



COMPANY OVERVIEW

WE CARE ABOUT PEOPLE, PERFORMANCE AND RESULTS FOR OUR CUSTOMERS. IN EVERYTHING WE DO, WE ARE COMMITTED TO INDUSTRY LEADING SOLUTIONS AND ARE PASSIONATE ABOUT THE BUSINESS OF GOVERNMENT.

Prepared for:
General Distribution

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About Us



Appsential is a management and IT consulting firm and customer-focused partner to the Government – delivering the full suite of Oracle Enterprise Systems Development & Operations.

Company Profile

Small Business under \$27.5M size standard.
Headquartered in Germantown, MD
\$20M+ Revenue Supporting Federal Civilian

People

Multi-disciplinary team of highly educated solution experts recognized as the best in our disciplines. Many former Oracle employees.

90% + employees retention rate ensuring program stability and institutional knowledge

Commitment to Quality and Continuous Improvement



Performance & Results

9 years of performance with DOE on the iManage O&M program. Won 100% of all re-competes.

Attained / maintained yearly clean audit opinion, and met new OMB directives via digital management

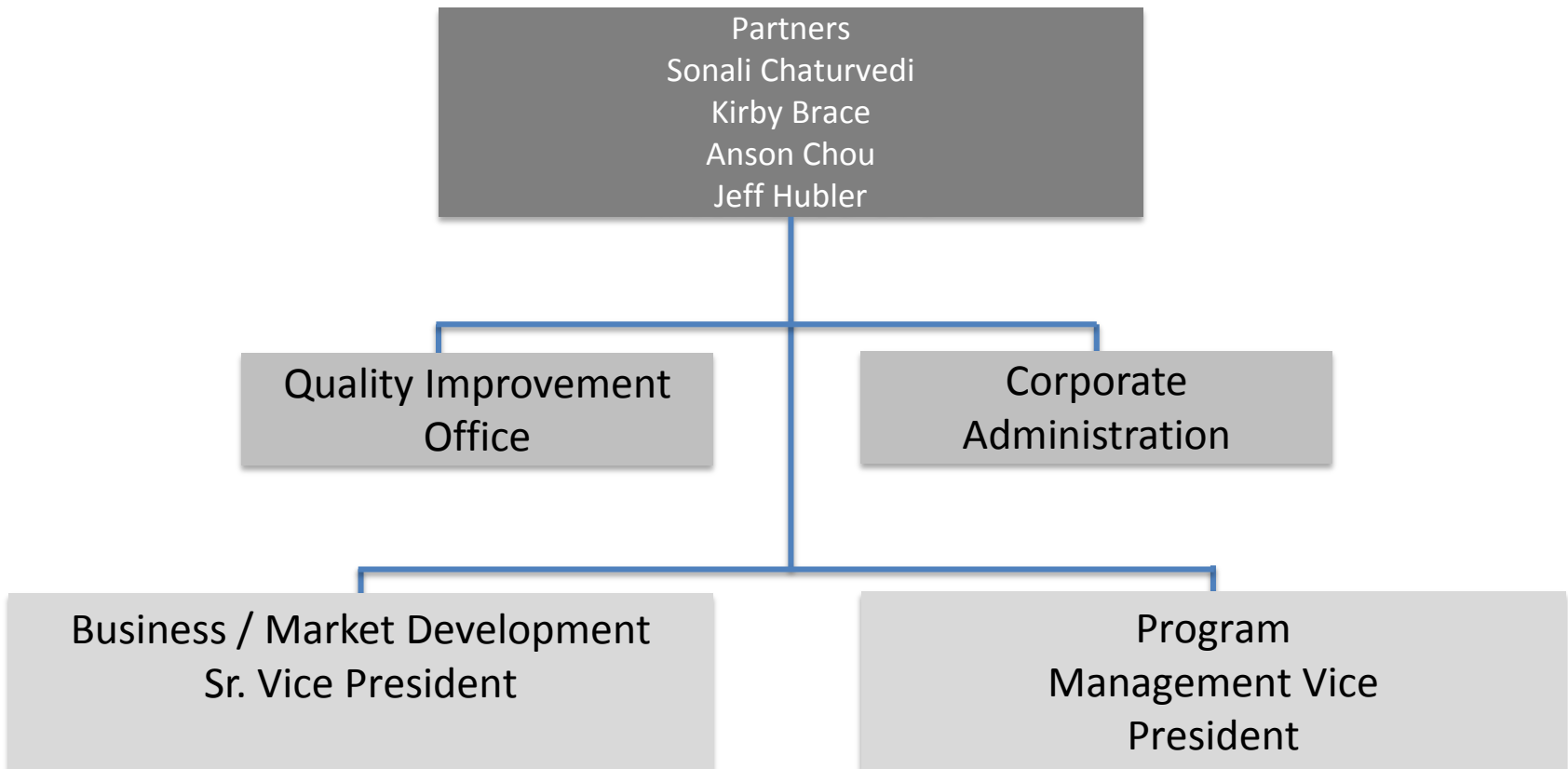
EPAT recognized by the GAO for success in oversight and visibility into the financials of Defense Programs

Leadership Team



Leaders who care.

Appsential is guided by a dynamic group of thought leaders in management and technology, including some of the most respected names in their fields.



Our People



Appsential carefully selects professionals who share passion and intensity in their work. We do not hire for the task, we hire for the health of the company and of our clients mission.

- Program Managers
- Project Managers
- Developers
- Application Programmers
- Change Managers
- Database Administrators
- Test Managers
- Database Managers
- Data Warehouse Programmers
- Subject Matter Experts
- Helpdesk Specialists
- Business Systems Analysts

Education Level



Years of Experience



Who we are & What we do



Appsential is unique as a Small Business in its ability to offer client value through multi-year full sustenance support across all of an agency's key back-office and mission critical systems.



Practice Area

Enterprise Portfolio Management



Appsential has experience implementing Oracle PPM to 1) capture PM information, 2) conduct portfolio analysis, 3) track financial activity and 4) maintain resource management status. Our PPM solutions provide a consistent framework to ensure your programs and resource investments support today's business goals and realities.

We can help you create a strong link between business priorities and projects throughout a program lifecycle.

Centralizing resource and project tracking & reporting to enable real-time business intelligence on project status

Optimizing resource utilization based on availability, skill, and role needs and project future capacity needs

Assuring projects are delivered on time and within budget by leveraging state-of-the-art technology

DRIVER → Visibility and Accountability

Oracle PPM solutions centralize resource and project tracking/reporting enabling real-time business intelligence on the status of project activity and business results.

BENEFIT

DRIVER → Strategy Execution and Alignment

Oracle PPM solutions ensure project activity and resource investments support business goals and objectives by linking business priorities and project work during the project ideation, selection, and delivery phases.

BENEFIT

DRIVER → Resource and Capacity Optimization

Oracle PPM solutions optimize resource utilization based on availability, skill and role needs and ensure future capacity needs are accurately projected.

BENEFIT

DRIVER → Project Team Productivity

Oracle PPM solutions ensure projects are delivered on time and within budget by leveraging state-of-the-art user-interface technology and concepts, easy-to-use project scheduling/tracking tools, and team collaboration capabilities including mobile and social PPM.

BENEFIT

Practice Area

Business Intelligence & Predictive Analytics



Appsential's goal and approach are simple - to help you explore and visualize data to find answers and share knowledge. Our solutions allow you to deliver a unified view of data across disparate systems, applications, and geographically dispersed groups.

Appsential offers a proven approach to identifying and translating your stream of data into concise, actionable insights.

Using our proven accelerators, Appsential can create a customized Business Intelligence and Predictive Analytics Program:

- **Leveraging Federal Government Financial and Procurement KPIs**
- **Integrating Data from Oracle E-Business suite**
- **Transforming Data from Compusearch PRISM**
- **Creating a Master Data Management (MDM) & Data Governance Framework**
- **Establishing a Financial Analytics Framework**

DRIVER → Enable Data Stewardship

Ensure policies and controls are in place to prevent fraudulent transactions, and accepted accounting practices are implemented in accordance with the requirements of regulators

BENEFIT

DRIVER → Implement Mission Strategic Vision

Analyze business performance and advise leadership on how strategic objectives can be achieved because BI reflects key performance metrics and help build the plans and budgets that represent the future business performance

BENEFIT

DRIVER → Increase Relevance of Enterprise Data

Business Intelligent and Predictive Analytics increase the relevance of enterprise data, in addition well defined and executed Analytics strategy increase the participation of functional managers

BENEFIT

DRIVER → Insight for Making Decision

Provide insights for decision-making by correlating data from different systems and different data points that are aligned with business defined metrics

BENEFIT

Practice Area

Enterprise Financial Management



Appsential helps organizations automate, centralize, and standardize financial processes to reduce costs and manage risks. With proven experience supporting resource and financial system management and accounting operations - Appsential delivers critical visibility into key financial processes.

Our resource and financial system management professionals have real-world experience across the ORACLE EBS suite, and can help you address:

- **federal budgeting, accounting, and financial practices**
- **budget formulation, justification, allocation, and tracking methods**
- **resolving / implementing audit findings**
- **gap analysis of federal government requirements**

Features

Oracle E-Business / Federal Financials GL, AR, AP, PO, FV, FA, Project Accounting

Accelerated Solutions for R12, GTAS, and inter-agency & PRISM integration.

Benefits

Reduced financial data reconciliation and period closing efforts, and increased visibility into program cost data that enable CFO decision making.

Practice Area

Enterprise Acquisition Management



Appsential acquisition management professionals support financial system management and accounting operations in Government organizations, bringing real-world experience and understanding of the complexities of government acquisition.

We can help you improve your acquisition and grant processes using the Oracle E-Business suite and Compusearch-PRISM COTS solutions.

Integrating acquisition and grant systems with your financial and Federal Procurement Data Systems

- ***grants management***
- ***source to contract implementation***
- ***procure to pay implementation***
- ***supplier network management***
- ***strategic sourcing and category management***

Features

Automating Contract Life-Cycle Management in Federal Government

Optimizing all Procurement processes – Grants, Acquisition and Contracts

Benefits

FAR/DFARS compliant documentation

Reduced Time to Contract

Assured accountability and transparency

iManage**Application Operations, Administration & Maintenance Support****Department of Energy, CFOs Office****Contract: DE-DT0000453, Value to Date: \$59M, POP: 9/15/2009 – 4/26/2014**

Supporting a budget of \$37 Billion and over 17,000 employees, the CFOs office had a need for an integrated approach to enterprise-wide financial, acquisition, business intelligence, and portfolio management and supporting applications. As the O&M prime contractor for their iManage systems, we provide:

- Business process support
- Guidance on modernization of their data-warehouse (IDW), accounting (STARS) and procurement (STRIPES) systems
- Refinement of the Planning, Programming and Budget Execution (PPBE) process
- Deployment and operation of a business intelligence solution, and
- Deployment and operation of a centralized portal (IPortal) – resulting in greater transparency, data facilitated decision making, and a more connected workforce.

Relevant Past Performance



Enterprise Portfolio Analysis Tool (EPAT)

Department of Energy (DOE) NNSA

Contract: DE-DT0001307, Value to Date: \$3,592,210, POP: On-going

The National Nuclear Security Administration (NNSA) had a need to integrate the management of their large, complex, and diverse portfolio of mission programs and projects. As the prime contractor, Appsential developed a framework for planning, programming, budgeting, and evaluation (PPBE)

- giving senior leadership a basis for justifying activities, formulating & defending the budget, planning/analyzing budget scenarios, and identifying cross program linkages and dependencies. Appsential leverages Oracle's Primavera Portfolio Management (OPPM) to manage a federated approach - successfully integrating OPPM with DOE's datawarehouse and BI platform for data analysis, reporting, and dashboards.



"...<GAO> recently observed progress on NNSA's development of an **Enterprise Portfolio Analysis Tool (EPAT)** that should give NNSA greater insight into its sites' cost reporting...<and> help NNSA obtain the basic data it needs to make informed management decisions, determine return on investment, and identify opportunities for cost saving."

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GAO-12-473T
GAO-12-806



Doing Business With Appsential



Appsential LLC was established in 2005 and is certified by the US Small Business Administration as a small business firm. and is registered in the Government's System for Award Management (SAM) as domestic owned.

As a CMMI level 3 organization, Appsential leverages deep knowledge of P/PM, ITIL, CMMI, and ISO standards to develop and enforce common processes across large programs and projects and lead multiple cross functional & technical teams with a focus on service excellence and continuous improvement.

Primary NAICS Codes and Size Standard

NAICS Code	Name	Exception	Size
541511	Custom Computer Programming Services		\$25.5M
541512	Computer Systems Design Services		\$25.5M
541513	Computer facilities Management Services		\$25.5M
541519	Other Computer Related Services	1	\$25.5M
541519	Information Technology Value Added Resellers	2	150
541611	Administrative Management and General Management and Consulting Services		\$25.5M

Who is Appsential

Our People

Multi-disciplinary team of highly educated solution experts recognized as the best in our disciplines

Senior level commitment and attention on each engagement

Combination of extensive IT knowledge and C-level strategy

90%+ Employee Retention Rate

Our Performance

7 years of performance with DOE on the iManage O&M program

Helped DOE attain / maintain yearly clean audit opinion

EPAT Implementation of PPM Recognized by GAO

Let's Work Together

Established in 2005, Appsential LLC is certified by the SBA as a Small Business. We can provide our customers access to the following Contract Vehicles.

- ➔ GSA IT Schedule 70 (prime)
- ➔ DHS EAGLE II FC2
- ➔ DHS TABSS Domains 1 & 2
- ➔ CIO-SP3 Small Bus. /Unrestricted
- ➔ SEC DIOMDS BPA

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