



Introducing the Value-Based Government

If innovation could be managed, when would you start?

If ideas were assets, where would they appear on your balance sheet?

If budget cycles became benefit cycles, how would you allocate resources?

Finally, you can measure innovation and deliver value-based results.

Welcome to the emergence of the value-based government.

Welcome to Consensure.



Who we are

We build business cases that help our clients understand an IT Project's Total Cost and Benefit of Ownership. Unlike consulting firms who perform costly, time-consuming studies that yield paper reports, we're a software application company that delivers a proven methodology. Once you've been through our process you can easily manage projects to their ultimate return and build other business cases on your own.

We also identify areas of your business that can benefit from Information Technology, and then we help prioritize and quantify the benefits, costs and strategic opportunity – while sensibly managing risk.

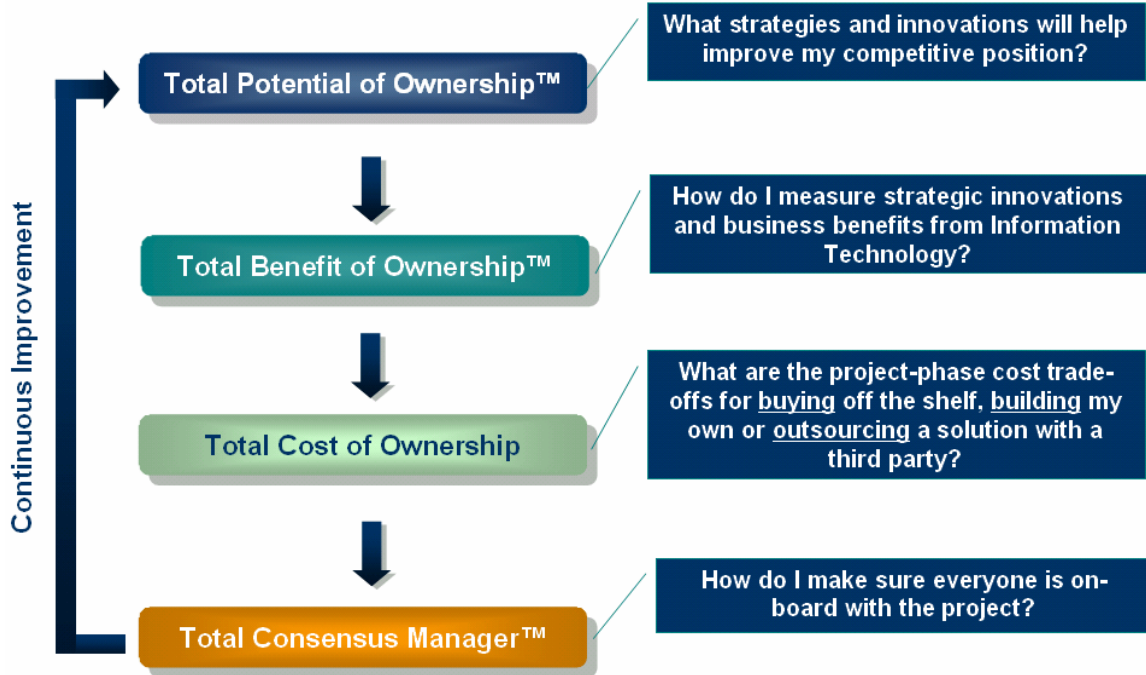
Our mission

Consensure's mission is to help federal and state agencies realize the full economic potential of their digital, physical and collaborative (people) assets by quantifying the innovation and impact of Information Technology.

What we do for you

We get NIH, DHHS, OMB, GSA, and GAO speaking the same language – focused on the same goals – delivering tangible results.

- **Prioritize** your Information Technology project portfolio based on economic contribution, degree of risk and alignment with company strategy, business objectives & technology infrastructure.
- **Forecast** business improvements over long periods of time and manage the plan to actual over much shorter intervals – 5 to 10 year plans, can be monitored on a monthly basis.
- **Eliminate** non-value-add costs by aligning resources to business processes and associating costs with the people whose activities can have the most impact.
- **Measure** employees by their economic contribution rather than tenure or influential relationships – the soul of a meritocracy.
- **Govern** continual process improvements and compliance by inventorying business processes, objectives and methods in a single enterprise-wide framework.
- **Manage** innovation with Information Technology business cases throughout a project lifecycle, archiving historical projects for best-practices development and analysis.



Getting it done

ValueEngineOne™ (VE1™)

A fully integrated suite of business case management applications tuned for the way you operate today and in the future.

Simple, easy to install, manage and compatible with your other project management applications such as Microsoft Project and Microsoft Excel – VE1 delivers the sophisticated analysis you need to ensure proposed IT innovations are cost-effective and profitable.

The VE1 suite is comprised of four breakthrough applications.

ValueEngineOne – Total Potential of Ownership™ (TPO™)

Low risk, high reward information technology (IT) projects begin by knowing how to beat your competition.

Consensure's Total Potential of Ownership (TPO™) delivers the competitive analysis you need to drive attainable business improvements.

ValueEngineOne – Total Cost of Ownership™ (TCO)

Low-cost technology does not guarantee a low-cost project. With Consensure's ValueEngineOne – Total Cost of Ownership (VE1-TCO™), you gain complete control and transparency to all project costs, by phase, cost category and cash allocation, all while working within the GAAP SOP 98-1 guidelines for information technology (IT) projects.

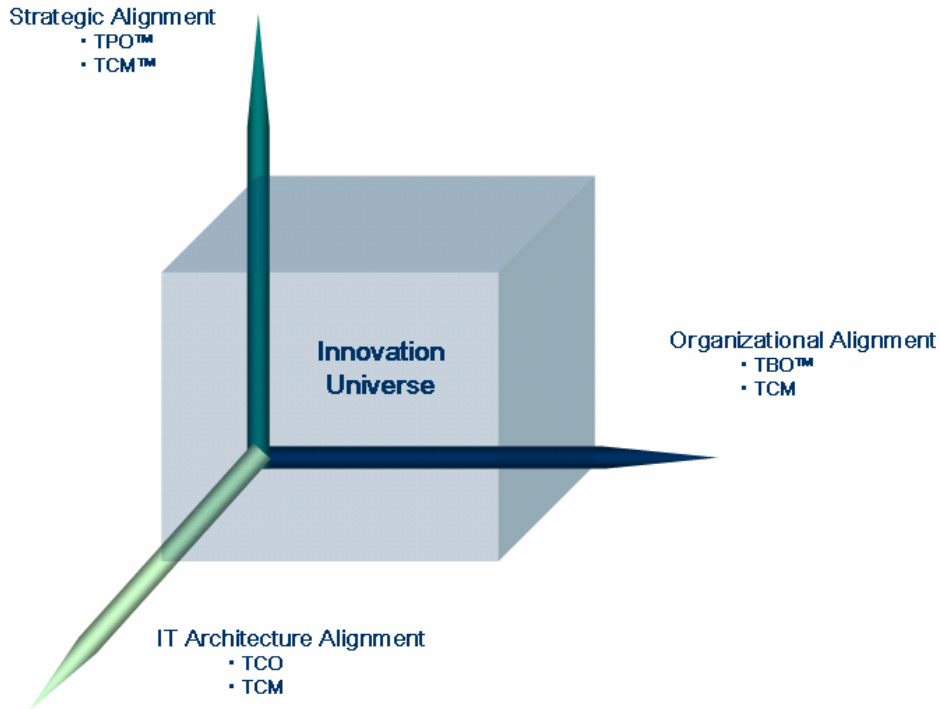
ValueEngineOne – Total Benefit of Ownership™ (TBO™)

A rapid return on investment is what a business case is all about. When costs, products and time-frames are undifferentiated it's the risks and benefits that determine the outcome. With Consensure's ValueEngineOne – Total Benefit of Ownership (VE1-TBO™) you get the industry's most robust and proven application for calculating and managing risks and rewards.

ValueEngineOne – Total Consensus Manager™ (TCM™)

Ensuring everyone who needs to be on-board, gets on-board with the information technology (IT) enabled business transformation, is what ValueEngineOne – Total Consensus Manager (VE1-TCM™) is all about.

Ensuring project consensus is how we built our name – "CONsensus" and "ENSURE". No business case is complete until it is Consensured.



Why Consensure

Affordable

Consensure believes the future of government transformation requires a new business process - IT Innovation Management. This new process is viewed by many as a pre-requisite to simply securing project funding. We know it will eventually become an on-going core competency of the efficient and focused. We're building our foundation focused on this new, emerging market. We know the days of high-cost, multi-month, consulting engagements to determine a business case is rapidly becoming a thing of the past. That's why we've built our business and business model focused on the future. It's our intention to be the low-cost volume provider of business case best-practices, thought-leadership and results. And we know we have to set prices such that they are palatable at the agency level as well as Congress. We will not lose a client on price. That goes for our software and professional services.

We also know how much internal energy is required to build a credible and sustainable business case. Adopting our approach will get your agency where it needs to be cheaper than doing it yourself or with anyone else. Need proof? Ask us for our business case's business case - it's all right there.

Rapid

When we state rapid, it should not be interpreted in the strict sense of speed - but more in the sense of maintaining momentum. There's nothing more tragic than an innovation failing to take flight because visionaries can't get past bean-counters.

Likewise, there's no reason to move forward with a pilot implementation if you can't prove your case up-front in hard dollars and cents.

A typical engagement covers two departments within an agency and one proposed IT Innovation; takes ten business days, and usually covers no more than 30 calendar days.

Comprehensive

Affordable and rapid doesn't mean you have to compromise quality of execution. Building objective, credible, effective business cases is all we do. Our deliverables are segmented into three tiers:

Project: we provide a detailed impact report, return on investment (ROI), net present value (NPV), internal rate of return (IRR), modified internal rate of return (MIRR), as well as a breakeven / payback and cash flow analysis.

Strategic: we analyze and provide the same project reports for each of the strategic objectives established by your organization - you not only get an ROI for a proposed project, but you also get it for the specific strategies being leveraged by the project.

Department: we do the same reporting at the department level, so that each department knows the impact will have on the company, their department and most importantly their budget!

Only Consensure aligns your information architecture, corporate strategy and management organization - clearly and comprehensively.

Visibility

Consensure delivers more than just a final impact report; we deliver an application that provides visibility to the decisions made every step of the way, the rationale employed, the data gathered, the preferences and concerns. We demystify the decision-making process and deliver a business case without casualties.

Uncompromised Objective Experience

We have no axe to grind or any reason to bait a business case. We're not trying to sell you hardware, software or implementation services. We're also not asking you to subscribe to mounds of research about technology. We build business cases. Business cases as diverse as supporting tax administration; agency material sourcing and logistics; health administration and environmental protection; constituent collaboration and communications; information portals; business intelligence; ERP; HR;... and can use that experience to build your business case as well.

Over 50 companies and government agencies across 15 industry segments can't all be wrong.



Clinger-Cohen and Consensusure

The Clinger-Cohen Act was enacted to mitigate the risk, potential failure, and waste of taxpayer dollars relative to Federal investment in information technology resources. It evolved from major large system failures that received considerable negative press and Congressional scrutiny. The major requirements for agencies are as follows:

- Executive agencies must ensure that IT investments are justified on the basis of their contribution to the mission and program priorities. Business value of information technology investments is a priority requirement of the Act.
- The anticipated return on investment (contribution to performance) must be monitored during the project life cycle and reviewed periodically by key decision-makers.
- Senior program officials and agency directors must work closely with the chief information officer (CIO) to monitor IT investments and ensure integration with program activities and priorities
- Agencies must report on progress of large IT investments to the OMB and Congress.

All agencies are expected to exercise effective management practices and controls to ensure that mission requirements are accomplished in an effective and efficient manner. A critical Clinger-Cohen requirement is ensuring that projects achieve promised benefits within pre-specified limits and constraints. Past practices have not provided sufficient opportunity for such aggressive, collaborative project oversight.

This Act repeals Section 111 of the Federal Property and Administrative Services Act of 1949 (40 U.S.C. 759), which was often referred to as the Brooks Act, and gave the General Services Administration exclusive authority to acquire computer resources for all of the Federal government. It assigns overall responsibility for the acquisition and management of information technology (IT), previously referred to as Federal Information Processing (FIP) in the Federal government to the Director, Office of Management and Budget (OMB). It also gives the authority to acquire IT resources to the head of each executive agency and makes them responsible for effectively managing their IT investments.

The primary purposes of the bill were to streamline IT acquisitions and emphasize life cycle management of IT as a capital investment. The key acquisition actions were to:

- give IT procurement authority back to the agencies,
- eliminate the Federal Information Resources Management Regulation (FIRMR) which governed acquisition and management of FIP (computer and telecommunications) resources.
- move the General Services Board of Contract Appeals authority to hear bid protests on IT contracts to the General Accounting Office (GAO),
- encourage incremental acquisition of IT systems,
- encourage the acquisition of commercial off the shelf (COTS) IT products, and
- allow the Administrator for Federal Procurement Policy to conduct pilot programs in Federal agencies to test alternative approaches for acquisition of IT resources.

The key IT management actions were to require agency heads to:

- design and implement an IT management process for maximizing the value and assessing and managing the risks of the IT acquisitions,
- integrate the IT management process with the processes for making budget, financial, and program management decisions,
- establish goals for improving the efficiency and effectiveness of agency operations and, as appropriate, the delivery of services to the public through the effective use of IT, and prepare an annual report, to be included in the executive agency's budget submission to Congress, on the progress in achieving the goals,
- ensure that performance measurements are prescribed for IT by or to be acquired for, the agency and that they measure how well the IT supports agency programs,
- ensure that the information security policies, procedures, and practices of the agency are adequate,
- appoint a Chief Information Officer (CIO), and
- inventory all computer equipment and maintain an inventory of any such equipment that is excess or surplus property.



Consensure Compliance with the Clinger-Cohen Act

IT Architecture – The technical and management framework/environment for IT.

- ☑ alignment of the requirements for information systems with processes that support the agency's missions;
- ☑ adequate interoperability, redundancy, and security of information systems; and
- ☑ the application and maintenance of a collection of standards (including technical standards) by which the agency evaluates and acquires new systems.

The OMB memo guidance adapts a five component model. Agencies are permitted to identify different components as appropriate and to specify the organizational level at which specific aspects of the components will be implemented. Although the substance of these components, sometimes called "architectures" or "sub-architectures" must be addressed in every agency's complete Enterprise Architecture, agencies have great flexibility in describing, combining, and renaming the components, which consist of:

- ☑ Business Processes
- ☑ Information Flows and Relationships
- ☑ Applications
- ☑ Data Descriptions
- ☑ Technology Infrastructure

IT Cost/Benefit Analysis – The procedure for evaluating costs and benefits of IT projects.

- ☑ criteria related to the quantitatively expressed projected net, risk-adjusted return on investment and provide for identifying for a proposed investment quantifiable measurements for determining the net benefits and risks of the investment.
- ☑ The purpose of a CBA is to promote efficient resource allocation through well-informed decision-making by agencies of the Executive Branch of the Federal Government when initiating, renewing, or expanding programs or projects which would result in a series of measurable benefits or costs extending for three or more years.
- ☑ The time period for the analyses of IT projects should cover the system life cycle.
- ☑ Analyses should consider at least three alternative means of achieving program objectives.
- ☑ The standard criterion for deciding whether an IT project can be justified in a benefit-cost analysis is net present value -- the discounted monetized value of expected net benefits (i.e., benefits minus costs).

IT Investment Review – The process for reviewing and evaluating IT investments.

- ☑ Select - Selecting the IT projects that will best support mission needs and evaluating the project's costs, benefits and risks before spending significant amounts of money
- ☑ Control - Ensuring that the projects deliver the projected benefits in accordance with the projected costs and time frames
- ☑ Evaluate - Assessing the project's impact on mission performance, modifying the system to achieve maximum benefits, and revising the investment review process based on lessons learned

IT Management Process/Program – The overall process/program for managing IT.

- ☑ The level of management activity expended on IT should be commensurate with the size and complexity of the IT activities.
- ☑ The basic components of an IT management process are:
 - ☑ An appropriate organizational structure
 - ☑ A current, accurate inventory of IT resources, and
 - ☑ A financial system that allows management to monitor and control IT costs.

- ☑ The Process should be integrated with the processes for making budget, financial, and program management decisions.
- ☑ The Process should provide for evaluation of the work process to determine the best place for it to be performed and the best way for it to be performed before the process is automated.
- ☑ The Process should establish effective and efficient capital planning processes for selecting, managing, and evaluating the results of all of its major investments in IT systems.

IT Performance Measures – The use of performance indicators for IT projects.

- ☑ ensure that performance measurements are prescribed for information technology used by, or to be acquired for, the executive agency and that the performance measurements measure how well the information technology supports programs of the executive agency.

IT/IRM Planning – The process for IT/IRM Planning and the NIH IRM Plan

- ☑ addresses how the management of IT promotes the fulfillment of the agencies mission as defined in its GPRA plan;
- ☑ links IT planning to budget activities;
- ☑ includes performance measures that evaluate how well major IT investments support the agency in achieving mission goals established in the GPRA plan.

IT Program Review -- The review of an IT Management Process at a subordinate level.

- ☑ develop internal agency information policies and procedures and oversee, evaluate, and otherwise periodically review agency information resources management activities for conformity with the policies set forth in this Circular.

Work Process Review - The evaluation of a function/process to determine if it would be better to do it someplace else, by someone else, or do it a different way.

- ☑ determine, before making an investment in a new information system
 - ☑ whether the function to be supported by the system should be performed by the private sector, and if so, whether any component of the executive agency performing that function should be converted from a governmental organization to a private sector organization; or
 - ☑ whether the function should be performed by the executive agency, and, if so, whether the function should be performed by a private sector source under contract or by executive agency personnel;
- ☑ analyze the missions of the executive agency and, based on the analysis, revise the executive agency's mission-related processes and administrative processes, as appropriate, before making significant investments in information technology to be used in support of those missions.

How to learn more

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