

CARPE DATUM



WHO WE ARE

- A small consultancy founded by two veterans of the government data and analytics world with over fifty years of combined experience.
- Advisors to CEOs, business-unit leaders, government executives, and other strategic thinkers looking drive growth and efficiency while delivering data-driven solutions to the government.
- Partners with complementary skillsets – including corporate strategy, technology and product development, sales and marketing, alliances and acquisition evaluation, opportunity identification, and organizational design.
- A team that can jumpstart your government practice – helping you avoid pitfalls and seize opportunities; serving as advisors, strategists, coaches, and mentors to you and your team.

WHAT WE DO

Our approach starts by meeting with an organization’s senior leadership team, as well as key contributors from a cross-section of the organization to understand what’s working and, more importantly, what’s not. From there, we identify an action plan that highlights both near-term tactical and long-term strategic goals and focuses an appropriate level of effort on a manageable group of both. While a government business unit can’t be built overnight, there should be near-term objectives with tangible metrics that demonstrate progress. At the same time, it’s essential to have a long-term perspective when entering the government marketplace and dedicate time and effort to activities that may not pay dividends for years.

Our expertise crosses all aspects of building a successful government data business, and our goal is to not be pigeon-holed into one area of the business or another, but rather go where your needs best align with our experience (we’re also comfortable enough to tell you what we don’t know, and recommend people we trust to fill those gaps). To illustrate this point, the following list is a sample of the types of projects performed under our advisory services:

- Acquisition Targets and Vetting Services
- Talent Assessment
- Relationship Building and Door-Opening
- Partnering Strategies and Introductions
- Procurement and Capture Strategy
- Product Strategy and Design
- Market Assessment
- Creative Pricing Strategies
- Opportunity Identification
- Bid/No Bid Decisions

CORPORATE STRATEGY

Whether you’re a commercial data provider looking to break into the federal space, or an established government contractor seeking to inject some new ideas, we can provide concrete and actionable insight around the structure, investments, talent, solutions, and go-to-market approach you need to succeed.

CAPTURE AND PROPOSAL SUPPORT

From our unique, data-driven approach to prospecting and opportunity evaluation, to insights on teaming, solution design, stakeholder engagement, and pricing, we can help navigate the unique challenges of the government procurement environment.

ALLIANCES AND PARTNERSHIPS

More often than not, commercial data and analytical tools are components of large, complex and often customized government solutions. Forging a relationship with the right partners can be critical to participating in these opportunities, as well as a source of ongoing referrals as successful solutions are replicated elsewhere in government.

ORGANIZATIONAL DESIGN

The same organizational structure that delivered commercial success may not translate to the government model of high-touch, services-focused engagements, and the challenges of adapting commercial offerings to address uniquely governmental needs.

RELATIONSHIP BUILDING

Building relationships in the government is different than in a commercial environment; and it can be daunting to navigate new organizations with cryptic terminology and special rules of engagement. We're not selling our Rolodex, but have done this from the ground-up across multiple domains, diverse geographies, and all levels of government. We can help your organization develop and execute its relationship-building strategy as well.

TALENT ASSESSMENT

What makes a successful government sales executive or program manager? What kinds of team members do you need to be successful? What skill sets are critical to positioning data and analytic capabilities with federal customers, and where can you find them? Is raw talent or prior government experience more important for a particular role? Nothing is more critical to an organization than its talent, and we can help identify and develop the resources necessary to be successful in government.

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HOW WE DO IT

There are several characteristics of our advisory model that we believe are critical to achieving success. The first is that we have sponsorship and regular engagement at the highest levels of the organization; typically, the CEO or direct reports. While we're happy to engage at all levels, this type of high-level sponsorship is needed not only for sustaining an early-stage government practice, or a more established one with designs of rapid growth, but also for running interference at times when internal resistance runs strong. Additionally, given the lengthy sales cycles in the public sector, and the common need to invest ahead of the actual growth curve, senior executive sponsorship is essential.

A second factor is the client's long-term commitment to the government market. The Federal Government does not move quickly, and significant returns should not be expected in fewer than 18-24 months. However, government clients tend to be "stickier" than their commercial counterparts, so this initial commitment pays off in ongoing, stable growth. Understanding whether your business has already established a "DC presence" is another important aspect of our strategy, as regular, in-person engagement with government customers is a characteristic we have found to be highly correlated to long-term success.

Third, we firmly believe that your "federal message" or value proposition must be tailored to the government audience and not simply borrowed from your commercial sales and marketing operations. Similar to having a full-fledged DC-area operation, a tailored public sector message demonstrates a level of commitment and focus that indicates that you are serious about serving this market and that you'll be here for the long-haul. In our many years of working in this environment, there is truly nothing more important than building long-term relationships and becoming a trusted member of the community. This process takes time and real-world experience.

The most effective way to sell in this market is to develop specific use cases for the government, ideally ones that address functions common to multiple agencies or levels of government. In many cases, this requires only slight realignment; for example, while commercial risk assessment may be focused on loss-avoidance, the government is more concerned with compliance. In the data and information world, integration adds another layer of complexity, since your standard commercial access mechanisms may not effectively support government use cases. Systems integrators may serve as key allies here, helping to connect government systems to your data, but they can also be roadblocks, as they see your data licenses compete for contract dollars with their services revenue.

OUR ENGAGEMENT MODEL

Initiating a Carpe Datum engagement is as simple as establishing a consulting agreement. You will work directly with one, or likely both of Carpe Datum's co-founders, and in the past, we've engaged on both a retainer and an hourly basis. The time commitment does not have to be extensive, although we do require regular interactions with key stakeholders that allow us to measure progress, and course-correct if necessary. We also believe we're most effective when we have time to really get to know your business and assist you in thinking strategically about how to build your government presence – so we seek out advisory relationships that span at least six months, vs. short-term engagements around individual tasks. If this sounds like the type of arrangement that would bring value to your organization, we look forward to hearing from you!



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