

2019 FDA HUBZONE SMALL BUSINESS FAIR

HUBZone Success Story



Customer-Focused, Quality-Driven, Innovative Solutions

About Robin



- Born and raised in rural Southwest Georgia



- Received B.S. in Mathematics, Georgia Southwestern State University



- Began career as a COBOL developer in hometown



- Met future spouse in an Oracle Developer training



- Moved to Durham, NC in 1998 – no job prospects (no problem)



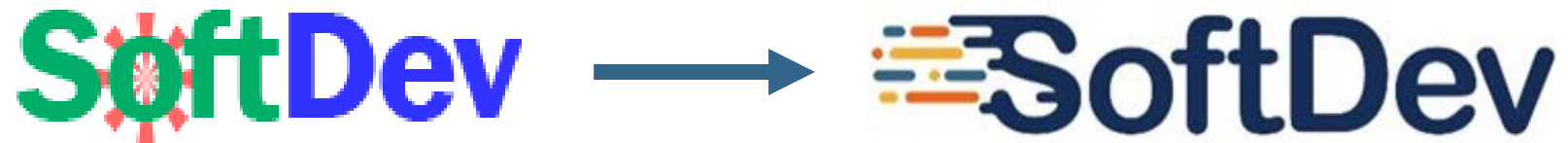
- Started SoftDev in 1999 after working as a contract developer



- 1 Son (9 years old), 4 Stepsons, 5 Grandchildren



20 years later....



Profile Highlights



Established
in 1999

2018
Revenue:
\$4.1M

of
Employees:
30

>13 Federal
Contract
Performances

CMMI-DEV
Maturity
Level 3

HUBZone
EDWOSB

Federal Agencies:

*CMS, Census, NIH, PSC,
ED, VA, DLA, DISA, GSA*



2018 Winner
FedHealthIT
Innovation Awards

Primary Capabilities/Services:

Agile Program and Project Management
Data Management and Data Analytics

Contract Vehicles

Prime Vehicles:

- CMS SPARC IDIQ (Prime) – HUBZone, WOSB, and SB
- CMS Measurement and Instrument Development and Support (MIDS) IDIQ
- CMS Network of Quality Innovation and Improvement Contractors (NQIIC)
- GSA Schedule 70 SINs 132.51 and 132.56
- NIH/NITAAC CIO-SP3 GWAC – HUBZone
- North Carolina IT Supplemental Staffing Network

Support Vehicles:

- Army HR Solutions
- CMS National Surveyor Training Program (NSTP) IDIQ
- DISA ENCORE III IDIQ
- DLA J6 Enterprise Technology Services (JETS) IDIQ
- GSA VETS 2 GWAC
- PSC Task Order IDIQ
- NIH NITAAC CIO-SP3 GWAC – Small Business
- VA T4NG IDIQ

Past Performance Evaluations SoftDev

Dunn & Bradstreet (Nov 2016):

96 out of 100

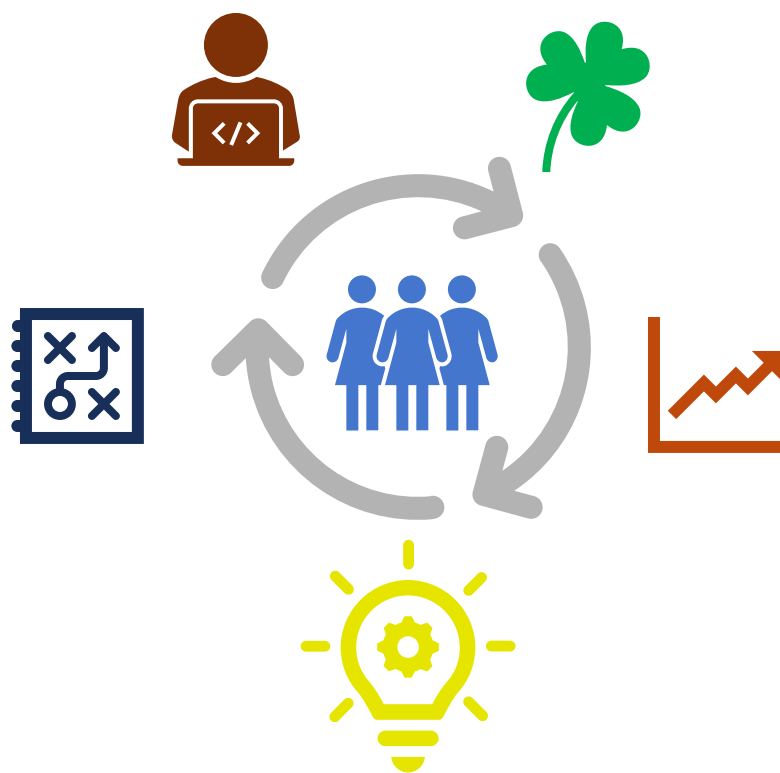
CPARS Rating (CDDS – 2 Iterations):

“Exceptional”

“You all continue to be professional, helpful, and knowledgeable on a daily basis. All of your hard work does not go unnoticed.”

– Seema Sreenivas, Program Manager, CMS/CCSQ/ISG/DPES

How did we get here?



Success is rooted in many things:

- Amazing **ideas** that are focused on the customer, not the company
- A vision and **strategy** to support achieving that vision
- **Hard** work and diligence
- **Luck** – making your own luck and realizing it with luck happens
- Building upon wins and losses – everything is a **learning** experience
- A foundation of the right **people** with the right skills, the right attitude, and the right dedication to the mission

Mission and Values



Mission

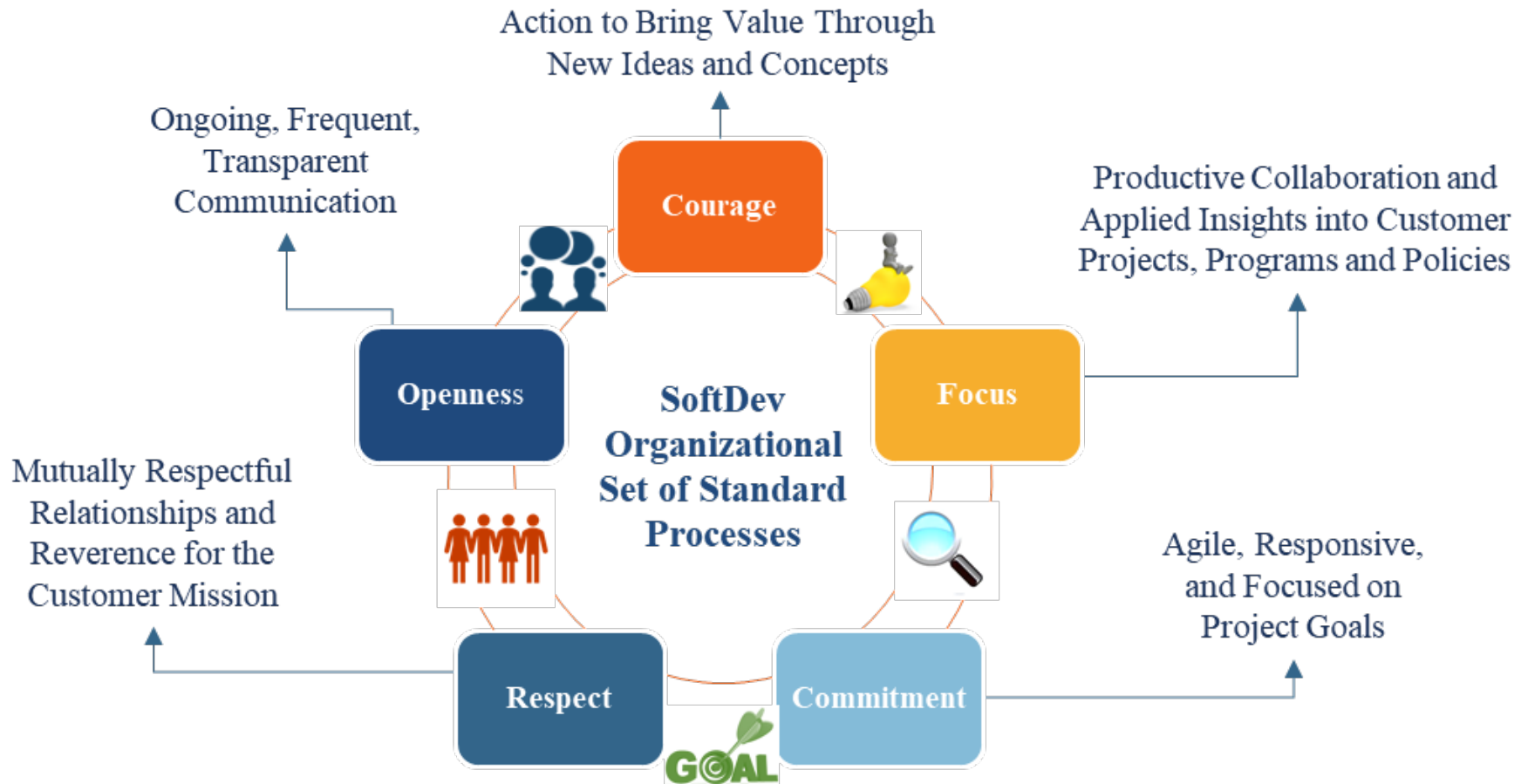
Improving Lives. Do Good. Do Better.

Values

We are committed to:

- ***Integrity / Trust*** – Being honest, having strong ethical principles, taking accountability
- ***Service Excellence*** – Pursuing continual improvement and commitment to excellence both internal and external to SoftDev
- ***Team*** – Innovation, emotional intelligence, diversity, collaboration, candid communication
- ***Fun*** – Approachability, humor

The SoftDev Culture



SoftDev Milestones



- 1999 – Founded
- 2000 – First CMS subcontract – ESRD Network 6
- 2001 – First Commercial contract - Nortel
- 2004 – Subcontract with CSC
- 2007 – **HUBZone certification**
- 2008 – 3rd employee for CMS subcontract – 9th SOW QIO
- 2009 – GSA Schedule 70 award
- 2010 – **HUBZone sole source contract** with CMS, changed location, hiring spree
- 2011 – CMS subcontracts – 10th SOW QIO, ESRD NCC
- 2013 – CMS Subcontracts CMS Disparities work and MIDS, CMMI-DEV ML3 appraisal
- 2014 – **HUBZone competitive award** at CMS
- 2015 – 3 ED Subcontracts with GDIT, PSC subcontract with NGS, EDWOSB Certification
- 2016 – CMS SPARC IDIQ Award, Subcontracts on CMS PM3 VA T4NG and DLA JETS IDIQ, CMMI-DEV ML3 Re-appraisal
- 2017 – GSA Schedule 70 award
- 2018 – Census Bureau contract, **HUBZone sole source contract** at CMS, **CIOSP3 SB HUBZone On Ramp contract**
- 2019 – CMS NQIIC IDIQ and CMS MIDS TO award, CMMI-DEV ML3 Re-appraisal

Maintaining HUBZone Requires...



- Dedication to the mission of the HUBZone program, not to leveraging the set-aside
- Creative strategies for scaling with HUBZone employees
- Vigilant monitoring of staff changes and trusted processes to do so
- Employee investment in the HUBZone program
- Anticipation and Awareness of HUBZone map changes
- Scouting new locations – fun times with realtors
- Continuing to find sources of inspiration

Helpful Suggestions



SoftDev aggressively acts to explore innovative ideas and solutions that bring value to our customers and further their mission goals



- Attend Innovation Showcases/Conferences to identify new solutions and technologies



- Partner with successful contractors to find new ways to apply proven cutting-edge technologies to solve issues faced within healthcare



- Build strategic partnerships with vendors to provide access to high value, cost-effective tools with reach back to a depth of support services.



- Listen to your customer and develop white papers that target known needs and serve long term purpose



- Target specific hires that bring fresh ideas, capabilities, and transferable value – the key to success is in the people

Contact Information



- **Locations:** MD and NC
- **Website:** <https://www.softdevconsulting.com>
- **Points of Contact:**

Robin Kaiser, President & CEO

Phone: (919) 246-4380

Email: Robin.Kaiser@softdevconsulting.com

Melanie Marsh, Director of Business Development

Phone: (919) 246-4387

Email: Melanie.Marsh@softdevconsulting.com

Thank You!

