KVORTEX
SMARTER BY DESIGN
A Verified SDVOSB & ED-WOSB

salesforce
registered
consulting partner

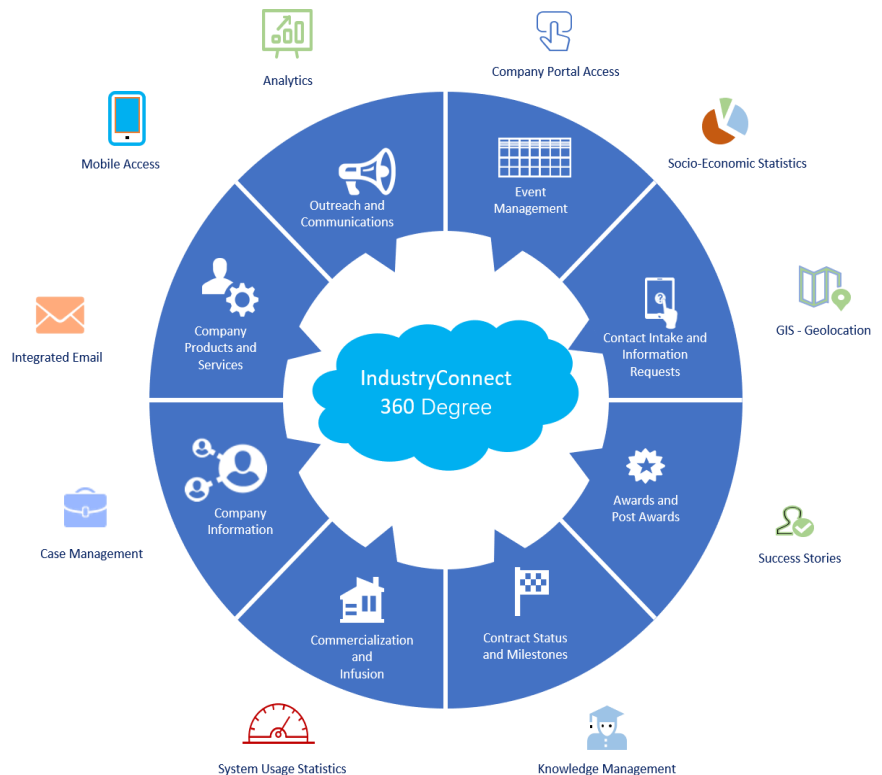## How can Government Agencies and Industry Effectively Engage?

Government Agencies seeking **new channels for outreach, engagement, and collaboration with Industry** are challenged with highly manual and repetitive processes, and disparate, unconnected data sources (Outlook inboxes, spreadsheets, etc.) that provide limited views of interactions with companies and their products and services.

Built on the **Salesforce Platform** and **designed specifically for Government Agencies**, INDUSTRYCONNECT provides several Customer Relationship Management packages tailored to your organization's unique industry or constituent engagement needs. It **cuts across siloed organizational structures to integrate multiple systems** and provide the key information necessary for effective lifecycle engagement with Industry, from syncing Outlook emails with company and contact records, to integrating back office systems, to tracking contract awards.

INDUSTRYCONNECT includes all required infrastructure hosted, managed, and maintained by Salesforce.com. The **modular design allows organizations to scale up or down** to meet their specific needs, whether it's performing outreach and engagement or a full-service solution for OTA (Other Transaction Authority) solicitation and selection.

INDUSTRYCONNECT facilitates interaction between Government and Industry and provides an **integrated, 360-degree view of company engagements** for Government decision makers.

- Manages and tracks communications and events in a single data model, keeping information in one place and retaining institutional memory
- Enables seamless event management through Agency event calendars posted to a public web portal, allowing Industry to respond, enroll, or self-register
- Links email traffic to company accounts, discrete events, and specific opportunities, maintaining a searchable history of related interactions
- Enables better business decisions through analytics & data visualization of business intelligence (BI)
- Integrates with back office systems, such as financial systems, HR systems, or procurement systems which track key milestones and/or deliverables
- Maintains company information (NAICS, addresses, socio-economic categories, etc.) and allows Industry to update information through secure company portal access
- Tracks company products and services through development to commercialization and allows for Agency-approved Industry Success Stories



Figure 1: 360-Degree View of Industry Engagement

- Records, tracks, and resolves Industry questions and issues through Case Management
- Displays visually rich dashboard views of information, such as summaries of company awards and post-award histories, or charts and graphs of statistical data
- Permits Industry to quickly access and search relevant information, articles, and FAQs through Knowledge Management
- Enables full mobile access and geographic mapping analytics thorough Salesforce apps

INDUSTRYCONNECT is based on solutions KVORTEX designed and deployed for Federal Agencies and private companies to streamline the process of collaborative engagement among Industry, Government, and Academia. The following figure depicts the steps, functions, and processes required to adequately track and manage Industry engagement from "first touch" to Industry success stories, and beyond. Our Government clients use this model to assess their own processes to better understand which functions are fully mature, which are partially mature, and where capability gaps exist.

**Built on the Salesforce Platform, INDUSTRYCONNECT, Enables Effective Lifecycle Engagement**

INDUSTRYCONNECT addresses common capability gaps by enabling each part of the Capability Model through direct process support and integrations with other systems and by **combining native out-of-the-box Salesforce CRM capabilities** to close gaps.
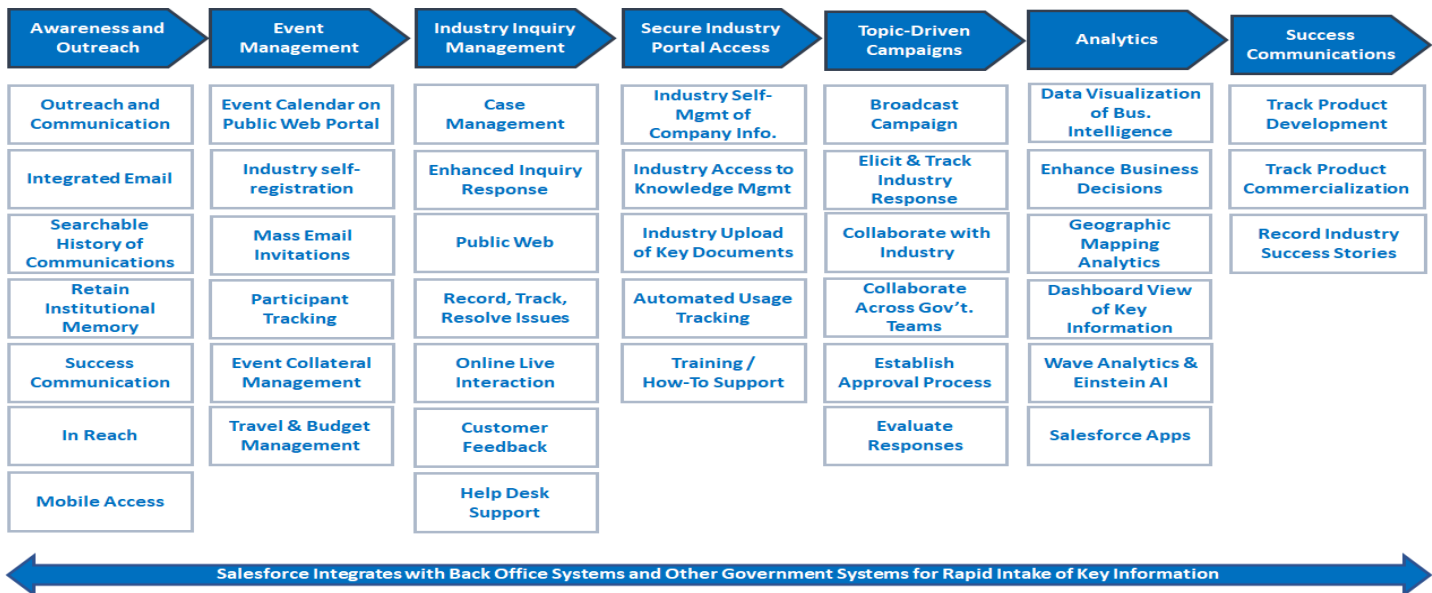
| Awareness and Outreach | Event Management | Industry Inquiry Management | Secure Industry Portal Access | Topic-Driven Campaigns | Analytics | Success Communications |
|---|---|---|---|---|---|---|
| Outreach and Communication | Event Calendar on Public Web Portal | Case Management | Industry Self-Mgmt of Company Info. | Broadcast Campaign | Data Visualization of Bus. Intelligence | Track Product Development |
| Integrated Email | Industry self-registration | Enhanced Inquiry Response | Industry Access to Knowledge Mgmt | Elicit & Track Industry Response | Enhance Business Decisions | Track Product Commercialization |
| Searchable History of Communications | Mass Email Invitations | Public Web | Industry Upload of Key Documents | Collaborate with Industry | Geographic Mapping Analytics | Record Industry Success Stories |
| Retain Institutional Memory | Participant Tracking | Record, Track, Resolve Issues | Automated Usage Tracking | Collaborate Across Gov't. Teams | Dashboard View of Key Information | |
| Success Communication | Event Collateral Management | Online Live Interaction | Training / How-To Support | Establish Approval Process | Wave Analytics & Einstein AI | |
| In Reach | Travel & Budget Management | Customer Feedback | | Evaluate Responses | Salesforce Apps | |
| Mobile Access | | Help Desk Support | | | | |

Salesforce Integrates with Back Office Systems and Other Government Systems for Rapid Intake of Key Information

*Figure 2: Industry Engagement Capability*

## No back-end physical or virtual servers required

Because Salesforce applications are delivered on-demand over the Internet, **clients don't need to license software or set up and manage hardware platforms.** As a multi-tenant, cloud-based web application, Salesforce hosts the entire Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS) solution, thus **freeing up customers to manage their mission, not manage an infrastructure solution.**

Salesforce combines several different persistence technologies, including a custom-designed relational database schema, which are innately designed for clouds and multi-tenancy - **no virtualization required.** Salesforce's core technology uses a runtime engine that materializes all application data from metadata - data about the data itself. Additionally, Salesforce is browser agnostic and supports all major browsers (Firefox, Chrome, Safari, IE). No installations on users' laptops or desktops are required, so INDUSTRYCONNECT is accessible from anywhere an internet connection and supported browser are available, including mobile devices.
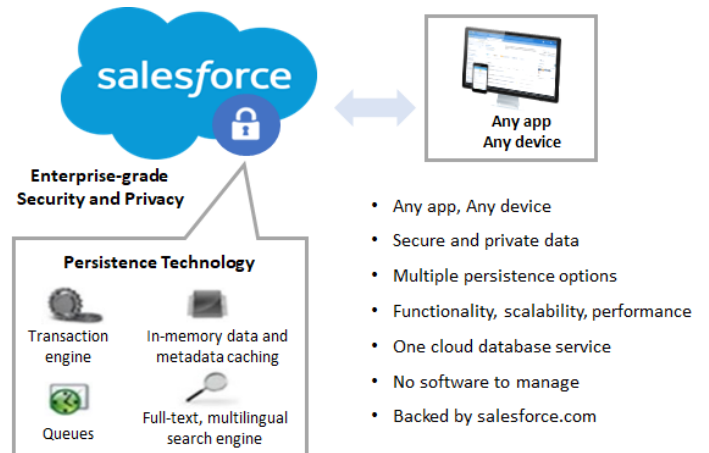
salesforce

Any app
Any device

Enterprise-grade
Security and Privacy

Persistence Technology

Transaction engine

In-memory data and metadata caching

Queues

Full-text, multilingual search engine

- Any app, Any device
- Secure and private data
- Multiple persistence options
- Functionality, scalability, performance
- One cloud database service
- No software to manage
- Backed by salesforce.com

*Figure 3: Salesforce Platform*

## Secure and Reliable

Salesforce provides world-class security at multiple levels, from applications security to physical facilities and network security, using the latest firewall protection, intrusion detection systems, and TLS encryption. Salesforce was the first Cloud Service Provider granted a **FedRAMP Authority to Operate** for both PaaS and SaaS and has had an ATO at the **moderate impact level** for the **Salesforce Government Cloud** since May 2014. Salesforce also received Provisional Authorizations (PA) from DISA at **Impact Level 2 (IL2) and Impact Level 4 (IL4)**, which is based on DISA's Cloud Computing Security Requirements Guide (SRG). Achieving the IL4 provisional authorization enables Federal Agency clients to rapidly and efficiently leverage the Salesforce platform to deploy capabilities securely to all stakeholders. This provides mission owners and authorized contractors the ability to utilize the Government Cloud to manage **Controlled Unclassified Information, including** Personally Identifiable Information **(PII) and** Protected Health Information **(PHI).**

| Reliability | Scalability | Performance | Capacity | Security |
|---|---|---|---|---|
| Salesforce is the world's most reliable cloud | Salesforce can handle 1000's of users | Salesforce executes 4B transactions/day | Salesforce securely stores billions or records | Most secure Government Cloud |
| **99.97%** | **150k** | **200ms** | **234b** | **FedRAMP** |
| average uptime | largest user deployment | average page load time | records created in 4Q17 | certified for SaaS, PaaS |

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