



January 25, 2010

Dear IT Reform Advocate,

Thank you for your interest in the Interoperability Clearinghouse (ICH) and Information Technology Acquisition Advisory Council (ITAAC). We represent a government-chartered, non-conflicting 501(c) 6 non-profit research institute. Our charter is to offer a unique set of capabilities and services, and to add significant value to Federal investment in Information Technology (IT).

For over 10 years, ICH has facilitated an environment for public and private sector collaboration, providing mentoring, proven processes and mechanisms to public and private sector clients. Our goal is to promote the adoption of commercial best practices and innovative solutions, suggesting to our public clients a greater acceptance and use of Commercial-off-the-Shelf (COTS) and Open Source implementations. We take a lead in assisting you the technology innovator in gaining knowledge of the processes and restrictions associated with participation in government programs.

The results of our efforts have proven invaluable to both our public sector clients as well as the private sector providers. We have proven experience as to the following:

- Our Commercially-based providers have clearer visibility and earlier market successes in providing solutions and capabilities to the government, typically with higher margins.
- Our Government clients gain focus on their real needs reducing the time for evaluation, startup and completion of programs. We facilitate the government's ability to define, evaluate and acquire IT solutions while deploying proven best practices from you the IT provider.
- IT programs and investments have better success rates with a higher probability of completion of an on-time, on-budget program.
- The taxpayer receives greater understanding, transparency, and value typically at a lower, predictable cost, and a higher return on the investment (ROI).

We have attached our industry membership package that describes the range of service options that we provide. Should your review of this documentation find interest, we welcome the opportunity to schedule a briefing with your leadership team to discuss how best to proceed in meeting your objectives.

Thank you again for your interest in ICH and the ITAAC. We look forward to adding your organization to our family of public/private partners.

Cordially,

John Bird
Director Strategic Partnerships
Interoperability Clearinghouse
IT-Acquisition Advisory Council
703-768 0400



Interoperability Clearinghouse Membership Offerings for Private Sector Partners

Non-Profit Membership Offerings

Interoperability Clearinghouse

A Government Chartered, Non-profit Research Institute

www.ICHnet.org

Co-Sponsor and Secretariat of IT Acquisition Advisory Council

A non-partisan Think Tank

www.IT-AAC.org



Interoperability Clearinghouse (ICH)

A Public/Private Partnership for advancing the business value of Commercial off the Shelf Solutions (COTS/Open Source)

Challenges to the Private Sector Partner

All private sector product vendors and solution providers to the government are looking for capabilities which allow them to:

- Increase market penetration and revenue
- Leverage ICH's sole source and small business contract vehicles (GSA 70, MOBIS, SOSSEC OTA, NCOIC OTA, FAR 6-302)
- Shorten the acquisition/procurement process and time to revenue
- Obtain better market intelligence
- Increase business unit ROI via better program investment decisions
- Increase probability of program wins
- Deep Market Intelligence not available from traditional sources (Input, Gartner, Consultants)
- Understand what capabilities (not features) the customer actually desires
- Articulate the value of your capabilities in context with desired capabilities
- Map proven products and technologies to desired capabilities
- Position, market and message proven products appropriately
- Independent review and certification of past performance

ICH, as a government chartered 501(c) 6 non-profit business entity, is uniquely positioned to sit astride the government and the commercial technology communities as an honest broker representing the interests of both public sector buyers and private sector suppliers.

In a conflict free environment, our role with the Public Sector give ICH unparalleled insight into understanding the capabilities that the government client requires. We are then positioned to advise our clients on commercial technologies, alternatives, and best practices, not just product feature sets, throughout the government acquisition lifecycle. Our approach has been monitored and vetted by government agencies and commercial clients.

ICH Private Sector Partner Offerings

OPTION 1.0: Membership Options

ICH public/private membership/subscription services have been tailored to overcome well documented challenges facing commercial solution suppliers and innovators. Packages are designed for small, medium and large business, customized to meet their unique needs.

OPTION 2.0: Customizable Offerings (Our Expertise)

ICH offers a full range of highly customizable business strategy and mentoring services which are tailored to partner specific requirements. These services are design to assist our partners in reducing time, identifying and reducing cost, and overcoming barriers to achieving desired outcomes

- **Facilitated Research and Assessment to Government Agencies.**



- **Product/Service Fit and Positioning.** Problem ID, Requirements Definition, Gap Analysis of Product Offering to agency requirement.
- **Pilot Targeting.** Match your capabilities and your offerings to targeted Federal Business Requirements (Example – Solution Oriented Architecture).
- **Educational programs to share best practices – Public and Private Sector.**
- **Market Intelligence.** Product/Service fit, interoperability, and security from a market perspective with comparisons.
- **Public Sector outreach.** Contact and Educate Public Agency PMs and C-Level management on the value of proven market innovation.
- **Accelerated Certification and Accreditation.** Position solutions and suggest repeatable processes for accelerated C&A in Capabilities-based Acquisitions.
- **Independent Solution Audits.** Independent audit process for verifying COTS products or solution sets useable in response to request for proposals.

ICH will work closely with our private sector partner to define/plan specific services. ICH and its Partner will attach to this Membership/Consulting Services package a mutually agreeable Statement of Work (SOW) prior to final cost estimates and agreement.



Membership/Consulting Service Offerings

Membership Service Offerings

	<u>12 Month</u>	<u>6 Month</u>
<u>Charter Membership</u>		
1. [] Silver Small Business Retainer Membership Package -	\$25,000	\$15,000
<u>ICH Architecture Subscription</u>		
Includes:		
- Interoperability Clearing House Annual Membership Subscription		
- Hotline Mentoring		
- Outreach Support (must be coordinated via maximum of 5 named POCs)		
2. [] Gold Retainer Membership Package -	\$60,000	\$35,000
<u>ICH Architecture Subscription</u>		
Includes:		
- Interoperability Clearing House Annual Membership Subscription		
- 15 hours direct support/month (based on \$2000/day rate)		
- On-site Mentoring Program		
- Outreach Support (must be coordinated via maximum of 5 named POCs)		
3. [] Platinum Retainer & Membership Package	\$120,000	\$65,000
<u>Architecture Mentoring Program</u>		
Includes:		
- Interoperability Clearing House Annual Membership Subscription		
- IT Acquisition Advisory Council Sponsorship and Committee Leadership		
- 35 hours direct support/month (based on \$2k/day rate)		
- On-site Mentoring Program		
- Outreach Support (must be coordinated via maximum of 10 named POCs)		

Consulting Service Offerings (Members only)

Fee for Service Retainer

4. [] Solution Architecture: Advisory Retainer	\$5,000 - \$15,000/month
\$2000/day, mentoring, education, or market research	
5. [] Solution Architecture: Certification/Audit (for Suppliers) /project	\$20,000 Minimum*

*Cost recovery model based on # of function points, products, and references.



Membership/ Subscription Application

Organization/Company Name: _____
Membership Type: _____
Street Address: _____
City: _____
State: _____
Zip: _____

Primary Contact: _____
Title: _____
Phone: _____
Email: _____

Technical Contact: _____
Phone: _____
E-mail: _____

PR Contact : _____
Phone: _____
Email: _____

Brief Description of Company, Business Focus, Products and/or Services:

Payment method:

Check enclosed (payable to the Interoperability Clearinghouse)

Invoice my organization

Credit Card:

Credit Card No. _____

Type: American Express Visa MasterCard Other, specify: _____

Name on card _____

Exp. Date: Month ____ Year ____ (mm/yyyy)

SPECIAL TERMS: Quarterly payments at the beginning of each quarterly month.

Start date: _____

Name of Contact in Accounts Payable: _____

Address: _____

City, State, ZIP: _____

Phone: _____



Terms and Conditions

By signing below, the applicant acknowledges and agrees that, when signed and accepted by the ICH, this application represents a binding contract between the parties and commits the applicant to (i) payment of annual membership dues and fees as determined from time to time by the ICH Advisory Board and (ii) compliance with all the terms and conditions of the ICH's Certificate of Incorporation and Bylaws (the applicant hereby acknowledging that it has reviewed the copies of these documents posted on the ICH's website) and such rules and policies as the Board of Directors and/or committees may from time-to-time adopt. The applicant certifies that it meets the conditions of membership specified in the bylaws and that it has accurately stated its intentions with respect to the membership class that it has selected above.

ICH may elect to avail itself of certain protections offered by the National Cooperative Research and Production Act of 1993, as amended, which requires disclosure of the names of all members of ICH. Accordingly, the undersigned hereby appoints such person who shall be the President or acting President of the ICH as the undersigned's true and lawful attorney-in-fact authorizes him or her to (1) notify government agencies of the undersigned's membership in ICH, (2) make, approve the form of, execute and deliver filings with government agencies on behalf of ICH and on behalf of the undersigned as a member of ICH, (3) receive notifications, including without limitation, notifications pursuant to the National Cooperative Research and Production Act on behalf of ICH and on behalf of the undersigned as a member of ICH, and (4) authorize and direct other officers of, and/or counsel to ICH, to do any of the foregoing acts.

The ICH Managing Director will serve as the secretariat of ICH for management services including membership, meeting planning correspondence, fee collection and accounting. (ICHnet.org TAX ID: 54-2004696, Government Sanctioned, non-profit 501C6 DNB#: 010271109, Cage Code: 3DRJ0)

Agreed to by:

Member Name and Title

Signature _____

Date: _____

Interoperability Clearinghouse

John Birdr, ICH Director

Signature;

Date: 01-15-10_____