



The Program Lifecycle Company™

Powered by SMA TOD®



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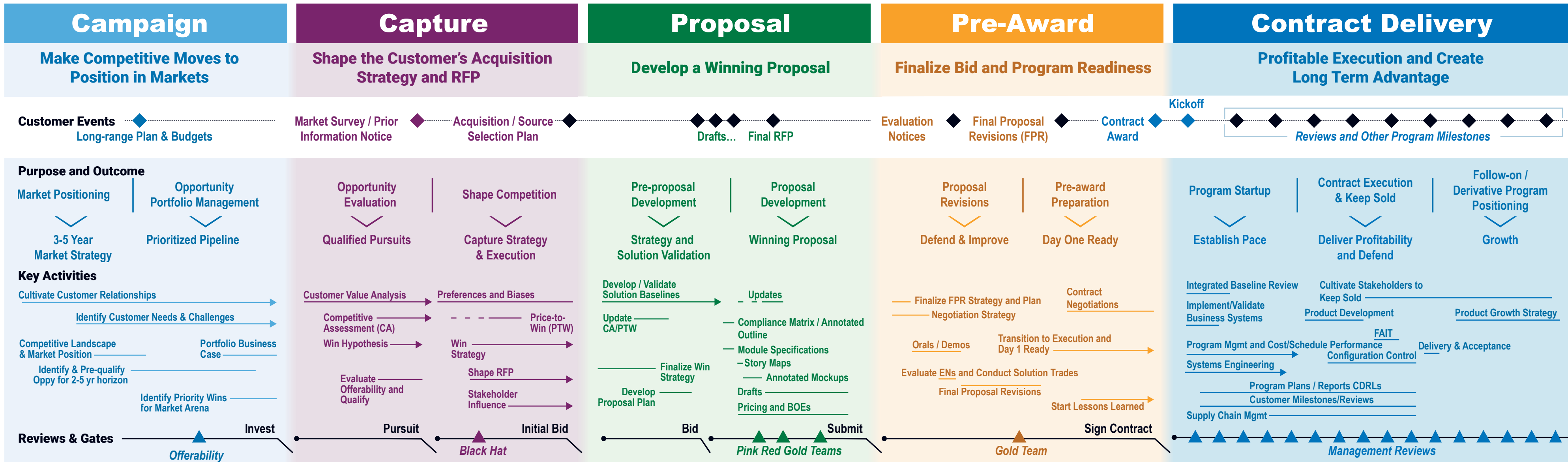
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SMA OFFERINGS ACROSS THE PROGRAM LIFECYCLE



The Program Lifecycle Company Solutions and Services

Market Arena Assessment

Market Franchise Map

Competitive Position Map

Pipeline Analysis and Management

Capture Support

SHAPE™ Acquisition Strategy / RFP

Competitive Assessment & Price-to-Win

Win Strategy: Making Winning Choices™

Stakeholder Influence

Independent Capture Assessments

Turnkey Proposal Development (The SMA Way™)

Proposal Surge Support

Solution Baselines: Technical, Enterprise, Commercial, Risk

Color Team Reviews & Independent Evaluations

Turnkey Proposal Development (The SMA Way™)

Proposal Surge Support

QuickStart®

Lessons (Actually) Learned

Program Support Staffing and Completion-type Subcontracts

Integrated Cost and Schedule Management and Solutions

Milestone Success™ EVMS & Other Business Systems

Keep Sold Strategy

Growth Platform Strategy



Market Arena Assessment

Is your target market segment scalable? Does it align with your competitive advantages? What are the beliefs, attitudes, and preferences of customers?

Market Franchise Map

What program portfolio best supports your campaign strategy and ensures long-term market growth? Which programs will position you to set market conditions?

Competitive Position Map

Do you have an in-depth understanding of your market position? What programs should you pursue and prioritize to improve or defend your position?

Pipeline Analysis and Management

What pipeline opportunities can you win and how do you prioritize investments across the portfolio in the market arena?

Strategic Importance

Highly relevant to creating a market franchise? Defend or contest for market sub-segment leadership?

Capture Support

Hire SMA's experienced professionals who are ready to lead and complement your capture team. Take advantage of our experience from thousands of competitions, resulting in over \$500Bn of awards (initial contract award).

Shape™ Acquisition Strategy & RFP

Pivot the competition in your favor with a plan to influence the customer's acquisition strategy and RFP.

Competitive Assessment and Price-to-Win

Hire SMA to conduct a Competitive Assessment, Black Hat, and Price-to-Win to develop your bidding strategy. Our approach analyzes competitors' solutions, pricing, and deal aspects through a customer lens to identify winning pricing strategies. We score each competitor's offer similarly to the customer including unstated preferences.

We estimate each competitor's bid price considering their strategy, solution options, cost structure and prior bidding behavior.

We recommend bid strategies to optimize customer value from LPTA to HRTO.

Win Strategy: Making Winning Choices™

SMA's approach to win strategy is transparent and testable. We facilitate sessions with your team to identify the critical features your offer must include to ensure a winning proposal, including how competitors' or customers' actions impact your win probability.

The key step is to reverse engineer "what must be true" to win, ensuring actionable recommendations.

We then prioritize the win actions by mapping the "what must be true" conditions using relative importance, level of certainty, and degree of control.

Stakeholder Influence

Do you know who has a vested interest in the program's success? Which other stakeholders are essential for creating a preference for your solution?

Independent Capture Assessments

Our structured methodology delivers predictive metrics that highlight risks and opportunities, enabling informed decisions and consistent progress toward success.

Turnkey Proposals and Surge Support

SMA's approach, grounded in systems thinking and agile principles, addresses the flaws of traditional proposal writing. Proposals are designed, engineered, and built like your firm's offerings.

Quality is built in each step of the way using Taguchi quality control methods.

We provide complete teams and surge support in over 30 proposal roles.

Solution Baselines

SMA helps your team create an integrated program architecture with technical, schedule, and cost baselines, building customer confidence in your ability to deliver on time and within budget.

The baselines are aligned to your bid strategy using design and programmatic trades.

Color Teams and Independent Assessments

Is your proposal compliant, credible, and compelling? SMA's streamlined approach to color team reviews and independent gap assessments helps identify actions needed for the best customer evaluation.

QuickStart®

The first ninety days set the tone for any new program. The consequences of missteps at the beginning can be significant and are difficult to correct downstream.

The challenge facing all program managers is meeting the demands of an aggressive schedule while ramping up an organization. A strong tempo from day one builds customer confidence. The key is to start early and aggressively attack the risks that can cripple the transition from proposal to program.

Start Early to Reduce Your Transition Risk

Your transition success depends on how well you manage 12 different risk areas. We conduct a detailed assessment of these risks immediately after proposal submission and identify specific actions prior to contract award. For each of the twelve transition risk areas, the SMA QuickStart® solution offers a disciplined and structured process to drive the risk to low.

Lessons (Actually) Learned

The traditional approach to lessons learned is issue-centric and inherently creates learning barriers:

- Lack of a common baseline across competitions hinders continuous improvement
- Over reliance on experiential knowledge complicates teachable pedagogy

SMA's unique approach to "down and in" and "up and out" lessons learned is based on thousands of competitions and results in systemic learning with enduring improvement.

Program Support

Hire SMA's experienced professionals to lead and complement your teams. Take advantage of our experience forged by helping firms succeed on over 2,000 programs.

Program Management

Program management, resource planning, risk, data, and business

Program Planning & Controls

Program architecture, schedule & cost, earned value, and performance

Technical Management & Eng.

Systems, solutions, elec. / mech. engineering / scientific specialties

Management Consulting

Analysis, capability development, innovation building, program recovery

Document Mgmt and Production

Document control, graphics, desktop publishing, visual arts

Milestone Success™

Milestone Success™ ensures successful program reviews with a proven systems engineering approach. Our process aligns requirements with objectives, tracks metrics, identifies issues, closes gaps, and integrates quality from start to finish, avoiding last-minute surprises. Presentation coaching is embedded throughout, not added at the end.

Common causes of poor program reviews

- Stakeholder disagreements and communication breakdowns
- Lack of traceability
- Gaps in document'n for
- Unrealistic cost estimates and

Keep Sold Strategy

Thousands of programs are reduced in scope or terminated before funds are fully obligated. Your win can deal major blows to your competitors, potentially sidelining them from the market for years. They won't sit idle; they'll challenge your position by reshaping requirements, influencing customer priorities, and casting doubt on your performance. SMA is here to help you develop a strategy to secure and expand your hard-earned victory.

Growth Platform Strategy

SMA can help you elevate your successful program from a unique solution for a single customer into a flagship product as a scalable growth platform. SMA helps you with the 7 steps to creating a flagship product:

- Analyze Core Features and Value Proposition
- Segment the Market and Customer Profiles
- Develop Modular Product Architecture
- Create a Customization Platform
- Streamline Supply Chain and Manufacturing
- Develop a Marketing and Capture Strategy Focused on Personalization
- Scale while Maintaining Quality

Bespoke vs. Flagship Product

Highly customized work requiring novel designs incorporating unique technical and client considerations

Partially customized solutions leveraging commodity offerings to meet specific client considerations

EVMS and Business Systems Support

To be eligible for contract awards, companies must have compliant Earned Value Management, Cost Estimating, Accounting, and other essential business systems, along with the necessary related documentation, as a prerequisite for award.

SMA is the industry leader in helping companies develop, implement, and operate these systems. We have the largest pool of professionals and industry-proven solutions to prepare your team for validation and manage your business systems. Our success is based on a unique philosophy of aligning the government's requirements with your culture and operating principles.

Our monthly EVMS support integrates Agile development processes to combine historical data and experience from relevant programs to identify potential efficiency improvements.

Integrated Cost and Schedule Management and Solutions

SMA provides expertise and solutions to help plan, schedule, and manage program costs. Our planning, schedule, and cost professionals will help keep your program on track and avoid costly interventions by your customer and their audit / review teams, such as DCMA. You can access individual talent via our TOD® platform or choose a full SMA solution.

Our comprehensive IMS review tests compliance with the 15 EIA-748 standard guidelines that address scheduling. The review centers around DI-MGMT-81650, the essential federal IMS guideline. It also covers non-contractual guidelines for which government reviewers may hold you accountable.

SMA provides full-service Contractor Cost Data Reporting (CCDR) for your government program. Our proprietary software and processes produce CCDR reports in a fraction of the time with a 100% government acceptance rate, allowing you to focus on program execution.



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