
QualityU.com

Proposal, Contract and Technical Writing Services

Capabilities

Prepared For:
Contract Evaluation

QualityU Mission

QualityU people believe in honesty, loyalty, and high ethical standards.

We produce world-class documentation and training that helps our clients communicate with customers and employees.

We value our clients, and we are determined to be their preferred long-term source for documentation and training support.

GM BECKERT & ASSOCIATES, INC.

1860 Elaine Lane #10 – Malabar, Florida 32950

(321) 724-9875 – www.QualityU.com

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CONTACT and BUSINESS INFORMATION

The QualityU/GMBA point of contact is Mr. Gary M. Beckert, President, who can be reached at the following locations:

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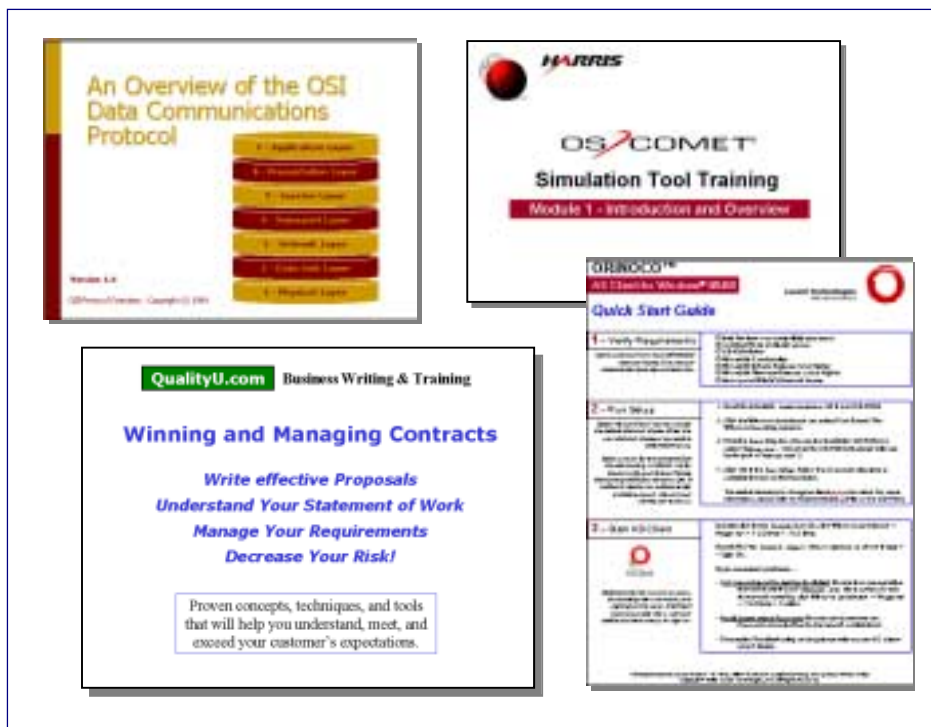
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Status:
Certified service-disabled, veteran-owned small business, registered with PRO-net and CCR.

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BUSINESS WRITING AND TECHNICAL CAPABILITY

Services and Products

Typical Business Support Services

- Proposal Writing – Statement of Work “De-mystification”
- Contract Negotiation and Management Techniques and Tools
- Cost and Schedule Management Systems
- Government Contracting Registration: GSA, DoD, Primes, KSC, NASA
- Document processing and conversion
- Custom “Train The Trainers” Courseware Development
- User Manuals, Guides, and Courses
- Programming Manuals and References
- On-Line Help and Job Aids
- HTML Help and Job Aids
- Network Engineering Courses
- Illustrations and Design/Layout
- Instructions and Procedures
- Maintenance Manuals
- Requirements Management Training
- Software (ISO and SEI CMM™) Quality Assurance Training and Documentation
- Tailorable Professional Skills and Teamwork Courses

GMBA has been performing business and high technology training and writing services since its incorporation in February of 1995. Some examples of technical materials for these customers include:

- SBA sponsored government contracting, GSA registration, and more
- Agere Systems ORiNOCO™ Wireless Networking Technical Training Course
- Harris Corporation Satellite Simulation Programmer's Course
- Lucent Technologies Access Server MacOS Client User's Guide
- Lucent Technologies Access Server and AS Manager O & M Manual
- IP Technology For Field Service Engineers
- TCP/IP and OSI Data Protocols
- RADIUS Authentication Software Concepts and Configuration
- Software Technology, Inc. Application Program Interface Programming
- Software Technology, Inc. Satellite Command and Control Software User's Guide
- Software Technology, Inc. Operator's Training Course and Language Reference
- Software Technology, Inc. System Engineering Training Course
- Motorola Control Segment Software Maintenance Manual
- Motorola Satellite Operator's Guide and Training Course
- Motorola Interactive Operator's Performance Support System
- Data Voice Incorporated CAL2K Calibration Tracking System User Manual

As a business management and technology focused company, we specialize in analyzing contract requirements, solicitations, and raw engineering information. We then design effective training and writing products based on the information. This saves valuable client

engineering development time. Over the last five years, we have set a track record of on-time delivery and meeting demanding and changing schedules. We provide “train the trainer” options for all business development and technical courses, which allows your training staff to take the material as a turn-key product, ready for use. We’ll even design the training system hardware and software setup for technical courses.

Training Products

Our standard management, contract management, engineering, and professional skills courses are carefully designed to be tailorable as needed, ensuring complete attention to your requirements. These courses include:

- Winning and Managing Contracts
- Requirements Management
- Risk Management
- Statement of Work Breakdown (Work Breakdown Structure)
- Quality Systems (ISO-9000, SEI) For Management and Technical Professionals
- *Smart Start*: Interviewing Skills For Workplace Teams
- Time Management
- Stress Management
- Training Design and Writing Skills For Busy Engineers
- Customer Service For The 21st Century
- Customer Service For Network Engineers
- Network Design and Maintenance
- RADIUS Server Configuration and Operation
- IP Technology Implementation

Equipment, Facilities, and Staff

Equipment

GMBA uses a state of the art networked computer system comprised of Ethernet and wireless servers; three color printers, and eight workstations including both Windows and MacOS laptop computers. This is an ideal environment for researching, developing, and validating documents and training materials for any business, management, network or software project. GMBA also maintains a full digital multimedia graphic, video, and audio-editing system composed of dedicated hardware and software.

Facilities

GMBA office and lab facilities are co-located in Malabar, Florida, convenient to transportation resources and accommodations. Training and conference facilities are provided under agreement with local establishments, such as computer training centers (where Internet connection is required) and hotel conference rooms.

Staff

The Project Manager and technical point of contact is Mr. Gary M. Beckert who will be the primary project manager for writing and training services.

The GMBA business model includes access to vital human resources, including companies and professional individuals. For high-technology writing and training projects, the following personnel are included as supporting staff:

- Ms. Vicky Strycharsky, Certified Business Analyst, Tampa, FL.
- Mr. John R. Ellis, MS, Business Manager, Quality Systems Instructor, Melbourne, FL.
- Mr. Ted Edmonson, MCSE, Satellite Beach, FL. – Network Engineer, NT, Novell
- Mr. Geno Valecenti, MCSE, Grant, FL. – Network Engineer, NT, Unix and Linux
- Ms. Chloe Atkinson, MA, Gainesville, FL. – High-Technology Writing Editor
- Mr. Ernest Reich, Ph.D., Oviedo, FL. – Instructional Design
- Ms. Hilton S. Hatch, MA, Melbourne, FL. – High-Technology Editor and Telecommunications Specialist

QUALITY PROGRAM

Quality Model

The GMBA quality model is formalized, and is based on a unique combination of ISO-9000 standards and the Software Engineering Institute Key Practices of the Capability Maturity Model (SEI CMM™).

This approach was developed as a result of the quality assurance training developed by Mr. Beckert during the period from 1995 to 1999. While the ISO-9000 standards identify good business practices, the CMM provides the means to track and improve quality process.

GMBA is committed to continuous improvement and follows a rigorous development policy that actively involves the customer. Our process involves the following six crucial steps that ensure a maintainable and effective result:

- **Requirements Analysis** – We share a common vision with our customer and know beforehand how success will be measured. By our previous experience in the industry as developers and project managers, we demonstrate a clear understanding of needs and requirements at the beginning of each project.
- **Research** – All information resources, such as solicitations, RFPs, and so on, are examined and mined for the data needed to ensure a quality product. As an engineering organization, we understand the research process and how to determine what is relevant to the task. Our in-depth understanding of human factors and technology (and its evolution) significantly reduces the time and costs necessary for research of any project.
- **Design** – Contract management, business conduct, and high-technology writing is the application of science to art, and we consider it a true engineering discipline. We specialize in helping people understand and use leading edge technology. In terms of document design for network technology and software training, GMBA has already developed several excellent training and document templates, thereby reducing the time and cost to complete any project. Furthermore, GMBA has already developed processes for creation, development, and delivery of materials in several electronic forms, including Word 97/2000, Portable Document Format (PDF), and Adobe PostScript.
- **Development and Validation** – Tested and validated materials are everything – you and your team play an important role in this phase. GMBA always establishes itself as a member of the management staff and development team, and works on a first name basis with executives, managers, engineers, and others who will use the materials.
- **Pre-Production** – Our “no surprises” philosophy allows you to see the real thing before final production. From Solicitation and Requirements Review to final production, you know what to expect the whole time. Materials under our development are made available with adequate time for review and comment before the deadline arrives.
- **Production** – GMBA can provide complete production and post-production support, such as translation, printing, world-wide distribution, conversion to interactive multimedia format, and maintenance.

Service and Cooperation

GMBA Services Business Model

GMBA is a network of individuals and companies carefully chosen to complement each other's abilities. We believe this is how business works in the 21st Century. This model allows us to select and utilize the right resources, saving costs and decreasing risk.

From business development, contract management, and network technology to professional sales and marketing, we cover the spectrum in information engineering and design. We have solid associations and agreements with companies and professional individuals with the following skill sets:

- Certified Business Analysis
- Proposal Development
- Contract and Program Management
- Government Contracting Registration
- Risk Management
- Marketing and Sales Training
- Teamwork and Organizational Skills
- Document processing technologies and techniques
- Engineering Training Courses
- Software and Hardware High-Technology Writing
- Engineering Manuals (API, ASI, ASO)
- Operator's Guides and Courses
- Instructional Design Training "Train The Trainers"
- Software Engineering Practices
- WAN and LAN Network Technology
- Internet Technology and E-Commerce
- Interactive Multimedia Design
- Software Quality Process
- Software Engineering Technology
- Wireless Communication
- Relational Database Design and Development

Value Added and Ease of Doing Business

GMBA always demonstrates a positive and cooperative attitude, and has consistently gained the respect of executive, management, and engineering teams because we speak their language and understand the business development and technology market environments. Other aspects of GMBA that facilitate working with our clients include:

Hardware on-hand. GMBA currently has all of the hardware and software components for writing and training development, including Windows NT and wireless servers, client systems, cables, switches, supporting software, and so on.

Existing Document Templates. GMBA currently has several successful and functional document templates, and has developed and demonstrated an efficient process to convert the provided electronic templates into any desired formats such as: Word 97/2000, Portable Document Format (PDF), XML, SGML, HTML, and PostScript.

Establishing A Relationship with Reviewers. GMBA has historically established a mutually respectful relationship with engineering teams that allows the free and open flow of critical review comments.

Reduced Training/Meeting Requirements and Support Costs. The need for special meetings and training sessions is minimized due to our in-depth knowledge of business practices, contract management, technology, software development, and network topologies. When meetings are required, our knowledge of the product and personal relationships with team members facilitates the transfer of knowledge, thus saving management and engineering time for our clients.

Lower Schedule Risk and Cost. A strong background in business development, contract management, and technology allows our pricing to leverage on the body of knowledge we already have, substantially reducing any learning curve and schedule risk. We are literally ready to start most projects without need for additional equipment or extensive client management or engineering support.

We Know the Requirements and the Audience When We Start. The first part of the process for developing proposals, documents, and training is to understand solicitation and requirements as well as the audience. This phase is completed at the beginning of a project, resulting in an agreement on a Statement of Work.

Working with the executive, management, and engineering teams on any project, we identify management, technical, and user audiences and the tasks they perform. With this understanding, GMBA effectively and quickly develops an approved requirements set, and then accurately targets the documentation and training to the intended audience.

Documentation and Reporting Capabilities

GMBA recognizes the need to communicate status effectively. All work in progress is available for review by client management at any time during the course of development. Progress against milestones is typically tracked on a Gantt chart maintained by GMBA, and will be reported as required by client management.

MANAGEMENT QUALIFICATIONS

Mr. Gary Beckert, is the principal manager for all training and writing projects. His resume and work samples are available upon request. He is an **SBA Certified Business Analyst** specializing in government contracting and contract management.

Management Experience - Gary Beckert is a **two-time Leadership Award-winning Manager** for a Fortune 500 corporation, and has over 27 years successful experience, including the management and delivery of multi-million dollar products and services.

Additional honors include the **TRW Customer Service Award** and the **Harris Corporation Teamwork Award**. Gary has been a software engineer since 1975 and has trained literally thousands of people in high-technology and professional skills including electronics, computer operation, software engineering, software project management, interviewing, stress management, setting performance expectations, and many more.

Using his extensive software and hardware engineering experience, Gary developed and delivered Quality Assurance professional improvement training courses for well over 150 engineers and other personnel, resulting in improved project management, increased productivity, and decreased defect rates.



Gary is a graduate of the **University of Utah**, specializing in the application of psychology and learning to technology training.



As a **Certified Business Analyst** for the Florida Small Business Development Centers, Gary provides expert counseling in business activities, including pre-startup, business planning, marketing strategies and materials, government procurement, and contract management.



A member of the **American Society for Quality (ASQ)**, Gary develops and teaches quality assurance process for all life cycle phases of product development, maintenance, and customer support.



As a professional communicator, Gary is a member of the **American Society for Training and Development (ASTD)**. Gary keeps in close touch with training and quality issues, tools, and techniques.



As a **Certified Instructor for AchieveGlobal**, a major provider of over 70 organizational leadership and teamwork courses, Gary has the background, certification, and the vision to help your people improve professionally, feel better about their jobs, and support your company mission.

- **Proven Business Survivor** – Over more than 27 years, Gary has helped his employers and QualityU thrive. Since 1995, QualityU has more than tripled revenue every year. Since 1990, as a business manager and proposal writer, he has helped QualityU and other companies win more than \$1B in government and commercial contracts. As a true professional communicator, Gary helps companies thrive through effective business writing and training services.
- **High-technology Experience** – Mr. Beckert wrote and produced many business-oriented, contract management, and high-technology manuals for over 27 years. Major clients include Lucent Technologies, Univac, Sperry, Ford Aerospace, Harris Corporation, Federal Aviation Administration, and Motorola.
- **Internet Expertise** – Gary develops management, user, and engineering documentation, and presents several courses covering Internet/Intranet Technology. Topics included TCP/IP and Open Standards Institute (OSI) protocols, Media Access Control (MAC) Layer, and Packet Data Communications. GMBA developed and maintains a web site at <http://www.QualityU.com>. We invite you to visit to learn more about our services and learning products.
- **RF and Electronics Technology** – Mr. Beckert received advanced electronics and RF communications training, and maintained airborne RF and RADAR equipment while on active duty in the US Marine Corps from 1969 to 1972. In the 1980's Gary held two faculty positions at vocational colleges teaching AC/DC Electronics and analog (solid state) hardware design.
- **Access to Network and Equipment** – Gary maintains and has full time access to Ethernet and wireless network systems, including both Windows and MacOS client machines.
- **Writing Expertise and Tools** – Gary developed and provided business, contract management, and even user training/tutoring on all Microsoft Office applications. GMBA uses the full Microsoft Office Professional suite (Versions 97 and 2000), as well as Adobe Acrobat 4.0, PageMaker, FrameMaker, Adobe Illustrator, and numerous graphics and multimedia applications. GMBA routinely converts information from one application to another (such as FrameMaker to Word) and often works with XML, SGML, HTML, Portable Document Format (PDF), and PostScript documents.

CAPABILITIES SUMMARY

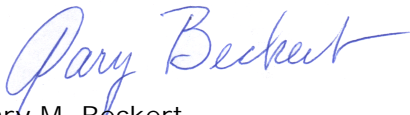
GMBA is pleased to provide this capabilities information, and accepts Fixed Price, T & M, and Cost Plus contract types. We look forward to a potential mutually beneficial relationship with you.

GMBA is extremely well qualified to perform the work in a number of aspects. These aspects include our past experience with similar projects, and the ability to develop a mutual respect working with high quality engineering teams such as Lucent Technologies, Agere Systems, and Harris Corporation.

GMBA has the management, personnel, equipment, and software in place, and is ready to perform the training and writing services you require for your proposal, contract, and project.

Thank you for your consideration of our services. If you have any questions, please contact us for a no-obligation consultation.

Respectfully submitted,



Gary M. Beckert
President
GM Beckert and Associates, Inc.
September, 2002

Professional References

Victoria Peake – Director, Regional SBDC, Melbourne, Florida – (321) 632-1111 x33201

Marvin Kempema - Manager, Agere Systems, Atlanta, GA - (404) 870-6945

George J. Weinstein - Manager, Lucent Technologies, Atlanta, GA – (404) 870-6955

Chris Weber - Engineering Manager, Software Technology, Inc. (321) 952-7550

John R. Ellis - President, retiSoft, Inc. – (321) 255-9850

Margaret Petro - Marketing and Sales Manager, Solunet, Inc. – (321) 723-8550