

The VisibleThread 2014 Users Conference

20 Nov - Tysons Corner, VA

Booz Allen, Symantec share user insights -
what's new in VT 2.11 & more...

Thursday, Nov 20, 2014

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

AM GENERAL SESSIONS

8:45 - 9:30 AM

Conference Keynote – Trends in the Federal Contracting Marketplace

Kevin Plexico, VP Information Systems at Deltek

Kevin will discuss current trends in federal procurements. He will talk about the current market place and offer insights around the most valuable market intelligence for government programs. He will talk about how analysis of data can provide better insights for government contractors.

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.



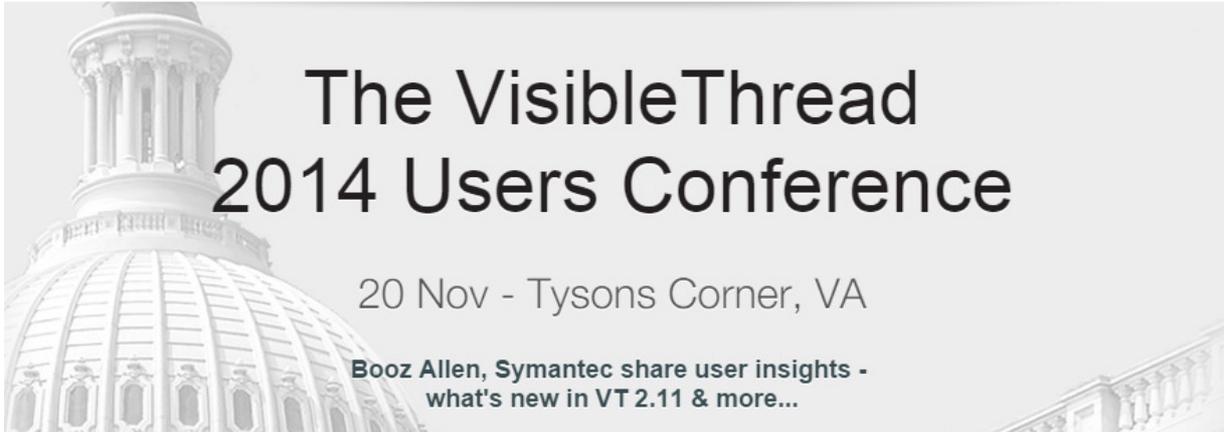
9:30 – 10:00 AM

Corporate Overview & Vision

Fergal McGovern, CEO VisibleThread

Fergal will provide a corporate overview of VisibleThread and outline our vision for customer success in 2015. Fergal will also provide insight into product direction for our Document and Web analysis offerings for 2015 and beyond.

10:00 - 10:15 AM - BREAK



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10:15 – 11:10 AM

Can a Tool Really Help You Make Better Business Decisions?

Ruth Ann Pinkman & Melinda O'Callaghan, Capture and Proposal Operations, Symantec Corporation

Yes it can! In this session we will share our experiences using VT throughout the BD/Capture/Proposal lifecycle. We'll cover how the tool saves the team precious time. You'll hear how we use VT to support the bid/no bid process and reduce the critical but labor intensive process of compliance matrix development. We'll discuss the strengths of the tool during the proposal (content) development phase. Finally, we'll share lessons learned during our initial deployment and ongoing use of VT and answer questions you may have.

- To Bid or Not to Bid? – Using VT to support the bid/no bid decision
- Compliance matrix made easy – In a fraction of the time it used to take
- Giving Writers the Good (and Bad) News – Providing objective and actionable feedback
- Lessons Learned – What has worked and what hasn't
- Q&A

11:15 – 12:10

How VisibleThread can help satisfy ISO compliance

Steve Johnson & Chris Roelofs, Business Development Center of Excellence (BD COE), Booz Allen Hamilton

Steve Johnson and Chris Roelofs from Booz Allen Hamilton have been using VisibleThread for Proposal and Capture activities since March 2013. In this presentation Steve and Chris will share how they use a detailed ISO oriented 'dictionary checker' to demonstrate ISO compliance. They will show the steps they took to create an appropriate dictionary for demonstrating ISO compliance and how they were able to dramatically cut time spent during ISO audits for IT related programs.

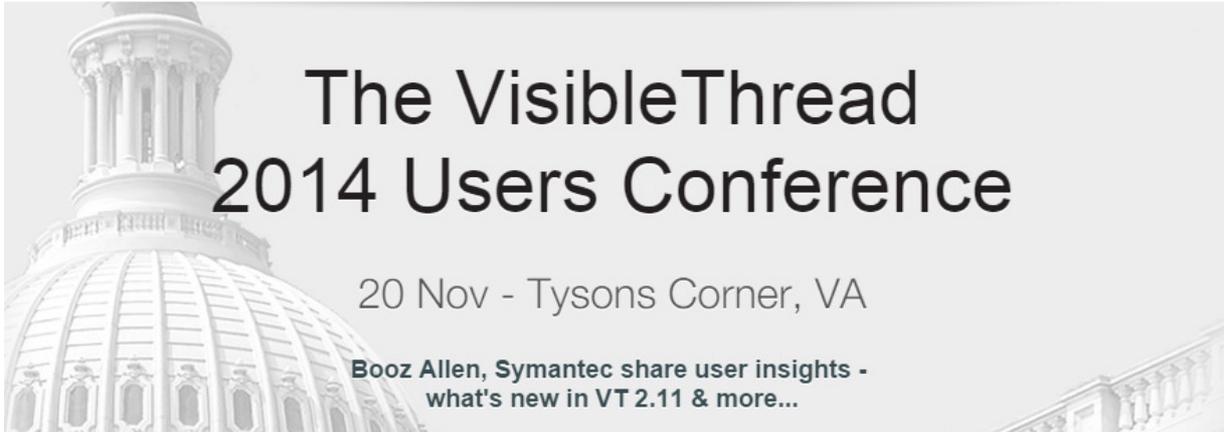
12:10 – 1:00 PM - Lunch

1:00 – 1:45

Deep dive on what's new in version 2.11

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

Fergal and Eoin will cover out a full tour of the new capability in 2.11. We will cover out:



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- Better Compliance Matrix Generation
- Extended Discovery for Better Compliance
- Re-ordering docs
- Misc – usability enhancements
- Misc – performance improvements / bug fixes

1:45 – 2:15

Panel Discussion

Fergal McGovern **VisibleThread** will chair a panel discussion with senior representatives from **General Dynamics, Calibre Systems** and other customers.

In this informal and open-ended session, we will cover these topics:

- Why you choose VisibleThread?
- How you integrate VisibleThread into your environment?
- Lessons learned from your deployment – what would you do/not do again?
- Wish list for future releases of products?

We welcome active participation from all attendees in this lively session.

2:15 – 2:30

Conference Close

Fergal McGovern, *CEO VisibleThread*

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.

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