

VisibleThread User Conference 2015

Customer Best Practices - Tips & Tricks - New Product Capability

October 21 - Tysons Corner, VA

Wednesday, Oct 21, 2015

7:45 - 8:30 AM REGISTER / NETWORKING BREAKFAST

AM - GENERAL SESSIONS

8:30 - 9:15 AM

Conference Keynote – Trends in the Federal Contracting Marketplace for 2016

Kevin Plexico, VP Information Systems at Deltek

Kevin will discuss current trends in federal procurements. He will talk about the current federal procurement market place, and discuss the most valuable market intelligence for government programs in fiscal 2016.

About Kevin Plexico: Mr. Plexico came to Deltek from its acquisition of INPUT in 2010. At INPUT, Mr. Plexico played an instrumental role in helping to grow the company from a boutique market research firm to the industry leading provider of market information to government contractors. Mr. Plexico provides thought leadership and expert opinion to industry executives and is a recognized expert on the public sector market.



9:15 – 9:45 AM

Corporate Overview & Vision

Fergal McGovern, CEO & John Nolan, SVP Sales at VisibleThread

Fergal & John will provide a corporate update and outline our vision & plans for customer success in 2016. They will share some detail about our product plans for our Document and Web analysis offerings and our commercial plans for 2016.

9:45 - 10:00 AM - BREAK

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10:00 – 11:00 AM

Managing Compliance from Bid through Execution

Holly Meyer, Director at Noridian Healthcare Solutions

When capturing business, companies must have a strategy to assure compliance with all customer expectations. Ensuring this process is efficient and cost effective is key maximizing business pursuits.

But what happens when a company wins the work? You need a process to assure the same diligence is applied to monitoring and fulfilling the customer's expectations. In this case study, Noridian Healthcare Solutions shows how it has used VisibleThread to manage compliance through the bid process and into monitoring the execution of the contract.

11:00 – 12:00

Using VisibleThread for Competitive Intelligence – part 1

Keven Maier, Director, Large Account Business Development at Milestone Systems

Milestone Systems is a global leader in open platform IP video management software. Milestone works through an accredited partner network and competes for new business across an increasing number of geographies and sectors.

Keven will share how Milestone has applied VisibleThread for Docs for sales process improvement internally and among premium partners. He will also highlight how VisibleThread Clarity Grader is speeding the process of gathering competitive intelligence for Milestone by providing deep analysis of competitive web sites.

12:00 – 1:00 PM - Lunch

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PM – GENERAL SESSIONS

1:45 – 2:00

Using VisibleThread in the Proposal Workflow – General Dynamics Information Systems

Elizabeth Fake, Subject Matter Expert and Technical Writer/Editor at GDIT

Nick Staugaitis, Senior Proposal Analyst at GDIT

GDIT (General Dynamics information Systems) has three use cases for using Visible Thread in the proposal workflow. They include:

- * Past Performance where we use both Visible Thread Discovery and a Past Performance Dictionary to research our archive of Past Performance descriptions
- * Resumes where we use a Concept dictionary to identify areas of non-compliance in the final resume
- * Graphics where we create a searchable PDF file and then use a Quality Dictionary to perform a quality control check on charts, tables and diagrams.

We are now starting to collect data that will be meaningful to a cost benefit analysis over time. But, from a qualitative perspective, we find Visible Thread functions speed up our workflow often by as much as 40% and improve the accuracy and quality of our product substantially.

2:00 – 2:45

Product Tour - what's new in version 2.12 of VisibleThread Docs

Eoin Wren, Head of Engineering and Support & Fergal McGovern, CEO at VisibleThread

With the exception of our very first release way back in early 2010 (wow!), our 2.12 release is probably our biggest & most feature rich release to date.

Eoin & Fergal will cover out a full tour of the new capability in 2.12.

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We will cover:

- New Capability - Acronym checking – Acronym Extraction
- Extensions to Compliance Matrix generation
- Extensions to Discovery for Better Compliance
- User Interface Improvements
- Extensions to Clear Language including - new readability measures at paragraph level and new folder level Clear Language tab
- Extensions to Exports to Excel
- Support for duplicate terms in the same dictionary under different categories

A note on 2.12: We worked with many of our key accounts during the 2.12 cycle exposing them to early drops of 2.12 capability. To those customers who have seen 'sneak previews' and have helped us with guidance & suggestions, big thanks.

2:45 - 3:00 – BREAK

3:00 – 3:30

Using VisibleThread for Competitive Intelligence – part 2 - how to - a hands on guide

Keven Maier, Director, Large Account Business Development at Milestone Systems

Keven follows on from his earlier session to show in a live demo format, the exact steps he uses to help his teams analysis.

3:30 – 4:00

How Deltek gather business Intelligence for State and Local opportunities using VisibleThread

Timothy Brett, Director, State and Local Information Services at Deltek

Tim ensures that Deltek members are successful and efficient in their business development and strategic sales efforts. He manages a staff of 25 analysts who work on

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Delttek's State and Local solution, developing and driving content to provide up-to-date, tactical, and strategic information on state and local public sector procurements.

Tim's team use VisibleThread Docs to help automate many of their intelligence gathering activities. In this session, he will explain how they work VisibleThread, and the speed efficiencies they have seen since adopting VisibleThread internally.

4:00 – 4:45

Product Deep Dive – The 3 ways to create Dictionaries, and the wonderful new World of Discovery

*Eoin Wren, Head of Engineering and Support & Fergal McGovern, CEO at **VisibleThread***

Whether you use dictionaries to assess risk, or to identify win theme coverage, all roads lead back to dictionaries. Eoin & Fergal will cover out the 3 ways to quickly prime your dictionaries: Editing using the 'Dictionary Editor', Bulk editing using Import from CSV (Excel), Populating Dictionaries from Discovery.

Then the guys will share the major new improvements to Discovery in version 2.12. Fergal will share core usage we see in many of our customers including:

- Comparing different versions of documents eg: RFP Drafts
- Analyzing compliance gaps between Solicitation and Response (using new discovery)
- Resume capability finding and Labor category search (using new Discovery)
- Bid, no-bid, teaming considerations (using new Discovery)

4:45 – 5:00

Conference Close

Fergal McGovern, CEO VisibleThread



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AM-PM BREAKOUT SESSIONS / MINI-HOW TOS

Eoin Wren Head of Engineering and Support, & VisibleThread general Staff

VisibleThread support staff will be available in the separate hands-on meeting area to answer all your detailed usage questions. We will be armed with laptops ready to demo key use cases & new 2.12 capabilities.

And all VisibleThread staff will be on hand during or post the conference to conduct product deep dives or discuss your exact needs.