



CorpComm Inc. 2010 Capabilities Briefing

**We Help Government
Communicate**

Presented By:
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Business Development



We help government communicate

- Founded in 2001 by defense acquisition & communications leader
- Woman-owned, HUBZone-certified small business
- Full range of creative & technical capabilities, including web development, multimedia, software and programming support
- Two-time winner of the Inc. 500 Award “Fastest Growing Companies”
- Specializing in federal acquisition, technology and logistics



Our Clients

- **Department of Defense**
 - Office of the Assistant Secretary of Defense for Acquisition
 - Defense Acquisition University
 - Defense Procurement & Acquisition Policy
 - Defense Health Information Management System
- **Army**
 - Architecture Integration Center
 - Contracting Command
 - Distributed Learning System
 - Software Engineering Center
 - Enterprise System Integration Program
 - Human Resources Command
 - Logistics Modernization Program
 - Materiel Command
 - ROTC
- **Navy Enterprise Office**
- **Secretary of the Air Force, Office of Small Business**
- **Department of Commerce, Patent & Trademark Office**
- **Department of State, Resource Management**
- **The Committee for Purchase From People Who Are Blind or Severely Disabled**
- **NISH**



Top Two Reasons Our Clients Hire Us

Create and maintain stakeholder and workforce support

- Enforce positive reputation
- Develop cohesive community
- Increase morale

Increase use and market share

- Build awareness
- Establish value
- Develop brand



Core Competencies

- Speech writing
- Media and speaker training
- Event planning, logistics, and management

MEDIA RELATIONS AND EVENTS

- Websites and Mobile Websites
- Mobile Applications
- Social Media
- Rich Internet Applications
- Email Response Management
- E-Commerce
- Knowledge Management
- Content Management
- Applicant Tracking

STRATEGIC COMMUNICATIONS

- Change Management
- Crisis Management
- Annual reports
- Communication Plans
- Newsletters
- Briefings
- Web Writing
- Recruiting

MULTIMEDIA PRODUCTION AND GRAPHIC DESIGN

- Logo Development
- Advertising Design
- Video Production

INFORMATION TECHNOLOGY SOLUTIONS

Information Technology Solutions

Service Offerings

- Integrated Web 2.0
 - Websites
 - Mobile Websites
 - Mobile Applications
 - Social Media
 - Online Video
 - Search Engine Optimization (SEO)
 - RSS
- Performance Measurement
- Digital Branding
- Rich Internet Applications (RIAs)
- Knowledge Management
- E-commerce
- Applicant Tracking
- Content Management (CMS)

Languages:

PHP 4/5, ASP, C, C++, C#.NET, VB.NET, X/HTML, CSS, JavaScript, Java, AJAX, XML, Perl and Delphi

Platforms:

Microsoft Windows, Mac OS, UNIX, Linux, Green Hills Software, Quadros Systems

Databases:

Microsoft Access, SQL, MySQL, JDBC, Oracle 9, 10g, PL/SQL and DB2

Software:

Adobe Creative Suite, Final Cut Studio, Microsoft Visual Studio, Microsoft SharePoint, SmartDraw, WordPress, Autodesk: Maya 3D, Navicat and Eclipse IDE.

Servers:

IIS, Apache Tomcat, WSAD 5.1.1, WAS 5.1, 6.0, GlassFish 2, SharePoint

Administrative Matters

- Contract Vehicles
 - SeaPort Enhanced (SeaPort-e) Prime (Zones 1,2,4,5,6)
 - TRICARE Evaluation, Analysis and Management Support (TEAMS) under GDIT
- Security Clearances
 - Facility Clearance: Secret
 - More than 85 percent of professional staff holds a SECRET clearance or higher
- DCAA-Compliant Accounting System
- DUNS 031861656
- CAGE 1UQM5

- **NAICS**

- 512: Motion Picture and Video
 - 191
- 541: Professional Services
 - 430, 511, 512, 611, 613, 820
- 561: Administrative and Trade Show Services
 - 920

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Army Contracting Command (ACC)



CorpComm Solution:

- Integrated Web 2.0 initiative for recruiting
- SharePoint content management and end-user interface design
- Multimedia and video production
- Social media campaign
- Mobile Web site
- Mobile Applications
- Email Response Management

Results:

- 300 percent increase in web traffic
- NVTC Social Media and Communicator Awards
- Social Media Network of over 1,000,000

Solutions in Action: Increase Use/Market Share

Army Software Engineering Center (SEC)



CorpComm Solution:

- Briefing/PowerPoint slide deck
- Products and services catalog
- Electronic newsletters
- Industry and DoD awards
- Article writing and placement
- Signage, fact sheets, program books
- Exhibit and panel design

Results:

- Established reputation
- Identified strengths, differentiators
- Increased awareness in workforce and in Army PMO communities

Secretary of the Air Force, Small Business



CorpComm Solution:

- Website design, implementation and update
- Congressionally-mandated Long Range Acquisition Estimate (LRAE) content management system complete redesign
- Event management, logistics and support including exhibit/booth design and development
- Email Response Management
- Fact sheets, newsletters, ghost writing, article placement

Results:

- “Beyond Goals” mission embraced by industry and DoD leaders
- LRAE streamlined, reliable and user-friendly for small business industrial base
- Mission-focused small business acquisition community formed and maintained in Air Force

Solutions in Action: Stakeholder/Workforce Support

IT Programs in Trouble: Joint Standard Procurement System (SPS) and Army Logistics Modernization Program (LMP)



CorpComm Solution:

- Articles, electronic newsletters
- Branding and identity development
- Industry and DoD awards
- Exhibits, fact sheets, videos
- Event planning and production

Results:

- User-generated support
- DoD and Congressional education and support
- Cohesive communities led by PMOs
- Removed from Strategic Pause

Army Distributed Learning System (DLS)



CorpComm Solution:

- Website development and design
- Exhibits, fact sheets
- Strategic execution plan
- Article writing and placement
- Videos
- Industry and DoD Awards

Results:

- 160,000 soldiers spent 800,000 hours learning new languages
- 300–500 new users each week
- Program funding restored

Assistant Secretary of Defense for Acquisition



CorpComm Solution:

- Award-winning website, videos, fact sheets
- Events planning, coordination, and execution
- Exhibit booths
- Article writing and placement
- Posters for Pentagon hallways

Results:

- Education of – and support from – DoD Acquisition workforce about ASD(A) initiatives and programs
- Creation of industry/DoD community to address acquisition-related issues

Solutions In Action: Increase Use and Market Share

DHIMS AHLTA HER Training Magazine

- CorpComm is currently creating an illustrated training publication to support Defense Health Information Management System (DHIMS) and it's user community.
- Based on the iconic PS Magazine, the AHLTA EHR Training Magazine will deliver complex technical information on the military's Electronic Healthcare Record in a fun, easily understandable manner.



- First issue to be published in January 2011.

