

Customer Case Study

IntellecTechs

IntellecTechs Uses GovWin IQ to Build Relationships and Bolster Sales

IntellecTechs is an 8(a), woman-owned, service-disabled veteran-owned provider of information technology services and government systems integration. The company uses GovWin IQ to fuel their government business by developing the right procurement relationships, leveraging timely information on upcoming opportunities, and ultimately, winning more government business.



containing government
business opportunities in
advance of FBO posting



every day with GovWin



of contract wins attributed
to GovWin



GovWin IQ Powers the IntellecTechs Growth Strategy

As a small business that holds 8(a) status, IntellecTechs operates with an aggressive growth strategy. The company had a five-year outlook goal of achieving 100% growth by 2018 – a goal that they achieved. According to company president Mike Harris, IntellecTechs is ready to continue the development of its government contracting business.

“We have a strategic plan for the next five years,” said Harris. “Part of that is looking at how we want to ‘move up the value chain’ as we grow the company.”

To do this, the company selected their target agencies for the five-year plan. And to get the information they need to pursue new business with those agencies, they turn to GovWin. By reviewing the budgeting information

provided by GovWin analysts, IntellecTechs can identify how much agencies are forecasted to spend in categories matching their own key capabilities.

IntellecTechs also leverages the market intelligence found within the GovWin IQ platform to build the relationships they need to expand their government business. “An important part of our strategy is making sure we use the intel from GovWin to get that,” Harris said. “Whether it’s finding a partner to work with, the agency to work with, or a person to work with.”

“We’ve had dozens of wins in the last year. In more than half of those cases, GovWin delivered us a competitive advantage that helped us to be successful.”

-MIKE HARRIS
PRESIDENT, INTELLECTECHS



GovWin Contributes to More than 50% of Government Contracting Wins

IntellecTechs has scored many opportunities in the government contracting arena in the past year, and GovWin helped make many of those happen.

“We’ve had dozens of wins. In more than half of those cases, GovWin delivered us a competitive advantage that helped us to be successful.” said Harris.

One specific instance of IntellecTechs winning a deal they might not otherwise have

won came in the summer of 2018, from the Army’s Joint Personal Effects Depot. The contract that the company won was not a set-aside, said Harris, but IntellecTechs was able to win the bid as a small business, in large part due to the information that he and his team obtained from GovWin.

By providing unrivaled government contracting data, and supplementing that with a team of expert researchers, GovWin has the resources for IntellecTechs to thrive and win more business with the government.

“We’re exceeding expectations based upon where we have been and where we would

like to go, in terms of new wins and new work,” Harris said. “A lot of that is because of what GovWin provided us in terms of data, information, and resources.”

IntellecTechs Gets Budgets, Timely Analysis, and Procurement Info in One Place

IntellecTechs uses the market intelligence it receives from the GovWin IQ platform in a variety of ways. There are three important aspects of GovWin IQ that contribute directly to the company’s growth:

“I think the wonderful thing about GovWin is (related to) industry days and information. If you wait until FBO, the timeline in which you learn about that is much, much shorter. But because you have analysts who are out there probing and getting requests, we see that information a little bit earlier.”

-MIKE HARRIS, PRESIDENT, INTELLECTECHS



- **Forecast and budget information.** Harris said this information is important because it lets him know where he needs to place his focus for the next couple of years based upon on who's spending the most – and GovWin has that information for nearly every government agency.
- **Alerts and analysis.** Whether an opportunity is three years away or ready to recompete, Harris said he gets that information quickly: “Without a doubt, having been a user for over 10 years, my favorite part is my market and opportunity alerts. It keeps you relevant and prepared for future opportunities that are going to be released.” In addition, he receives analyst support, including changes to the scope of work or set aside category, on hundreds of valuable opportunities.
- **Market intelligence.** GovWin brings all the elements that are out there publicly and in the federal procurement system into a “one stop shop,” Harris said, and he can then easily share that information with his teammates to develop and execute their capture plan.

Having this information readily accessible in one place makes it easier for Harris to use his time more effectively. “The fact that GovWin gives me an opportunity to reduce the amount of time I spend on an important function so that I can do other things that are important to the company, is very valuable.”

ABOUT INTELLECTECHS

IntellecTechs is a professional software developer and managed IT services company. They are an 8(a) certified, woman-owned, service-disabled veteran-owned small business located in Virginia Beach, VA. IntellecTechs works both in the private sector and as a government contractor, doing business with the Army, Air Force, Marine Corps, VA, DoD, NASA, and the EPA. The company prides themselves on providing unparalleled human performance technology expertise, systems engineering, software and training development, web and information technology.

intellectechs.com

“Deltek has made it so (GovWin is) very user friendly, it’s informative and it allows you to be resourceful in terms of managing your opportunities.”

-MIKE HARRIS, PRESIDENT, INTELLECTECHS

