienced in helping agencies to restructure their management teams to improve delivery of technology-based products and services. We use several proprietary assessment tools to identify areas in current operations that could be improved. These tools focus on information collected within the agency and on performance data that reside within the agency's information systems. In addition, Taratec conducts external performance assessments through controlled, real world tests that compare the agency's performance with that of similar organizations in the private sector. The data from these diagnostic tools are used to focus attention on organizational and operational issues that require attention and allow the agency to benefit from Taratec's private sector experience.

- ◆ ***Technology Mapping:*** Agencies sometimes develop new technologies that they wish to introduce to the private sector, but which may not be sufficiently developed for commercial introduction. Taratec will identify which industries will be interested in the technology because it solves a technical problem, adds technical capabilities, or provides a cost advantage. We help the agency to understand the competitive advantages and vulnerabilities of its new technology. Based on this analysis, we identify how the technology or service can be converted into a robust product or program that will be attractive to potential customers, and we identify and prioritize the market opportunities.

- ◆ ***Market Evaluation:*** When an agency considers bringing a technology-based product or service to market or analyzes policies to promote technology commercialization, it may be faced with a gap in its ability to market to the private sector. Taratec provides the needed technology marketing expertise to the agency, starting with sizing and evaluating the market (or the potential market) for the proposed product or service. The Taratec staff, with its combination of business and technical backgrounds, interviews end users and gains their confidence because we speak the language of the industry. This enables us to gather intelligence needed to predict adoption curves and understand product features that will be desired by future customers if the product is to be successful in the market. We identify likely sources of competition from other technologies and suppliers. Defining the window

of opportunity for the product in specific market niches is key information that we incorporate into the agency's strategic plan.

- ◆ ***Benchmarking:*** Taratec uses its knowledge and contacts with foreign technology organizations to provide U.S. agencies with information on Best-in-World practices. The parameters used in these studies include program content, staffing levels, funding sources, and results achieved, and are tailored to meet specific agency needs. A second type of benchmarking done by Taratec involves the evaluation of a technology-based project or operation and incorporates parameters such as productivity, bidding practices and procedures, cost structure, quality issues, staffing levels, equipment, operational practices, and customer response. Because of Taratec's understanding of organizational, operational, and manufacturing processes, our metrics can be used as targets to improve performance.
- ◆ ***Identification of Strategic Options:*** Technology-focused agencies that are seeking new approaches to meeting their goals utilize Taratec's individualized approach to projects and value our creative thinking combined with sound judgement. Taratec's senior staff has extensive business and policy experience that is reflected in the range and quality of the strategic options that are identified and evaluated. Our team is highly skilled in structuring alliances and consortia for both profit and non-profit ventures. At a practical level, the team has the breadth of experience to recommend funding strategies and can identify potential partner organizations whose interests are aligned with those of the agency.
- ◆ ***Strategic Plan Development:*** Taratec develops innovative, sophisticated, and operational plans based upon realistic business, technical, and policy experience supported by extensive customized research. Strategic plan development at Taratec is always done under the direction of a senior staff member and is reviewed by the senior staff team. This ensures that the strategic plan has been rigorously examined and optimized and that risks and vulnerabilities have been identified, quantified, and mitigated to the extent possible before presentation to the agency.
- ◆ ***Implementation Assistance:*** Taratec has demonstrated its ability to help technology-oriented agencies to translate organizational goals into specialized strategies that include organizational options, financing, and capitalization. Taratec is capable of providing a full range of implementation assistance to its clients. We encourage agencies to implement those portions of the strategic plan that are within their capabilities, and we stand ready to assist them when needed with coaching, mentorship, discrete assignments, or turn-key implementation.

SURVEY SERVICES (SIN 874-3)

When considering launching a new service or offering a new product, agencies frequently require primary research to discover how the intended offering is likely to be received by its intended customer. Taratec offers the agency the ability to reach its customer base and to test new offerings with or without revealing its identity. Taratec can provide a full range of survey instruments including telephone or face-to-face interviews and mail, fax, e-mail, or Web-based formats. We specialize in reaching industrial and technology-focused audiences and have surveyed technology-based organizations and government agencies throughout the world.

- ◆ **Survey Design:** Taratec works closely with the agency to identify the specific information that is needed and the most productive approach for reaching the target audience. We make extensive use of databases from both the client and commercial sources and segment them to select the most representative cohorts for querying.
- ◆ **Survey Instrument Development:** In the development of the survey instrument, Taratec uses a combination of open and closed-ended questions. Quantitative data is obtained in a fashion that permits the development of adoption curves or pricing sensitivity curves. Frequently, clients will request a pre-survey that identifies the program or product options that are most attractive to the intended audience through a small number of interviews. The full survey then tests the response of a much larger audience to the options that emerged as the most attractive in the pre-survey. In addition to pre-surveys that are used to refine content, Taratec also provides pre-testing of the survey instrument to evaluate deliverability, clarity, and recipient understanding and cooperation.
- ◆ **Data Collection:** Taratec collects data in written, oral, and electronic formats. Target response level goals are set to ensure the desired level of statistical significance based upon the size of the sample. Follow-up contacts are made in a prearranged plan to reach the response level goals that ensure reliable results.
- ◆ **Survey Database Administration:** Taratec staff construct database models using *Microsoft Access*, *Excel*, and additional software. Depending upon the size of the survey, data can be entered manually or electronically.
- ◆ **Data Analysis:** Taratec staff members are skilled at data analysis and interpretation. They excel at identifying unique preferences of individual segments of the target customer base. This allows the client to decide if several variations of the proposed product or service are needed to optimize the business plan.
- ◆ **Data Utilization:** Data from the survey are presented in standard formats such as graphs, tables, and charts. Taratec also offers Geographic Information System (GIS) mapping capabilities to facilitate the identification of geographically dependent trends and preferences.

PRIVATIZATION SUPPORT SERVICES AND DOCUMENTATION (SIN 874-6)

Taratec Corporation provides specialized services to government facilities seeking to use their assets to develop commercial business as part of the A-76 process. Taratec assesses industrial equipment and services and creates marketing strategies to build and expand the current business base of the facility. Taratec finds new customers for the output from foundry, heat treating, machining, testing, finishing, and chemical manufacturing assets, and develops business plans and models for the new operation. Taratec focuses its A-76 services to our area of expertise in manufacturing.

- ◆ ***Evaluation of Assets:*** Taratec maintains contact with a large network of technical experts who have extensive industry experience and can assess the equipment, staff, and capabilities at a manufacturing facility. These assessments are designed to identify competitive advantages upon which a marketing strategy can be built.
- ◆ ***Benchmarking:*** Taratec conducts process benchmarking analyses and compares the operation of the agency facility to its commercial counterparts. The results of this analysis are useful in setting improvement goals and directing investment decisions.
- ◆ ***Technology Mapping:*** Taratec staff members identify market niches that require the precise capabilities offered by the agency's facility. Potential customers are filtered to eliminate those that do not meet the customer specifications that are compatible with the facility's competencies and strategic plans. For instance, the facility can request to see only market opportunities where potential customers are currently experiencing capacity constraints, shortages, long lead times, etc.
- ◆ ***Identification of Target Customers:*** Within the target market niches, Taratec uses secondary sources to identify prospective customers, makes telephone contacts at an operational and/or purchasing level, and gauges the level of interest. Because Taratec staff members have industrial backgrounds, they are able to engage in very specific discussions about the facility's capabilities and to gain the confidence of the contact. This frequently leads to invitations to visit and discuss the opportunity in more detail if there are mutual interests.
- ◆ ***Creation of a Marketing Plan:*** Because of the extensive customer qualification process that Taratec uses, its marketing plans are very specific. They contain names and contact information to allow entry at the most appropriate place in the potential customer organization. The facility is also given information about the customer's application and level of interest in doing business with the facility. If appropriate, Taratec will also propose a structure for the facility's marketing organization and will identify useful partnerships or alliances.

- ◆ ***Implementation of the Marketing Plan:*** Taratec will provide the level of support desired by the facility in executing the marketing plan. This may range from providing marketing literature, to training facility personnel how to market, bid, and quote, to engaging Taratec to actually make the marketing calls and handling the negotiations. Business practices associated with commercial business differ significantly from government business practices, and Taratec can help organizations and individuals to understand and implement the changes required.

- ◆ ***“Red Team” Review:*** Taratec will review the facility’s strategic plan or other business plans related to diversification prior to their submission and provide an analysis that covers the areas of technology assets, market assessment, economic feasibility, financial performance, human resource requirements, and likely operational issues. Taratec will work with the facility personnel to develop alternate approaches in areas where gaps or potential problems are identified.

Ordering Information for Management, Organizational and Business Improvement Services (MOBIS)

Purpose of Federal Supply Schedule MOBIS:

Taratec's MOBIS schedule can assist Federal agencies in fulfilling requirements that may need a fast turn-around with competition requirements having been met (FAR 6.102 (d)(3)) with a selection of leading management experts.

Taratec's services can be ordered under the following Special Item Numbers (SINs):

Consulting Services 874-1,
Survey Services 874-3, and
Privatization Support Services & Documentation (A76) 874-6

How to Place an Order:

Once your agency determines that an outside source is needed, please note the following:

- Orders under \$2500, select the vendor most suitable to your needs and award may be made to the contractor directly.
- Orders over \$2500, develop a Statement of Work (SoW), review three price lists and determine the best value, place an order with the contractor offering the best value.