WHY ONTARGET?

Responding to an RFP is tricky business. Government contractors must utilize productivity tools that ensure:

- Compliance with proposal due date
- Smooth collaboration among team members
- Clear and concise proposal messages which directly address specific source selection criteria

OnTarget provides a clear methodology to enable proposal teams to organize response items to government RFPs, enabling proposal managers to consolidate information into a concise proposal outline matching specific government requirements.

Standardized templates and intuitive workflow routines ensure both consistent proposal development and compliance to award evaluation criteria. A structured approach to process integrity ensures quality and control throughout the entire process.
Many organizations employ a group of independent reviewers, known as Red Teams, to objectively assess proposals and ensure compliance with RFPs. Red Team processes are loosely defined and often haphazard. It is imperative they use a proposal review tool. OnTarget is designed with these Red Teams specifically in mind.

OnTarget is a proposal development and review solution enabling government contractors to focus their proposals on the source selection criteria from the outset and to increase their contract win rate.

OnTarget is based on DecisionPoint, AcqCenter’s software platform used in over 950 procurements by government agencies, with an eye toward the proposal team and the unique challenges behind contract wins.
OnTarget Key Benefits

- Develop clear and concise linkage between your proposal and the specific evaluation criteria
- Make the job of government evaluators and contract officers easy and painless
- Increase win rate

OnTarget Features

[User-Friendly Interface] The OnTarget interface is intuitive and straightforward. Standardized input templates promote documentation quality and consistency while reducing the administrative burden. Minimal user training and orientation is required so you spend time on the proposal, not on learning the tool.

[Streamline Operations] OnTarget maximizes collaboration with intuitive workflow, making proposal development activities seamless and efficient.

[Simplify Evaluations] OnTarget allows Red Teams to review proposals in the same way as a government evaluator would, gathering feedback on the content and organization of the material.

[Develop Strategy / Win Themes] The effectiveness of proposals meeting capture strategies can be evaluated, allowing the team to provide feedback on areas where enhancements should be made.

[Match Your Proposal to Evaluation Criteria] OnTarget focuses proposal teams on the same criteria the government will use – this process is critical as proposals are evaluated against criteria, not competitors.
[Build Rapid Online Consensus] OnTarget delivers an efficient consensus process to facilitate collaboration between proposal teams, allowing consensus findings to be easily posted and accessed by the entire team in real-time, displaying progress and status metrics.

[Online Proposal Development Library and Data Warehouse] An easy-to-access reference library of documents can be created. Coherent, comprehensive and secure records are permanently maintained. Document quality is upheld through logical workflow to help ensure consistency.

[Fast, Flexible Implementation] OnTarget can be plugged into almost any proposal environment with minimal intervention and expense.

[Responsive Customer Service and Support] AcqCenter is committed to providing customers with the most responsive support available throughout their entire proposal development process.
About AcqCenter

AcqCenter delivers solutions that enable government organizations to virtually eliminate protests and increase evaluation efficiency throughout the source selection process, and government contractors to focus their proposals on the source selection criteria and increase their contract win rate.

Through a combination of powerful, proven solutions and a highly experienced team of government contracting experts ready to assist you through every step of the process, AcqCenter provides a competitive advantage to customers focused on evaluating and winning government procurements.