



BOMSTM

Business Opportunities Matrix System

Actionable Insights!

Tracking is needed to:

- Qualify Opportunities (Bid/No Bid)
- Capture New Business
- Make Decisions Regarding
 - ✓ Resources
 - ✓ Bid & Proposal Dollars
 - ✓ Company Health
 - ✓ Strategy
 - ✓ Business Developers (BD) Effectiveness

Is Your Pipeline Providing Decision Making Data?



The Problem

- Information is Scattered Throughout the Company
- Database is Literally Brain Power
- Legacy Information is Easily Lost
- Many Companies Enter Data in Excel
- Updates Are Only Made With “Call Out”
- Executives Don’t Have Visibility
- Massive Data Does Not Equal Actionable Information

Is Your Pipeline Being Used to Impress You?

The Solution

BOMSTM

Business Opportunities Matrix System

How BOMSTM Works

- BOMSTM is the Data Repository
- BD Managers Update in *Real Time*
- Executives Have Access To All Information
- Combine Report Queries
- User Friendly
- Printable

Advantages

- Buy BOMSTM Software Outright – No Yearly Fees
- No Cloud Service – You Keep Full Control & **Security** of Your Data
- Customize Settings In-House
- Proprietary Percent Win (PWin) Calculator – *Living Metric*
- Generate Any Report and Save to Your Hard Drive
- Auto-Import from GovWin or FedBizOpps
- Refine Corporate Strategy
- Get the Answers You Need:
 - ✓ How Many Opportunities is Each BD Lead Working?
 - ✓ How Many IDIQ vs Sole Source (or Other)?
 - ✓ How Many Prime vs Sub are in Your Pipeline?
 - ✓ What Teammates Give You a Higher Win Rate?
 - ✓ Actions to Increase Your PWin?

BOMSTM Set-Up

- Windows 7 and above, .Net 4.5.1
- Database needs only Company Shared Drive
- Each Seat/License is per Computer

Video Demo at BOMSDemo.com

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