

28 April 2016

PREPARED FOR

Pacific North West Defense Coalition (PNDC) **Government Contracting** Conference

PREPARED BY

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Hyper-Compliance – Demonstrating Total RFP Compliance



The RFP Requirements Program & Proposal Find Allocate Scope Track Verify The Proposal Products

Everything Traces From the RFP to Our Proposal

General Considerations



- There are a lot of names for it but we call it a Shred
 - Proposal cross reference matrix
 - Proposal compliance matrix
 - A shred goes way beyond your standard matrix
- No, we do not recommend using a tool
 - Read and understand what the RFP is telling you
 - Manually shredding forces you to read and understand all RFP and programmatic requirements
- We do recommend using a database software tool
 - Ability to link and sort is critical for the shred to be useful
 - Also enables easier updates and configuration control
- Always include the shred in the proposal submission
 - Even if they don't ask for it
 - Never had one rejected by the PCO and sent back
 - You can elect to tailor the submittal as you see fit

The More Complex the RFP, the More You Need the Shred

RFP Requirement Types



- Proposal Requirements
 - Usually in Section L with others scattered through RFP
 - Section M tells us what and how they evaluate
- Technical Requirements
 - Performance and interface specifications
 - Sometimes also appears in SOW, SOO and other RFP documents
- Delivery Requirements
 - End item deliveries in Section B and Section F
 - Data item deliveries in CDRL and associated DIDs
- Work Requirements
 - SOW (Section C), Sections D & E
 - Scattered through RFP
- Contract Requirements
 - Special Contract Requirements (Section H)
 - Standard Clauses (Section I)

Things Line Up In A Perfect World



Contract Proposal **Technical** Delivery Work Reqts Reqts Reqts Reqts Reqts **Proposal DOORS** IMP/IMS No Volumes / Database / IMS **Exceptions** & Cost System Spec **Outlines**

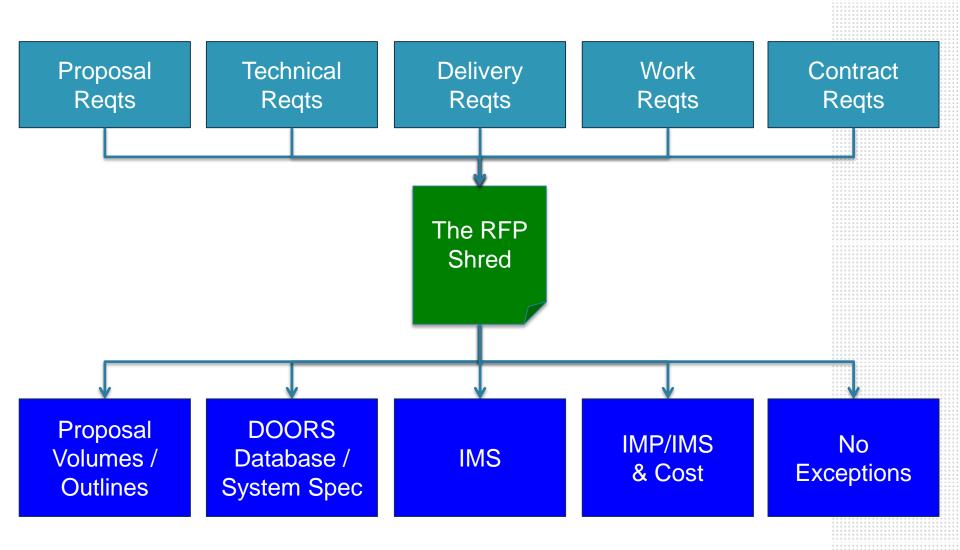
But Things Never Completely Line Up



- The SOW contains things that are specifications
 - "The unit shall be designed to provide space for..."
- The Spec contains things that are work related
 - "The contractor shall provide training to…"
- Section L contains things that are related to schedule
 - "The offeror shall describe how at PDR they meet..."
- The CDRL contains things that are related to the proposal
 - "Initial delivery due at proposal submission…"
- Section H contains things that are work related
 - "The contract shall submit…"
- Section M could differ from Section L

Detailed RFP Document Shred Builds The Linkage Between RFP & Proposal





Categorize The "Type" of Each Shred Entry



- Info = information provided to the offeror,
 - No action required on our part
- Prop = proposal related
 - There must be a link to a proposal volume, section, page
- Spec = Specification related
 - These items should be folded into our system spec
 - Even if we do not provide a system spec we still show traceability
- Task = work related
 - This needs to be added to IMP/IMS/SOW as required
 - Traceability provides confidence we address every work requirement
- Govt or Cust = action to be performed by the customer
 - We may owe them something before they can respond
 - Sometimes the action is contingent and may never happen

Important for Analysis and Assignment to Responsible Owner

A Section L Shred



	Shred	d ID#	Type		Home
	RFP Se	ection	RFP text, copied with phrases separated into individual requirements		
/			Offeror(s) Competitive Acquisitions (FAR Provision 52.215-1, ALT I) contained in Section L of the solicitation,	\	1.
L-003	L.1		shall be submitted in the format and quantities set forth below.	Prop	Vol 1-8
L-004	L.1		All information necessary for the review and evaluation of a proposal is to be contained in the proposal volumes set forth below.	Prop	Vol 1-8
L-005	L.1		Section M of the solicitation sets forth the evaluation criteria and delineates the Factors, SubFactors, and elements to be evaluated and their relative order of importance.	Info	
L-006	L.1		The Offerors proposal, as required by this section, shall be evaluated as set forth in Section M of this solicitation.	Info	
L-007	L.1		The Government will not assume the Offeror possesses any capability, understanding, or commitment not specified in its proposal.	Info	
L-008	L.1		It is an Offerors responsibility to submit a well-written proposal, with adequately detailed information,	Prop	Vol 1-8
L-009	L.1		which clearly demonstrates an understanding of and the ability to comply with the solicitation requirements to allow for a meaningful evaluation.	Prop	Vol 1-8
L-010	L.1		The Government does not assume the duty to search for data to cure problems it finds in proposals.	Info	
L-011	L.1.1	1	The Offeror's proposal shall be submitted in eight separate volumes as set forth below.	Prop	Vol 1-8
L-012	L.1.1	1	Some parts of the RFP contain page recommendations.	Info	
L-013	L.1.1	1	These recommendations based upon the use of standard 8.5 x 11 paper with a minimum font size of 10 point and with a minimum of 1 inch margins.	Prop	Inspect

Key Sec L Shred Outputs – E.G. T&C Special Requirements



Finding a Home For Special Requirements

ID	Sec.	Sub.	Par.	Text	Type	Sec
BI-013	A.2.0		Propos	al as Firm Offer to Contract		
BI-014	A.2.0			Bidder is requested to submit a proposal for the Widget program, in writing, which is directly responsive to the terms, conditions, specifications, clauses and other requirements of the RFP.	Prop	T&C Encl 1
BI-015	A.2.0			The proposal shall include pricing to cover all requirements of the RFP and state that it will be valid for the time period specified in the RFP.	Prop	T&C Encl 1
BI-037	A.9.0		Compli	ance with Export Laws and Regulations		
BI-038	A.9.0			As part of Seller's response, Seller shall state:	Prop	T&C Encl 3
BI-039	A.9.0			Whether it is a foreign corporation, or	Prop	T&C Encl 3
BI-040	A.9.0			Whether it is a Representative of a Foreign Interest (RFI), and	Prop	T&C Encl 3
BI-041	A.9.0			Seller shall notify Customer in writing of any change in status from its solicitation response.	Prop	T&C Encl 3
BI-042	A.10.0		Foreign	Sources		
BI-043	A.10.0			Bidder is required to provide Customer with a listing of any foreign goods or services that will be incorporated into the items quoted.	Prop	T&C Encl 4
BI-044	A.10.0			Such listing should reflect the foreign supplier's name, full address, and country of origin, description of the goods or services, and approximate value.	Prop	T&C Encl 4
BI-045	A.10.0			This data will be used for the purposes of claiming credit for offshore procurement and for planning/administration of duty free entry, if available.	Prop	T&C Encl 4
BI-046	A.11.0		Foreign	Content Report		
BI-047	A.11.0			If Bidder intends to receive a bid from, or subcontract with, a foreign firm, in connection with this procurement;	Prop	T&C Encl 5
BI-048	A.11.0			Bidder shall provide the following information to Customer for each such subcontract valued at \$50,000 or greater:	Prop	T&C Encl 5
BI-056	A.11.0			This Foreign Content Report shall be included with Seller's proposal and a copy forwarded along with your bid.	Prop	T&C Encl 5
BI-057	A.12.0		Reques	et for Proposal Response/Compliance Matrix		
BI-058	A.12.0			The Bidder shall submit a baseline proposal responding to the requirements set forth herein, in accordance with the complete RFP documentation package.	Prop	All
BI-059	A.12.0			The Compliance Summary Matrix is required to be submitted with your proposal for all	Prop	T&C Encl 6
BI-060	A.12.0			Terms and Conditions,	Prop	T&C Encl 6
BI-061	A.12.0			SSOW,	Prop	T&C Encl 6
BI-062	A.12.0			SDRL and	Prop	T&C Encl 6
BI-066	A.13.0		Alterna	te Proposals & Baseline Scope Adjustment Quantification		
BI-068	A.13.0			However, Customer recognizes that since the Bidder's system critical technology elements (CTE) must be Technology Readiness Level (TRL) 6 by Widget PDR (see detail TRL requirements section elsewhere herein),	Prop	T&C Encl 7
BI-069	A.13.0			the Bidder may elect to offer a slightly less-completely compliant solution.	Prop	T&C Encl 7
BI-070	A.13.0			If the Bidder chooses to offer an off-the-shelf variant that is deemed by the Bidder to meet the general intent, but not all of the RFP.	Prop	T&C Encl 7
BI-071	A.13.0			the Compliance Summary Matrix and all other requirements of this solicitation shall be provided and	Prop	T&C Encl 7
BI-072	A.13.0			accompanied by substantiation together with a computation describing the projected schedule improvements, cost savings, and other benefits that would result by acceptance of the proposed off-the-shelf variant system.	Prop	T&C Encl 7
				Shell validit system.		

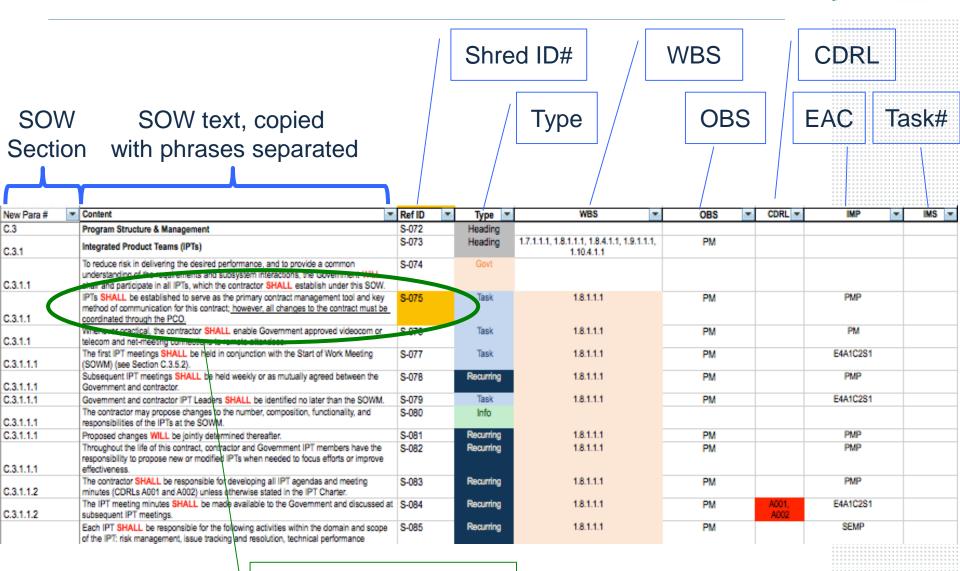
SOW Shreds Need Special Types for Each Contract Task



- Discrete = a discrete component of work that starts and stops
 - All tasks need to be in the IMS
 - Seeing a complete mapping provides confidence in our schedule
- Recurring = a repetitive task performed at standard intervals
 - We establish recurring tasks once in IMS
 - Usually described in a process or plan too
- Ad Hoc = a task that is triggered by an occurrence
 - Never show in the IMS since they have not been triggered
 - Definitely need a process or plan to describe how it's done
- Work in progress also uses special types
 - Mtg = a meeting is required
 - Prod = some kind of product is required to be turned in

SOW Shred Showing Work In Progress





Key SOW Shred Outputs – E.G. Tasks Requiring Meetings

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New Para #	▼ Content	▼ Ref II	D 🔻	Type 🖪	r WBS	▼ OBS ▼	CDRL ▼	IMP	V	IMS	-γ
C.3.1.2.3.1.2	and present it for comment at the first SEIT meeting.	S-111		Task	1.7.1.1.1	SEIT		E4A1C2S1		Mtg	
C.3.5.2	The contractor SHALL participate in a SOWM, in accordance with TACOM Provision 52.204-4001 Start of Work Meeting, at or near the contractor facility.	S-280	0	Task	1.8.3.1.1	PM		E4A1C1S1		Mtg	
C.3.5.3	The contractor SHALL conduct bi-annual PMRs, beginning with the first quarter after contract award.	S-286	6	Recurring	1.8.3.1.1	PM		E4A6C1S2		Mtg	١
C.3.5.4	The contractor SHALL lead a Provisioning Guidance Conference at its facility no later the 45 days after contract award.		2	Task	1.10.4.5.1	ILS		ILS72		Mtg	
C.3.5.5	The contractor SHALL conduct a TM Guidance Conference at its facility to discuss with the Government any issues the contractor is facing with TM development.			Task	1.10.4.3.1	ILS		ILS73		Mtg	
C.3.5.6.2	The Government TRRs for Developmental Test (DT) testing are anticipated to be held within seven to twenty-one calendar days prior to start of testing and WILL assess both contractor's and the Governments test readiness.	S-302	2	Task	1.8.5.1.1	Integration/Test		E9A4C3S1 E9A5C7S1 E9A6C8S1		Mtg	
C.3.5.6.2	The Government pre-TRRs for Operational Test (OT) testing are anticipated to be held months, two months and two days prior to start of Limited User Test (LUT) testing.	S-303	3	Govt		Integration/Test		E9A4C3S1 E9A5C7S1 E9A6C8S1		Mtg	
C.3.5.7	The contractor SHALL host manufacturing cost estimate meetings with Government Business Management and Cost Team representatives to review the contractor's manufacturing cost estimates, methodologies and source data, 14 calendar days prior the Manufacturing Cost Estimate Report submittal (CDRL A003).	S-312 o	2	Task	1.8.4.1.4	Bus Mgt	A003	E5A2C7S2		Mtg	
	The contractor and the Government SHALL conduct a post contract award conference (see Section C.3.5.12) to include a discussion of the contractor's standard CSDR proce that satisfies the guidelines contained in the DoD 5000.04-M-1, CSDR Manual, the requirements in the Government-approved CSDR Contract Plan (Attachment 0009), and the CSDR Contract RDT (Attachment 0080).	ss	4	Task	1.8.4.1.7	Bus Mgt		E4A6C1S2		Mtg	
C.3.5.8											
C.3.5.9	The contractor SHALL attend and participate in monthly Government-contractor teleconferences that WILL be conducted to analyze the contractors progress to date.	S-316		Recurring	1.8.4.1.3	Bus Mgt		E4A2C1S1		Mtg	
C.3.5.10.1	The IBR SHALL take place at the contractors facility within 180 calendar days of contra award.			Task	1.8.4.1.1	Bus Mgt		E4A6C1S1		Mtg	
C.3.5.11	For planning purposes, the meeting is anticipated to be a one day event in Washington, D.C.			Info		PM		PM82		Mtg	
C.3.5.12	A post contract award conference to be held with the SOWM WILL include a discussion the contractor's standard CSDR process that satisfies the guidelines contained in the D 5000.04-M-1, CSDR Manual, and the requirements in the Government-approved Contract CSDR plan, Government-approved Program CSDR Plan, DD Form 2794, and related program and contract RDTs.	oD	1	Task	1.8.3.1.1	PM		E4A1C1S1		Mtg	
C.5.1.1	The contractor SHALL conduct a System Requirements Review (SRR), a Preliminary Design Review (PDR), a Critical Design Review (CDR), an Interim Design Review (IDR TRRs, a Functional Configuration Audit (FCA), a System Verification Review (SVR), a Physical Configuration Audit (PCA), and a Production Readiness Review (PRR) in accordance with the IMP (Attachment 0075).	S-478	8	Task	1.8.3.1.1	PM		E5A3C1S1, E6A3C1S1, E7A3C1S1, FCA1, SVR1, PRR1		Mtg	
	LW. Leader Copyrig C.			WWW.	CORTACGROUP.COM	877.216.171	7 13				

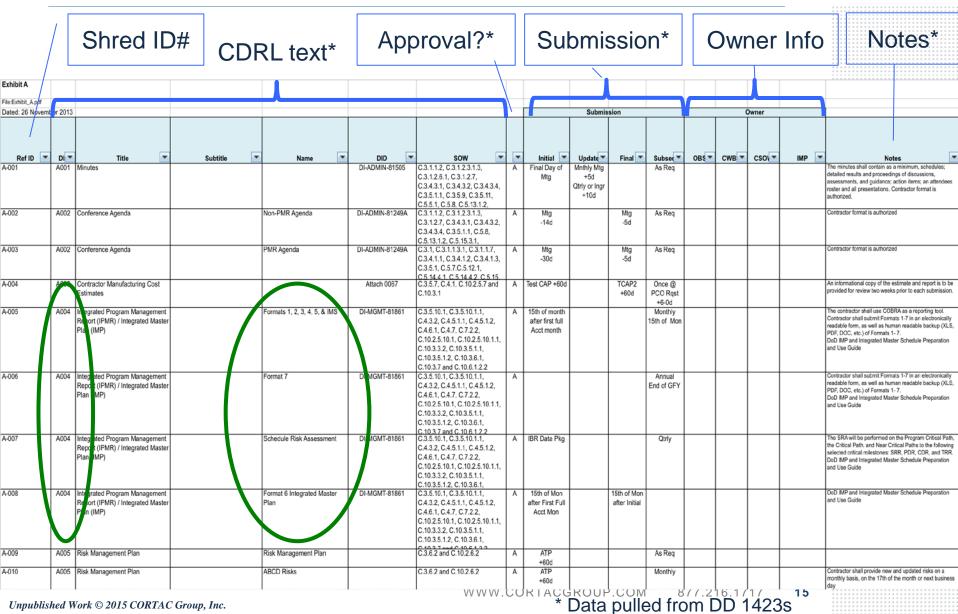
Condense the Long CDRL Into a Shred



- Create a one stop database for all CDRL items
- Capture all key info for quick reference
 - Main title and subtitle
 - DID
 - SOW
 - Approval code
 - Key deliveries
- Add ownership info
 - IPT
 - WBS
 - IMP
 - IMS
- Tag to proposal topics as necessary

A Work In Progress CDRL Shred





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Key CDRL Shred Outputs – E.G. The First 100 Days



					/	/ Ty	/pe	,	
Exhibit	A								
File: 00b	ExhibitA.p	df							
Dated:	21 March				/		Submission	on	
Ref ID	DI#	Title	Subtitle	Name	Туре	Initial	Update	Final	Subseq
A-011	A006	Contractor Accounting Calendar		The state of the s	Document	SOWM			
A-018	A013	CONTRACT WORK BREAKDOWN STRUCTURE (WBS)			Document	15th of Mon after First Full Acct Mon			As Req
A-020	A015	Bill Of Materials (BOM)			Document	SOWM		EOC +60d	CCDR +30d
A-021	B001	As Built Configuration List (ABCL)	Indentured Bill Of Materials (IBOM)/As Built Configuration List (ABCL)	EMD	Document	PDR -15d & PDR +30d	Changes +7d	EOC +60d	Reviews -15d; & +30d
A-024	B003	System Segment Specification			Document	SOWM	Reviews - 30d		
A-025	B004	Scientific and Technical Reports	Specification Tree (ST) and Drawing Tree		Document	PDR -30d	Reviews - 30d		
A-026	B005	System Architecture Description Document (SADD)			Document	ATP+30d	PDR -30d	SVR/PRR -30d	Reviews
A-027	B006	Vulnerability Analysis Data Package			Document	SOWM	CDR -30d	IDR -30d	
A-030	B009	Technical Report	VICTORY Compliance Test Report	Component List	Document	PDR -30d	CDR -30d		Each Review -30d
A-035	B013	Vehicle Network Configuration Package			Document	PDR			As Req at Each Tech Review
A-046	B023	Software Design Description (SDD)			Document	Draft @ SW PDR -45d		SW CDR +45d	
A-051	B028	Software Requirement Specification (SRS)			Document	Draft @ SW PDR -45d		SW CDR +45d	As Req
A-052	B029	Interface Requirement Specification (IRS)		Tactical Software	Document	Draft @ SW PDR -45d		SW CDR +45d	As Req
A-054	B030	Interface Design Description (IDD)		Tactical Software	Document	Draft @ SW PDR -45d		SW CDR +45d	As Req
A-089	B058	Drawings/Models and Associated Lists		EMD Technical Data Package	Document	ATP +45d	Reviews - 15d	EOC -60d	ECP Approval +7d
A-104	B068	Integrated System Architecture Model (ISAM)			Document	ATP +30d	PDR -30d	SVR/PRR -30d	Tech Reviews
A-106	C002	LRU Qualification Matrix			Document	ATP +30d			As Req
A-110	C006	LRU Failure Modes Effects & Criticality Analysis (FMECA)			Document	ATP +60d			
A-115	C011	Final Inspection Record (FIR)			Document	ATP +90d			As Req
A-009	A005	Risk Management Plan		Risk Management Plan	Plan	ATP +60d			As Req
A-023	B002	System Engineering Management Plan (SEMP)			Plan	?	At Each Review		PRR -30d
A-033	B011	Load Plan			Plan	PDR -30d			Each Tech Review
A-038	B016	Electromagnetic Environmental Effects (E3)		E3 Control Plan	Plan	ATP			
A-040	B017	Nuclear Survivability Program Plan			Plan	SOWM +30d			As Req
A-042	B019	Contractors System MANPRINT Management Plan	System MANPRINT Management Plan		Plan	PDR	CDR	TRR	
A-045	B022	Software Development Plan (SDP)			Plan	Draft @ SOWM +45d	SW PDR +45d	SW CDR +45d	As Req
A-049	B026	Software Reliability Program Plan (SRPP)			Plan	Draft @ SW PDR -45d		SW CDR +45d	
A-050	B027	Software Configuration Management Plan (SCMP)			Plan	Draft @ SOWM +45d		SW CDR +45d	As Req

					1			
A-058	B032	Software Test Plan (STP)		Tactical Software	Plan	SW PDR -45d	SW TRR -45d	
A-068	B038	Scientific and Technical Reports	Subcontractor Management		Plan	SW PDR	SW CDR	As Req
A-070	B040	Obsolescence Management Plan	Control Plan (SMCP)		Plan	-45d ATP +60d	-45d	Monthly
								17th
N-071	B041	Scientific and Technical Reports	Manufacturing Plan		Plan	PAC +180d		
-077	B047	System Safety Program Plan (SSPP)			Plan	ATP +30d		Annually
-083	B054	Cross Domain Implementation			Plan	SW PDR -45d	EOC -9m	As Req
-084	B055	Operations Security (OPSEC)			Plan	ATP +90d		As Req
-085	B056	Program Protection Implementation Plan (PPIP)			Plan	ATP +90d		As Req
-086	B056	Program Protection Implementation Plan (PPIP)		Anti-Tamper Protection Plan If CT is Identified	Plan	PDR -10d	CDR -60d	
\-111	C007	Lead (Pb) Free Control Plan			Plan	ATP +60d		As Reg
N-112	C008	Reliability and Maintainability (RAM) Program Plan			Plan	ATP +60d		Annually
N-116	D001	Management Plan	Integrated Logistics Support Management Plan		Plan	ATP +30d		As Req
N-005	A004	Integrated Program Management Report (IPMR) / Integrated Master Plan (IMP)		Formats 1, 2, 3, 4, 5, & IMS	Report	Month after first full Acct Mon		Monthly 15th of Mon
-007	A004	Integrated Program Management Report (IPMR) / Integrated Master Plan (IMP)		Schedule Risk Assessment	Report	IBR Data Pkg		Qtrly
-008	A004	Integrated Program Management Report (IPMR) / Integrated Master Plan (IMP)		Format 6 Integrated Master Plan	Report	15th of Mon after First Full Acct Mon	15th of Mon after Initial	
N-010	A005	Risk Management Plan		AMPV Risks	Report	ATP +60d		Monthly
A-015	A010	Contractor Business Data Report (DD Form 1921-3)	Contractor Cost Data Reporting (CCDR)		Report	<atp +60d</atp 		Annual Ktr FY +60d
N-016	A011	Software Resources Data Report: Initial Developer Report and Data Dictionary	Software Resources Data Reporting (SRDR)		Report	ATP		
N-019	A014	CONTRACT FUNDS STATUS REPORT (CFSR)			Report	17th of Mon after First Full Acct Mon	EOC	17th of Mon after Acct Mon
A-032	B010	Mass Properties Control and Management Process (MPCMP) Report			Report	PDR		Each Review
N-034	B012	Subsystem Design Analysis Report			Report	PDR		As Req at Each Tech Review
N-041	B018	Co-site Interference and Antenna Optimization Report			Report	PDR		As Req at Each Tech Review
N-082	B053	Vehicle Health Management System (VHMS) Report			Report	PDR	ATP +180d	EOC -30d
-092	B060	CONFIGURATION STATUS ACCOUNTING INFORMATION (CSAR)		EMD	Report	End of Qtr +15d	EOC -30d	Quarterly +15d
N-101	B065	GFM Reporting			Report	ATP +30d		As Req
A-103	B067	Scientific and Technical Reports	Software Architecture (SA)		Report	SW PDR -45d	SW CDR	As Req
		1		1	1		-45d	

54 CDRLs Due Within First 100 Days

How Far Do We Go With The Shred?



- As far as you need to demonstrate complete compliance
 - If you find a requirement anywhere, put it in the shred
 - You can ignore preamble or discussions, but capture the requirements
 - Better to have a large list than to miss one
- The shred is a tool to drive towards hyper-compliance
 - Use it to illustrate what has to be done
 - Use it to check compliance
 - A dedicated team at color reviews can help
- The shred is a living document
 - Requires good up front organization
 - Aids in the thorough understanding of all RFP documents
 - Add features you need to properly manage the specific proposal
 - Maintain and review throughout the proposal development
 - But don't become a slave to the task



Questions or comments may be sent to: Jonathan.Scofield@cortacgroup.com

Thank you for your time.